

Case Study

Kropac Media

Groundbreaking Micro LED technology transforms production process for leading German media company

Overview

Kropac Media strives to create the most compelling, creative content and is always looking for new ways to shoot their movies and bring brands to life. Samsung's groundbreaking Micro LED technology, The Wall, was the ideal solution to empower Kropac Media to bring their vision to life, creating a powerful partnership that enabled a future-thinking media company to go beyond the limits of creativity.

Customer Needs

Due to the ongoing pandemic, the movie industry is facing never-before-seen restrictions which have halted travel to filming restrictions around the world. As a result, content creators are having to find new ways to shoot video content that does not require leaving the studio, but still delivers incredibly immersive experiences for audiences. The common solution within the film-making industry is to use a green screen and computer graphics technology – but this is expensive and doesn't deliver a natural, refined image. Kropac Media needed a different solution, an innovative display that provides versatile background options for a range of scenes, environments and atmospheres.

About Kropac Media

Kropac Media is a company of passionate filmmakers and creatives, telling stories with strong characters, in big pictures that move people. Kropac Media uses the latest camera technology and high-end hardware, working in HD, 4K, 8K, Stereo 3D and 360°. Kropac Media is a full-service agency, providing creation, conception, shooting, post-production and music composition – empowering companies that want to create a high-quality brand identity using the best quality images. As such, Kropac received a Cannes Award in 2015 for different three campaigns with Audi, the automotive company also from Germany. Kropac Media is based in Reichertshofen, near the city of Ingolstadt.



Why Samsung?

Kropac Media needs to create content that takes its viewers to new and interesting environments. Kropac Media not only needed an alternative solution to the green screen, but a solution that could transform its content creation and bring every scene, movement and detail to life in ways unlike any other. This requires a display that ensures a high-resolution and superior picture quality – the type of quality which can only be delivered by Samsung's The Wall.

Crystal clear picture quality

For Kropac Media, the devil is in the details when creating content. When working with a green screen, it can cause a variety of issues during shooting, such as changes in focus, distortion of transparent objects and smaller details such as hair not being projected accurately. In addition to impacting the video shoot, it also causes issues for the post-production team who must try to correct any faults in the image. Samsung's The Wall removes these issues and makes it easier than ever to shoot scenes that were almost impossible before. The clarity and quality of The Wall's picture ensures every detail is captured as it was intended, creating brilliant content while making the lives of all production team members much easier.



Enhanced flexibility to meet any studio requirements

At Kropac Media, a high number of shoots involve cars, in particular onboard shooting of the car interior which is very difficult in comparison to other shoots. Car trailers are needed, as well as special access and clearances which takes time when using a green screen. By using The Wall instead, Kropac Media can now do everything in a controlled environment for optimum final results.



The Wall also removes concerns associated with daylight or background activity that might affect the shoot, because the same background is just a click away and can be reset as needed for each scene or retake. In addition, having a real image, instead of a blank green canvas, increases the comfort of the actors who can more naturally adapt and react to the image shown on The Wall. From actors to the director of photography onsite, seeing a real picture is better for everyone – making The Wall the perfect solution.

Enhanced efficiency and time saving

By improving the overall shooting process, The Wall ultimately enhances efficiency and ensures projects can be completed more quickly than before. This not only allows projects to be finished on time and even ahead of time, but also enables Kropac Media to take on additional projects that perhaps its team did not have the bandwidth to complete prior to installing The Wall.

"Samsung The Wall is such an invention. The Wall from Samsung gives us the opportunity to create almost any scenery we wanted, without leaving the studio. It gives us all the advantages of the traditional green screen, but without all the extra work of post-production."

- Berti Kropac, Director of Kropac Media

Result

By installing The Wall and placing it at the center of the production process, Kropac Media has been able to create incredibly engaging and immersive content, with a level of detail like never before. Samsung's extensive experience creating visually impactful displays resulted in the perfect outcome for Kropac Media – with the ambition now to go bigger and better. The Wall is the ultimate tool for Kropac Media to break new ground in their future productions.

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