



## FREQUENTLY ASKED QUESTIONS

### **Q: What is Vū?**

A: Vū is a 10,000 square foot technologically advanced virtual production studio and home to the largest LED volume in the world.

### **Q: What does Vū stand for?**

A: "Vū" is a play on Diamond View's name and the unit of measure for volume.

### **Q: What is Virtual Production?**

A: The ability to mix live footage and computer graphics at once, to get real-time feedback, and to make decisions on set about the VFX and animation.

### **Q: What is an LED Volume?**

A: In filmmaking terms, a "volume" generally refers to an enclosed space where motion capture and real time compositing take place.

### **Q: Where is Vū located?**

A: Vū is located at 2127 University Square Mall, Tampa, FL 33612, USA

### **Q: Is there significance to the location of Vū?**

A: Vū is being built at "Rithm At Uptown"; a multi-use technology and innovation development. Rithm At Uptown will be one of the largest, mixed-use innovation communities in the state with capacity for over 7 million square feet of development, including several thousand residential units.





## *FREQUENTLY ASKED QUESTIONS*

### **Q: When is Vū officially open and available to clients?**

A: Vū is set to open in January of 2021, just in time for the largest entertainment event of the year: Super Bowl LV. The Superbowl is being hosted just a few miles from the new studio at Raymond James Stadium.

### **Q: Who can use Vū?**

A: Vū is supported by the Tampa Bay Film Commission with the purpose of serving the Tampa Bay area through high-end virtual production. It is the mission of Vū to enrich the Uptown Tampa Bay community by offering a community resource in which local and international productions of all sizes can take place.

