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Diamond View Brings Virtually Produced Music Video To Life

TAMPA, FL Oct. 16, 2020 - Today, [Shaed](#), an American indie pop trio based in Washington, D.C. best known for their breakthrough single “Trampoline” in 2018, released their second single entitled “No Other Way.” The music video features Shaed in five different locations around the world, but was actually filmed in just one location: [Diamond View Studios](#), an emmy-award winning video agency located in Tampa, Florida.

The music video, directed by Miles Cable & AJ Favicchio of [Six Twenty Six Agency](#), was created using a new emerging production technique called Virtual Production. Virtual production utilizes large format LED Screens to project hyper realistic virtual environments created in [Unreal Engine](#).

“We are thrilled to have been a part of this unique opportunity,” said Tim Moore, CEO of Diamond View. “Virtual production allows us to stretch our imagination in ways that would have otherwise been impossible. It literally gives us the flexibility to shoot all around the world without ever leaving the studio.”

Adoption of virtual production techniques has been accelerated during 2020 due to the COVID-friendly nature of the benefits such as minimized crew size and reduced travel, and because it enables a large range of production departments to collaborate virtually throughout the production process.

“2020 has been a transformative year in more ways than one, and especially in defining our relationship with technology,” said Moore. “Investing in motion control robotics, virtual production and extended reality (XR) is how we’re adapting our business in a time when things like travel aren’t as manageable.”

Extended reality (XR) is an umbrella term in live production that combines augmented (AR), virtual (VR) and mixed reality (MR) elements

to extend the reality we experience by blending the virtual and 'real' worlds.

"Prior to adopting XR, Diamond View would've spent a lot of time, money and resources executing this project," said Will Shanahan, Senior Director at Diamond View. "This music video required one day of shooting in our XR studio using Unreal Engine and Vū LED panels."

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About Diamond View

Diamond View is an Emmy Award-winning video production company headquartered in Tampa, with satellite offices in Atlanta and Miami. Since 2007, Diamond view has been recognized as a leading, mission-driven video production company who seeks to inspire audiences through cinematic, high quality video. Specializing in emotional brand storytelling, Diamond View creates a unique form of visual storytelling to connect brands and communities. For more information, contact 813.972.5400.