SONY

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FED Award 2024: forum@comunicaredigitale.it

Application Category: INNOVATION/TECHNOLOGY (Virtual Production)

Motivation:

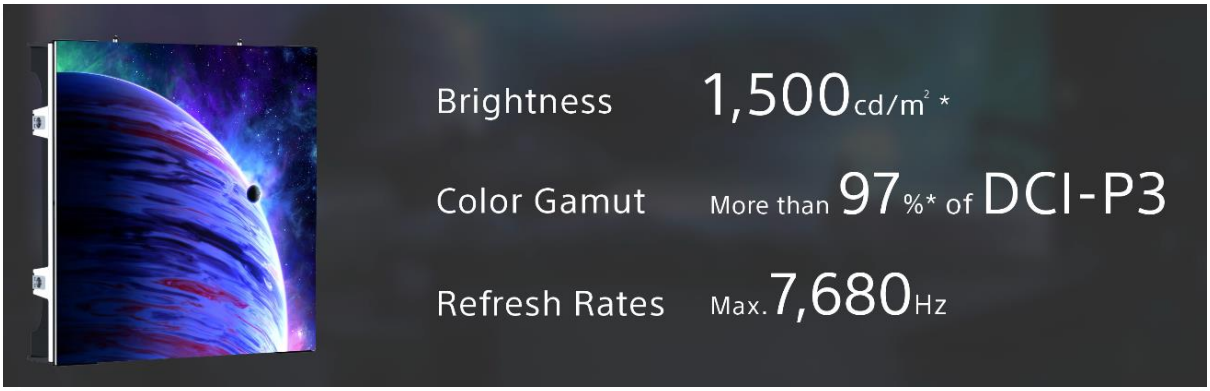
What emerges from the continuous observation of market evolutions regarding the transformation of cinema, drama, television and commercial production models, driven by Media Companies at a global level, leads to search for technological, functional and systematic solutions with a view to the adoption of the new Virtual Production applications. Priorities are placed in terms of efficiency of economic flows and production processes, shifting resources from external on-locations in favor of activities at the studios.

In September 2023 Sony unveiled the new **VERONA C-Led panel**, the technology used is newly developed conferring the breakdown performance of **Deep Black and Anti-Reflection** to achieve extremely low reflection index to reduce the loss of contrast caused by incident light from studio illumination.

VERONA achieves a **high brightness of 1,500 cd/m2** per display cabinet and a wide color gamut covering **more than 97% of DCI-P3**. It also uses high-performance LED driver ICs, which enable **high refresh rates of up to 7,680 Hz**, to dramatically reduce scan artifacts on the camera. The new models, are available with **pixel pitches of P1.56 mm and P2.31 mm**.

Above and beyond the cited key performances as a technology, we see further benefits provided by Sony VERONA solution:

- ✓ **Lowest energy consumption** - Compared to similar pitch panels on the market (-30%). Reducing the total cost of ownership (TCO) over time.
- ✓ **Low heat emission** - No need for dedicated air-conditioning system, again reducing the TCO.
- ✓ **Exceptional Picture quality** - Through deep black and anti-glare technology to the high brightness, high refresh rates and excellent colour reproduction.
- ✓ **Installation flexibility and simplicity** - Supporting different installation forms, simple installation and adjustment, with robust features leading to fast setup and lower chance of damage.
- ✓ **Easy and fast maintenance** – Quick module exchange feature minimises the downtime between shooting.



Virtual Production enables a 75% to 80% reduction in GHG emissions compared to filming on location.

Virtual Production vs
On-set location Shooting STUDY

Virtual Production Overview