Media Zone Studios

PRODUCT
Planar Venue VX Pro Series

LOCATION
Boca Raton, Florida

INDUSTRY
Media & Entertainment
Events

APPLICATION
Production &
Video Display

Planar LED Video Wall Delivers Wow Factor for Digital Marketing and Event Studio

Media Zone Studios is a digital marketing suite in Boca Raton, Florida that offers a versatile space for events and content creation. The 4,200-square-foot venue—a joint venture between Media Zone and Groove Digital—is fully equipped with state-of-the-art audio, video and lighting systems to create a seamless production experience.

Media Zone Co-Founder Michael Jones partnered with Mike Filsaime, Groove Digital CEO, to create a boutique option for video shoots and virtual and hybrid events with an all-in-one solution. "Coming out of COVID, we saw a need for this type of intimate setting that could be adapted to host anything from a video podcast or a TV show to a panel discussion, marketing commercial, corporate summit or a speech," Jones said.

The venue is designed to offer clients a better experience and more freedom compared to booking an event through a hotel. "I was always listening to my clients about the friction of renting a hotel space for events," Jones explained. "You have to commit to a room block depending on the size of the ballroom that is booked. And if your attendees don't book those rooms, you're on the hook for them. So we saw an opportunity to solve these problems. The person putting on the event wants to focus on the event, not on the AV and especially not on making sure they get rooms booked."

Jones, who previously used LED video walls to produce events including one for Tony Robbins and another for Coinbase, understood that a wow factor was needed if the venue was to fully reach its potential. That led him to Planar, and specifically, a 24-foot-wide by 10-foot-high (15x6) Planar® Venue™ Pro VX Series indoor LED video wall with a 1.9mm pixel pitch.

Ideal for Client Needs

According to Jones, the Planar Venue Pro VX Series LED video wall provides his team with a seamless solution for meeting their client's needs. "It's obviously the main attraction and it makes for a very dynamic experience," he said. "Clients walk in and we'll have their branding up on the video wall and they feel like the space was built for them. It's a fantastic way to make a splash with content and they don't have to think about anything."
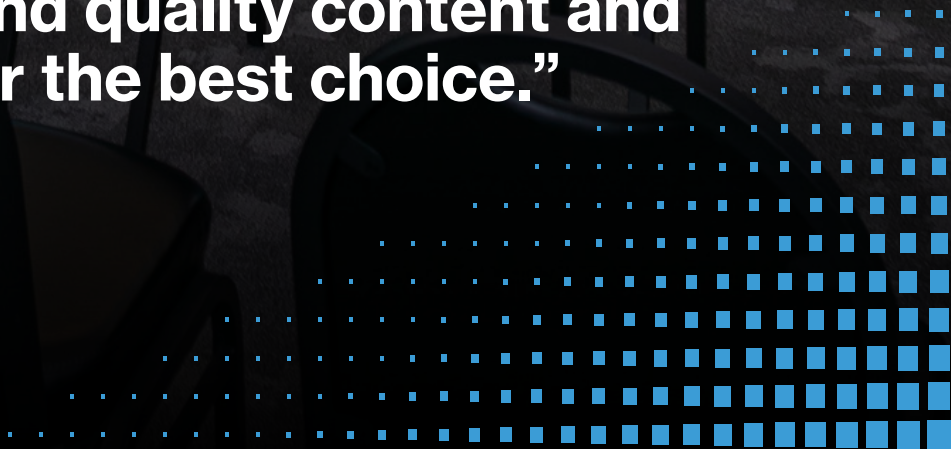
The space is also equipped with three Sony cinema cameras on a pan tilt zoom system and mounted on rolling tripods, allowing them to place a camera anywhere in the venue and operate and record from a control room. "Anyone who has filmed on an LED wall will tell you that it's painful at times with moiré, scan lines and artifacts," Jones said. "But we are extremely happy with what we have—the video wall has a high-performing scan and fast refresh rate, a perfect solution for filming."

In addition to the picture quality, Jones emphasized the value of the 1.9mm pixel pitch resolution in terms of added flexibility, allowing talent to get close to the display when being filmed. "Our vision was to create an event space built around quality content and that made Planar the best choice."

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— **Michael Jones,**
Co-Founder, Media Zone

About the Planar Venue Pro VX Series

Planar Venue Pro VX Series indoor LED video wall displays feature exceptional visual properties for in-camera virtual production and extended reality, and mechanical features to suit temporary applications and fixed installations. The high-performing scan and high refresh rates of Planar Venue Pro VX Series displays reduces in-camera artifacts, while high brightness and wide frame rate compatibility enable slow motion filming and multiple ICVFX camera frustums. Displays are designed to show a larger percentage of the visible color spectrum, rendering on-screen content with the hues and shades creators intended, enabling a more genuine viewing experience. With magnetic points for briefly holding LED displays in place, a single installer can secure the cabinet and finalize cabling. Handles, locking pins and an embedded quick-lock system also make the assembly easy and more efficient.