



Plazamedia selects Alfalite's LED panel technology for its new Extended Reality (XR) studio

A 120-square-metre L-shaped LED wall from Alfalite, supplied by Mo-Sys, is the centrepiece of Plazamedia's new state-of-the-art "briX|woRk.studio"

Huelva (Spain), XX February 2023. [Alfalite](#), the only European manufacturer of LED screens, has supplied its Modularpix Pro VP XR panels with ORIM technology to build a 120-square-meter L-shaped LED wall in Plazamedia's new Extended Reality (XR) Studio, which has just been opened near Munich.

Plazamedia GmbH has been the leading sports TV producer in the German-speaking region since 1976. Its new "briX|woRk.studio", located in AGROB Medienpark in Ismaning near Munich, will offer new and diverse application possibilities for innovative and sustainable productions with a unique combination of XR, AR and VR for film and production companies, broadcasters, advertising companies and event and creative agencies.

briX|woRk.studio is one of Germany's most innovative studios. It seamlessly combines real set architecture with virtual worlds via the 24-meter wide and 5-meter-high LED wall and can be expanded into a 360° space through augmented reality. Alfalite's Modularpix Pro VP XR panels feature 1.9-millimetre pixel pitch, optical parameters and cd/m2 brightness > 1,800 nits, providing outstanding viewing angle stability and enabling filming the LED wall even from extreme camera angles.

Mo-Sys, a pioneer in virtual production technology, oversaw the development and implementation of this project and integrated Alfalite's LED panels with its products Startracker, Cinematic XR Focus and bMR. Thanks to Mo-Sys real-time render engine (Unreal Engine 5.1) integrated into briX|woRk.studio, parameters such as time of day and atmosphere – for example, sun, rain, snow, or fog – are reproducible at will and can be defined individually.

"With briX|woRk.studio we are putting a big exclamation mark on the Extended Reality and Green Production field," says Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH. "We will offer companies from all industries the opportunity to impressively stage their brands, projects, and topics sustainably. We thank the Alfalite team

for their support and great solution. We are thrilled to see where this will lead us and foresee future collaborations with Alfalite.”

Regarding sustainability, Plazamedia’s new XR LED Studio aims to set standards for “green production”, helping its clients reduce their carbon footprint; this is another reason they chose Alfalite’s LED panels. This technology stands out for its low average power consumption (35 watts) and low levels of electromagnetic compatibility, allowing the displays to coexist with other electronic systems without interference.

Luis Garrido, Executive Director of Alfalite, says, “It’s great to have joined forces with Mo-Sys to bring Plazamedia’s ambitious project to life. We are delighted that a prestigious company such as Plazamedia has trusted us as their technology partner for its different projects.”

The LED panels used in Plazamedia XR studio have ORIM (Optical Resin Injection Module) technology, a new termination system for LED panels through an injection of optical resin that improves precision between modules (<0.5mm). It also provides a magnified 175º horizontal and vertical viewing angle.

LED panels with ORIM technology have superior antistatic electricity protection (ESD > 10kV), improved thermal dissipation parameters, and excellent resistance to impacts, liquids, chemicals, and fire (with UL94 compliance). Also, they are easier to clean, suffer less deterioration and have the shortest repair time on the market.

The Huelva-based company that has revolutionised the LED display market has 20+ years of experience designing and manufacturing LED screens for advertising, shows, events, broadcast and conference rooms with the most sophisticated technology.

About Alfalite

Alfalite is a leading European LED screen manufacturer based in Spain, with different facilities that carry out LED screen design, manufacturing, and certification. Alfalite manufactures screens using the best materials and components on the market, which allows them to meet the highest standards and the most demanding customer specifications in critical environments.

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