

MEDIA LAB

Virtual Production · 8K Broadcast · Generative AI Cinema

TECHNICAL PROSPECTUS

STUDIO VI · SWANSEA & M4 CORRIDOR

The United Kingdom’s pre-capitalised *virtual production & AI cinema laboratory*

Media Lab is moving out of university testbeds at UWTSD and into a dedicated commercial facility on the Swansea & M4 Corridor. It pairs a 180° ROE Visual BP2V2 curved LED volume with a debt-free Tier-1 hardware fleet of about £1M, rental fleet backing from Arctos Films (an alliance of 38 years, est. 1988) and private generative AI fine-tuning infrastructure.

≈ £1M	180°	34% / 39.75%	Up to 38%
Debt-free physical hardware fleet	Curved ROE Visual BP2V2 cinema LED volume	UK AVEC gross credit · IFTC net relief (independent film)	Lower day-rate operating cost vs Central London stage packages



Curved LED volume in operation, with a full crew working within the virtual environment.

01 MARKET THESIS · INDUSTRY DYNAMICS

The soundstage bottleneck & *the regional arbitrage solution*

British film and high-end television are under severe structural strain. Central London and M25 soundstage dry hire has climbed to **£16,500 per day**, before power, crew or equipment packages.

For independent features, documentary series and mid-tier drama, conventional physical stage production has become hard to justify. European co-productions face fragmented workflows, rising travel costs and complex cross-border tax credit compliance. Traditional blue- and green-screen post cycles can extend delivery by 6 to 14 months, tying up investor capital.

Five structural advantages

I **Pre-capitalised balance sheet.** A wholly owned, debt-free inventory of about £1M means zero debt service on cameras, optics and LED processing.

II **Swansea & M4 regional arbitrage.** Stage operations run up to 38% below Central London stage packages, with Soho under 2.5 hours away.

III **UK tax relief & Creative Wales support.** AVEC at 34% gross (about 25.5% net); IFTC at 39.75% net for independent films of £15M or less (UK-wide); Creative Wales production funding of up to £500,000.

IV **Final-pixel in-camera VFX.** Real-time parallax, reflections and integrated lighting remove up to 80% of green-screen replacement work.

V **Private generative AI ingestion.** On-premise fine-tuning turns concept art into real-time Unreal Engine 5.5 environments in hours.

02 INFRASTRUCTURE · STAGE SPECIFICATION

Studio VI *technical architecture*

FOOTPRINT	12,500 sq ft dedicated production complex
MAIN STAGE	7,800 sq ft uninterrupted shooting floor
CLEAR HEIGHT	5.8–7.2 m to underside of acoustic grid
ACOUSTICS	NC-25 / NR-25 certified soundproofing
VEHICLE ACCESS	Drive-in roller shutter, 4.5 × 4.2 m
POWER	400 A 3-phase clean cinema power, isolated earth; zero-DNO industrial feed capped at 56.2 kW
SUPPORT	Green rooms, dressing rooms, hair & make-up, client lounge, production offices on symmetrical gigabit fibre, offline edit







Cinematic edit suite

DaVinci Resolve Studio · 10/12-bit · ACES · HDR10, HLG, Rec. 2020 · Advanced Panel · P3-D65 reference monitoring.

Broadcast studio

LIBEC pedestal · ATEM multi-camera switching · teleprompter · EBU R128 · LED-volume backdrops.

Podcast studios

Two broadcast-grade rooms · acoustic treatment · 4K video recorded alongside audio · remote guests.

03 VIRTUAL PRODUCTION · IN-CAMERA VFX

PHOS 180° *immersive cinema volume*

LED construction

PANELS	ROE Visual Black Pearl BP2V2
GEOMETRY	180° continuous elliptical concave arc
SIZE	14.5–16.0 m diameter arc × 4.5 m high
PITCH	2.84 mm true physical pitch
OUTPUT	1,500 nits · 16-bit greyscale · 99.2% DCI-P3
REFRESH	7,680 Hz
CEILING	Motorised LED softlight ceiling and ambient flags

Processing & video fabric

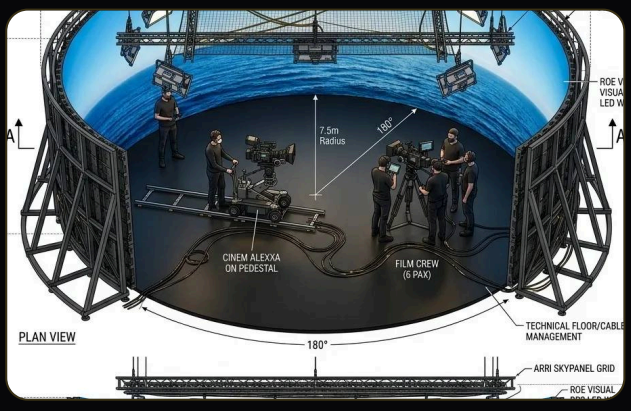
PROCESSORS	2× Brompton Tessera SX40 8K, fully redundant
DISTRIBUTION	6× Tessera XD 10G over single-mode fibre
SYNC	Tri-level sync · PTP IEEE 1588 master clock
COLOUR	3D LUT pipeline · Brompton Dynamic Calibration · ACES

Tracking & computation

TRACKING	Mo-Sys StarTracker, 6DoF sub-millimetre
RENDER	4× dual NVIDIA RTX 6000 Ada nodes · Unreal Engine 5.5 · SMPTE ST 2110
MEDIA SERVER	Disguise vx4+ · 100 Gbps NVMe storage







04 EQUIPMENT FLEET · ARCTOS FILMS ALLIANCE

Pre-capitalised *£1M cinema* equipment fleet

Through an exclusive strategic operating alliance with **Arctos Films** (est. 1988, a relationship of 38 years), Media Lab houses a debt-free Tier-1 cinema fleet on permanent station.

Arctos optics and technology have served international productions including *Tehran* (Apple TV+), *Drops of God* (Apple TV+), *Rise* (Disney+), *Greek Salad* (Prime Video) and *My Big Fat Greek Wedding 3*.






CATEGORY	PACKAGE
A-camera	ARRI ALEXA 35 (native 4K S35, 17 stops, REVEAL) · Sony VENICE 2 8K (8.6K FF, dual ISO 800/3200, 16-bit X-OCN) · RED V-RAPTOR XL 8K VV (internal ND, 120 fps at 8K)
Optics	Angénieux Optimo primes & Ultra 12× zooms · Cooke Anamorphic/i Full Frame Plus · Cooke S4/i · Leica/Leitz telecentric cine primes
Movement & grip	Panther dollies with electronic column · Chapman-Leonard cranes & carbon jibs · Easyrig Vario 5 with Flowcine Serene · Ronin 2 three-axis gimbals
Light & finishing	ARRI SkyPanel S60-C · Litepanels Gemini · DaVinci Resolve suites · Blackmagic ATEM · Genelec monitoring

05 AI LAB · REAL-TIME WORKFLOWS

Neural ingestion to *in-camera execution*

At Media Lab, AI is an engineering pipeline rather than a decorative concept. It connects pre-production directly to in-camera execution.

01

Neural pre-visualisation & environment synthesis

Local fine-tuned diffusion models and 3D Gaussian Splatting turn director sketches and references into volumetric Unreal Engine scenes within hours.

02

Automated metadata & continuity

Focal length, T-stop, focus distance and timecode are bound to synthetic frame assets in real time, producing an automated script-supervisor ledger.

03

Real-time LED set generation

Weather, haze, light and time of day are controlled live from touchscreen director interfaces, with no stage resets.

04

Neural finishing

Local inference for grain management, artefact-free de-flickering and multi-resolution delivery up to 8K DCI master archives.



Private by design: fine-tuning and inference run on-premise, and client material is never uploaded to third-party model providers.

06 BUSINESS MODEL · COMMERCIAL DIVERSIFICATION

Sustainable, *multi-pillar* revenue architecture

A resilient five-engine model designed to keep the facility busy all year round.

1 **Tier-1 virtual production stage hire** — £8,500–£15,000 / day

Daily and weekly dry/wet hire for UK and international features, HETV and commercial campaigns.

2 **Arctos equipment rental fleet**

Ancillary dry hire of camera, optics, grip and lighting for regional UK productions and touring units.

3 **Co-production equity & services**

UK minority co-producer on European and international independent slates, drawing on UK AVEC, Creative Wales funding and distribution advances.

4 **Proprietary slate · Cinematic Pictures**

Original features and documentary series, including *The Awakening* and Welsh culture documentaries, for SVOD and theatrical markets.

5 **AI Cinema Lab R&D & training**

Executive masterclasses, university pipeline incubation and AI workflow licensing for broadcasters and brand teams.

07 FINANCIAL ENGINEERING · PRODUCTION ARBITRAGE

Regional cost arbitrage & *UK tax relief*

UK-WIDE · FILM & HETV

Audio-Visual Expenditure Credit (AVEC)

34% GROSS

≈ 25.5% NET

On UK qualifying expenditure, up to an 80% cap.

UK-WIDE · INDEPENDENT FILM ≤ £15M

Independent Film Tax Credit (IFTC)

53% GROSS

39.75% NET

For independent features passing the BFI cultural test.

WELSH SUPPORT

Creative Wales production funding

up to £500,000

For qualifying projects basing operations in Wales and using the local supply chain. Ffilm Cymru Wales and the BFI offer further support.

Indicative stage-day benchmark

ITEM	CENTRAL LONDON	MEDIA LAB
Stage dry-hire benchmark (before power, crew, kit)	£16,500 / day	—
Day-rate operating cost vs London stage packages	Baseline	**Up to 38% lower**
Media Lab integrated stage hire range	—	£8,500–£15,000 / day
Tax relief (AVEC / IFTC)	Available UK-wide	Available UK-wide
Creative Wales production funding	Not applicable	Up to £500,000 (qualifying)

Indicative only. This is not a quotation or tax advice. Savings are measured against the Central London dry-hire benchmark above. Actual savings depend on package, crew, power, travel and accommodation. Tax relief eligibility depends on BFI certification and HMRC rules. An interactive indicative calculator is available at medialab.pictures.

08 ECOSYSTEM · CINEMATIC PICTURES

Anchored in the *Cinematic Pictures* ecosystem

Media Lab is the physical production engine of the wider Cinematic Pictures media ecosystem (www.cinematic.pictures).

PLATFORM

www.cinematic.pictures

The central cinema gallery and international theatrical release platform.

FEATURE DOCUMENTARY

The Awakening

The multi-part, award-winning international documentary series produced within the ecosystem.

SERIES

Welsh Heritage & Culture

Short-form and feature documentaries exploring the topography, literature and maritime soul of Wales.

IN DEVELOPMENT

Narrative feature slate

Original screenplays and European co-productions for 2026–2028 principal photography.



09 LEADERSHIP · THE RESIDENT COLLECTIVE

Seventy years. Two founders. *One vision.*

MANAGING DIRECTOR & CREATIVE EXECUTIVE

Georgios Dimitropoulos

More than two decades of international filmmaking, multi-camera broadcast direction and advanced technology architecture. He is a published academic author on AI ethics. Between the two founders sit seven decades of professional filmmaking, across fiction and non-fiction, broadcast and theatrical, and science communication, with more than 50 festival awards on four continents.





Film directors · festival-recognised narrative & documentary

Directors of photography · ALEXA 35, VENICE 2, anamorphic

Colourists · Resolve-certified, HDR & platform delivery

Casting directors · UK & European networks

Editors · social-first to long-form documentary

Marketers & copywriters · campaigns as well as deliverables

Podcast & broadcast producers · end-to-end

Creative directors · concept, identity, coherence

10 GOVERNANCE · INSTITUTIONAL INTEGRITY

Boardroom governance & *sustainable operation*

Pre-capitalised balance sheet

Zero commercial bank debt, zero high-interest venture debt and zero equipment lease liabilities.

BFI cultural test compliance

In-house legal and accounting specialists guide productions through BFI certification so AVEC claims to HMRC go through smoothly.

albert sustainability

Renewable electricity and low-emission LED stage infrastructure, working towards BAFTA albert carbon-neutral certification.

Responsible AI

Private on-premise models. Client material is never used to train third-party systems.

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11 CONTACT · STAGE RESERVATION

Start a production booking



FACILITY Media Lab UK · Swansea Innovation Quarter & M4 Corridor · South Wales

ENQUIRIES info@prokrisgroup.com

WEB https://medialab.pictures/

ECOSYSTEM https://www.cinematic.pictures/

© 2026 Media Lab. All figures are indicative and subject to contract. Tax relief figures reflect UK AVEC and IFTC headline rates; eligibility is determined by the BFI and HMRC.