

# Hollywood Center Studios

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## **For Immediate Release**

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### ***Hollywood Center Studio to Host Series on Producing in Hollywood***

*The “It’s Better in Hollywood” series will promote the cost and creative advantages available to film and TV producers in Hollywood.*

HOLLYWOOD—Hollywood Center Studios is hosting a series of informative presentations, dubbed *It’s Better in Hollywood*, designed to showcase the advantages of producing film and television projects in Hollywood. The *It’s Better in Hollywood* series will present production solutions and services, available exclusively or primarily in Hollywood, that save time, reduce the cost of production and boost creative value.

The series is aimed at production companies, producers, creative directors and other production executives and will focus on proven, real-world production solutions, rather than simple technology demonstrations, and the practical advantages of those solutions in terms of time and cost savings. The series will highlight both complete, turnkey production solutions, and new options in specialty services, such as special effects, that might otherwise be cost prohibitive. In emphasizing unique, locally-available production services, the series seeks to remind attendees that the resources of the Hollywood production community are without peer.

“This initiative is motivated by the Studio’s conviction that Hollywood remains the world’s best production environment, despite the lure of tax incentives elsewhere,” said Hollywood Center Studios Director of Virtual Studio Productions Ivan Gulas. “L.A.’s concentration of creative producers, talent, highly skilled crews, outstanding stages and production resources, in combination with its unparalleled access to leading edge production technologies and related, locally available support services, offers Hollywood-based productions significant competitive advantages found nowhere else.”

The first invitation only event in the *It’s Better in Hollywood* series will be held at Hollywood Center Studios on June 8<sup>th</sup>, 2010 and will showcase virtual production methodologies and include samples of actual projects produced at the studio. Participants will include NewTek,

creators of TriCaster™ HD/SD portable live production systems; Virtualnetworks, a leading provider of stock and custom virtual sets; and B2 Networks, market leaders in live event broadcasting and broadcast quality and HD 1081P satellite replacement technologies; as well as the creators of a TV series being produced exclusively with virtual technology.

iMatte, a company founded by Academy Award-winner Paul Vlahos, will announce its new private label iPhone application designed for movie and television marketing. Vlahos will also announce the release of his company's first branded app, created in association with Ivan Gulas, to be called "It is Better in Hollywood". The app will be available on iTunes, and all profits will be donated to organizations working to keep productions in Hollywood.

The presentation will also include a demonstration of a live interactive broadcast solution in which a person making a live video call from a remote location is placed into a virtual set for live broadcast. The presentation will conclude with an analysis comparing the cost of producing on a practical stage versus a virtual stage. Presentations will be held at 10:30 am and 3:30 pm. Refreshments will be served.

#### **About NewTek**

Benefiting producers and artists with cost-effective and groundbreaking technologies, NewTek is a worldwide leader in portable live production, video editing, 3D animation and special effects tools, including the TriCaster™ product line, 3PLAY™ and LightWave 3D®. NewTek has won numerous industry accolades, including two Emmy® Awards. Clients include: MTV Music Group, "Furious World," Fox News, BBC, NHL, Nickelodeon, the Steve Harvey Morning Show, ESPN X Games, Fox Sports, USA TODAY, NBA Development League, New York Giants, the Department of Homeland Security (DHS), the North American Aerospace Defense Command (NORAD) and the National Aeronautics and Space Administration (NASA). NewTek products have been used in blockbuster films and television shows, including "Avatar," "Repo Men," "Angels and Demons," "Battle for Terra," "The Dark Knight," "Iron Man," "Tropic Thunder," "V," "FlashForward," "Lost," "Fringe" and more. For more information, please visit: [www.newtek.com](http://www.newtek.com).

#### **About Virtualnetworks**

Virtualnetworks offers a library of virtual sets, custom design virtual sets, and virtual set production related consultation services. Virtualnetworks creates the highest quality, yet most functional backgrounds. The Company offers a wide selection of ready to use virtual sets, which can all be modification and/or upgraded to HD, at reasonable rates. For more information, please visit [www.virtualnetworks.com](http://www.virtualnetworks.com)

#### **About B2 Technologies**

B2 Networks is a premier provider of reliable and secure international television and pay-per-view broadcasting systems. B2's installed technologies and worldwide network of stadiums, local venues and data centers are currently in use to distribute live sports and entertainment programming to personal computers, television screens, mobile devices and commercial venues around the world. The company has adapted its state of the art transmission technologies to deliver global live professional HD broadcast television transmissions via the B2

Technologies network to transmit and receive LIVE HD broadcast Signals from Dallas, Singapore, Australia, England and Hollywood. The Company's Hollywood send and receive location is located and managed by MQM at Hollywood Center Studios. For more information, please visit [www.B2Now.com](http://www.B2Now.com)

#### **About Hollywood Center Studios**

Hollywood Center Studios is among the largest independently owned and operated productions studios in Hollywood. The studio features 11 full-service sound stages , a dedicated green screen stage, a virtual set stage, and a variety of related services to support productions of all type and scope. The studios' stages are in use every day in the production of television shows, feature films and commercials by leading studios and production companies from Hollywood and around the world.

Hollywood Center Studios has a long and distinguished history in pioneering new and innovative production technologies. It built one of the first sound stages in Hollywood where Howard Hughes' *Hell's Angels* and other early talkies were produced. Later it was the site of the first television show (*I Love Lucy*) recorded live for broadcast. More recently, Hollywood Center was among the first studios to make broadband, fiber optics and Wi-Fi available on the lot. It was also an early adopter of HD production technology, and currently operates one of industry's the most sophisticated virtual production facilities.

Founded in 1919, Hollywood Center Studios has been in continuous operation for more than 90 years and its history mirrors the development of the film and television industry itself. It has provided a home to scores of legendary filmmakers from Howard Hughes to Francis Ford Coppola, and hosted hundreds of memorable productions from such classics as *I Love Lucy*, *Burns and Allen*, and *The Beverly Hillbillies* to such current favorites as *The Wizards of Waverly Place* and *Suite Life on Deck for the Disney Channel*. [www.Hollywoodcenter.com](http://www.Hollywoodcenter.com)

For further Information about '*It's Better In Hollywood*' series, please contact: Ivan Gulas  
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