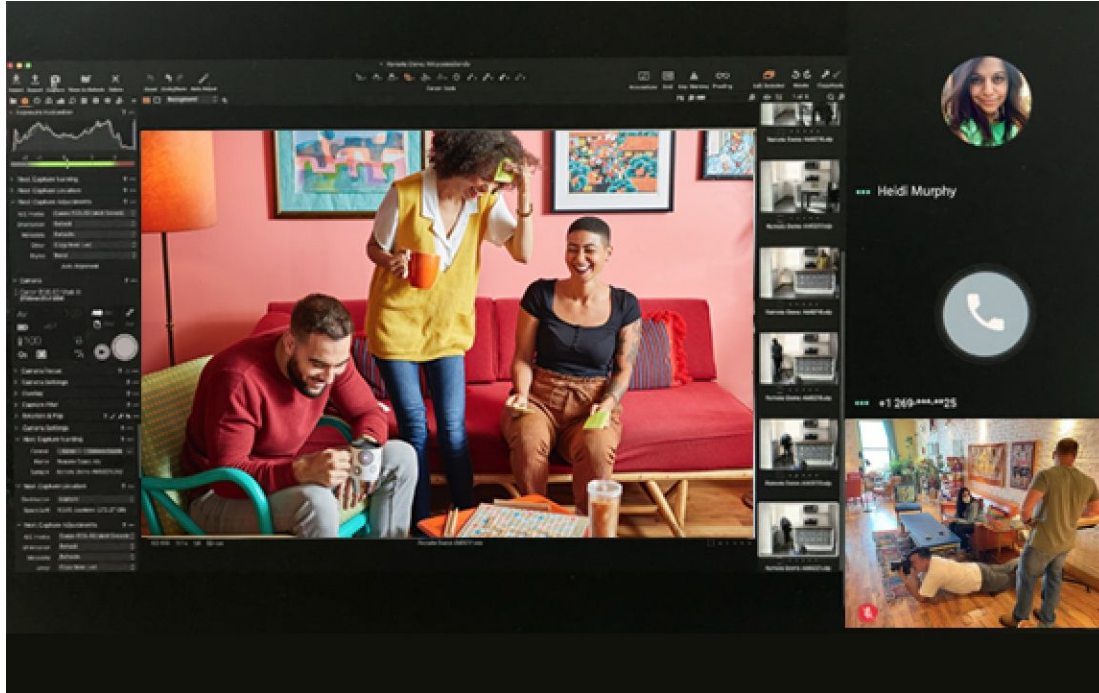


VIRTUAL LIVE STUDIO (VLS)



CHALLENGE: When COVID lockdowns hit, schedules started to get backed up. We needed a way for our clients to be in touch with what was happening, and be able to do it remotely. And most importantly, we needed to stay on schedule.

SOLUTION: In early 2020, we created, tested, and honed our Virtual Live Studio to enable clients like Lowe's and Newell Brands to see and be a part of their photo/video shoots in real time from any remote location. We gave our clients the full on-set experience without them actually needing to be on set. With our CaptureOne feeds, we can provide a closeup view of the subject and a bird's-eye view of the set, talent, and crew. Plus, we can share live audio between client and director.

RESULTS: We created a Virtual Live Studio that gave clients a cost-effective way to work with JR remotely.

- Provided a safe and convenient on-set experience
- Allowed real-time connection to photo teams
- Eliminated client travel costs

