



Rise Against Music Video

Case Study

Lightware Visual Engineering

Rise Against Music Video

Market	Country
Sports and Entertainment	USA

Lightware Equipment Used in Project

MX8x8DVI-Pro

Bringing The Creative Vision To Life Zoic Studios and Chaos Visual Productions create a unique experience for the award winning punk rock band Rise Against – with help from a powerful Lightware Pro Matrix Router.

THE CHALLENGE

As Wes Kandel and Casey Hupke of Zoic Studios were prepping to direct the music video “Tragedy + Time” for the punk rock band Rise Against, they were looking for a router solution that could handle the complexity of background lighting effects and projected moving video images. And they wanted to do the shoot with zero post-production. They needed a failsafe product.



THE SOLUTION

Assisting with the video shoot was Media Server Programmer Cory Froke of Chaos Visual Productions. Froke selected Lightware and its MX8x8DVI-Pro Matrix Router to handle the failover. Froke explains that the innovative music video “was loaded in, programmed, shot and loaded out in under 12 hours with no preproduction and almost no post other than editing. All the color correction, slow motion and framing was done in-camera so the editors simply chose the best shots for each take. (The) Lightware (Router) was there to handle failover. We were shooting straight to tape with no postproduction. We needed a router that could handle the need with little to no delay.”

THE IMPACT

The production of the video lent for a darker image of the band as they played amidst a series of blocks that mirrored skyscrapers and allowed for shadowy patterns to blur the visual. Froke says that the Lightware MX8x8DVI-Pro “is the most efficient router we have in stock. All of the Lightware gear is very seamless and reliable. You don’t even notice if it switches over. And its advanced EDID management is always super useful.” In addition, “the router’s compact form factor was perfect for a job like this. It didn’t take up much space. There was a great feeling of relief to have it on board for this music video.”

Froke finds that “Lightware USA is always there if you need support on a project. It’s one of the few companies left where you call someone’s cell phone and it’s guaranteed that they will answer.”



Watch the final video here: https://www.youtube.com/watch?v=L_veE_yBZ6M&feature=youtu.be

