

Leon Pheiffer uses Absen for his daughter's music video

Posted on July 1, 2024



There's a special bond between fathers and daughters, and for Leon Pheiffer, the owner of EPH Group, it was a privilege to do something extraordinary for his daughter. Using his Absen LED panels, he contributed to creating Jemma Catherine's music video for her sixth single release, "Verkleur Verskeur," with the full album set to launch soon. The shoot's success has inspired EPH to consider establishing a complete studio under EPH Media.



EPH Group provided the entire set for the music video, consisting of 144 Absen NT 2.9 panels arranged in a half-moon curve, hailed as the central technology behind the whole shoot. Lighting was complemented by 12 Robe LEDBeam 1000 and 16 ADJ Jolt Panels. Leon collaborated closely with producer Ruan Graaf.



Leon Pheiffer remarks, "The latest technology used in the world and in Hollywood on all the big movie sets are LED screens used as backdrops, making green screens old news. Movies like Mandalorian, Dune, and Star Wars are all shot on LED screens as virtual backdrops. This technology is a significant upgrade from green screens as it also provides light and reflection as a source. It eliminates issues like green spill on the subject and reduces the need for colour correction in post-production."



Leon Pheiffer uses Absen for his daughter's music video

The NT 2.9 high-resolution display offers incredible detail, greatly appreciated by cameras like the Red Camera due to the ample light it provides. It's a more cost-effective solution with minimal editing required. The dynamic, interactive, and realistic backgrounds enhance the actors' responses and actions, creating an immersive experience.



Explore the behind-the-scenes making of the video here:

<https://www.facebook.com/share/v/ctSNAov65oeadaw6/?mibextid=WC7FNe>

And here's the final video: <https://www.youtube.com/watch?v=LYCiB9XOjr8>