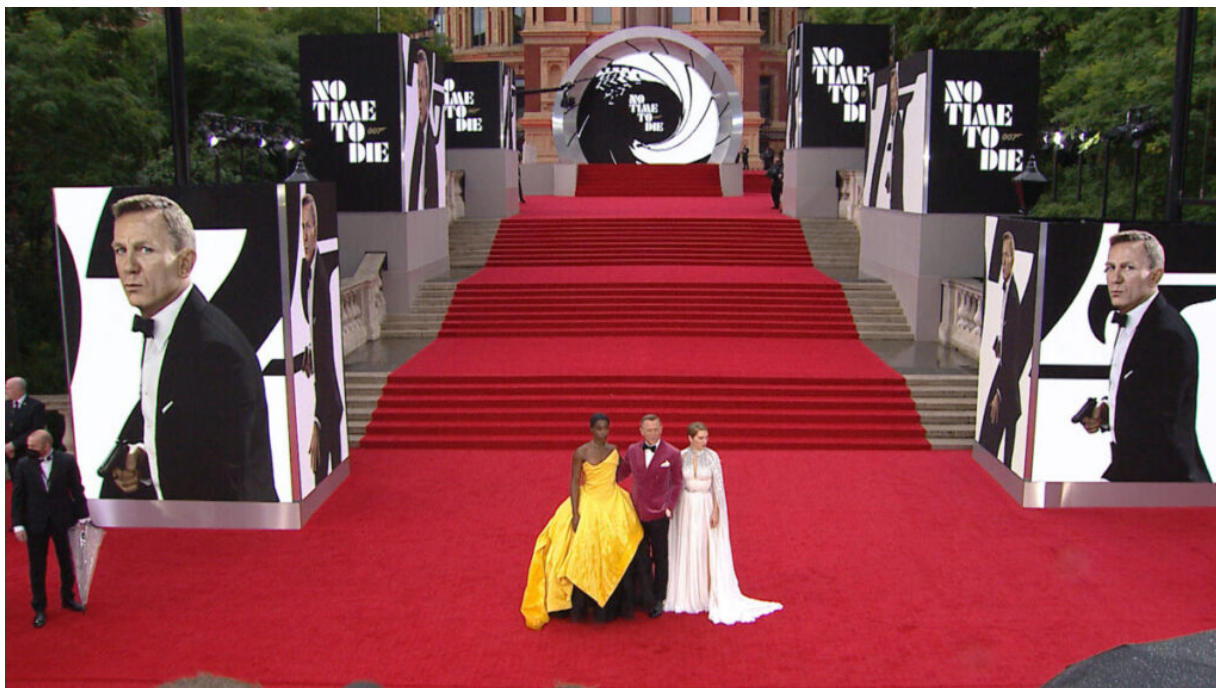## Hippotizer Tierra+ MK2 is rock solid for No Time To Die premiere

UK – Green Hippo's rock solid, flagship Hippotizer Tierra+ MK2 Media Server took centre stage to drive mesmerising visuals at the James Bond *No Time To Die* world premiere at the Royal Albert Hall.

Richard Bagshaw from UK-based live events video playback and content creators Digital Insanity took the helm at the star-studded film launch on the famous red carpet steps, harnessing the power of a Tierra+ MK2 with the serial number 001 (for premiere purposes, of course. 007 was otherwise engaged).

TV viewers and those lucky enough to attend the premiere arrived on the red carpet surrounded by 14 LED screens, forming giant cubes to display Bond teasers, clips and graphics. Digital Insanity supplied content creation and video playback services for the red carpet event and also supplied content for the press junket,

"I've been a user of Hippotizer for 17 years, and being among the first to use the Tierra+ MK2 for a high-profile event was licence to thrill," says Bagshaw. "The Tierra+ MK2 offers incredible playback control, power and

flexibility, and we harnessed this to drive pre-made video content, mapping to the screens with VideoMapper through two 4K outputs using the lossless codec. Needless to say, the encode times were impressively way faster than ever and the quality of playback was exceptional."

Bagshaw and the team created more than 20 looks for the red carpet, but some on-the-fly video feeds and cueing of specials for VIP guests upon arrival were required.

The team harnessed the power of Tierra+ MK2's playback control, power and flexibility to drive pre-made video content through two 4K outputs using the lossless codec.

"The Tierra+ MK2's media management and real-time playback control made this simple to achieve – the Hippotizer ecosystem allowed me to action and amend as needed with complete flexibility," adds Bagshaw.

Green Hippo's Nigel Sadler was on-site to provide support and experience the Tierra+ MK2 servers in action as the eyes of movie fans from around the world watched on.

"We created the Tierra+ MK2 as the next generation of high–performance, video playback hardware, building on the other models in the Hippotizer family to explore new and emerging workflows to boost creativity," says Sadler. "It was a joy to see the Tierra+ MK2 taking on such as high-profile event as the James Bond premiere, as it was a long-anticipated event and took place in front of vast swathes of the world! Tierra+ MK2 is built for demanding, large event production and I can't wait to see what it can help video designers achieve in the future."

Stars of *No Time To Die* Daniel Craig, Rami Malek, and Lashana Lynch strutted their stuff on the red carpet for the premiere, alongside a host of celebrities and royals, including the Duke and Duchess of Cambridge.

Discover more about the Hippotizer Tierra+ MK2 at green-hippo.com. Digital Insanity has recently launched updates to its website at digitalinsanity.co.uk.

A video of the premiere is available to watch at www.digitalinsanity.co.uk/portfolio/nttd/

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