

CASE STUDY

Anaconda Street Productions (ASP) Uses Laser Projectors for Cost-Effective Virtual Reality Video Production

Among the First to Deploy LG ProBeam Commercial Projector, ASP Leverages Agile, Innovative Video Production Solution





Whittier, Calif.-based Anaconda Street Productions (ASP) is a leading film and television production company known for creating captivating content that resonates with audiences. With multiple Emmy awards under its belt, ASP is considered a trailblazer in the industry, setting the standard for creative storytelling and technical proficiency.

When tackling some unique creative challenges while producing commercials for premier clients, ASP sought a new professional display solution; their video production specialists explored cost-effective projection technologies and chose new professional-grade laser projectors from global innovator LG Electronics.

"Advanced projector technology from LG has amplified our capabilities," said Omar Lugones, Co-Founder and CEO of Anaconda Street Productions. "It has allowed us to do much more in less time within a single space, eliminating the need for multiple production spaces. We recently shot a commercial for Surgical Theater, experts in

eXperiential Reality (XR) visualization, and the result is incredible — it looks as if the doctor is inside a VR image projected behind him. It's visually stunning."

Surgical Theater transforms CT scans into VR 3D models, but the challenge was finding a way to help patients and medical professionals visualize the technology without using the VR glasses themselves. "The goal was to create a 2D video that captures the essence of the VR experience," Lugones continued. "We decided to project a 3D image scan behind the doctor and link it to the image in his glasses, so the audience could see what he's viewing. The result was amazing!"

With all the buzz around high-cost virtual production, projection technology offers a more affordable approach, according to LG Electronics USA projector expert Daniel Oey. "The LG ProBeam projector delivers a cost-effective solution for producing large, high-quality visuals across a range of production needs."



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Known for its performance and value, the LG ProBeam BU53RG Laser Projector delivers stunning visual quality in a compact body, making it an ideal fit for Anaconda Street Productions' space. With 5,000 ANSI lumens and 8.3 million pixels (3840x2160) resolution, the projector ensures vibrant, detailed visuals that meet the high standards required for commercial video production.

Its short-throw capability, enabling displays up to 300 inches even in tight spaces, allowed ASP to create large-scale, immersive backdrops within their spatial constraints. Additionally, the projector's powerful laser light source, lasting up to 20,000 hours, and 25-point warping function helps overcome challenges like low ceilings and screen distortion, ensuring flawless results with minimal adjustments.

Tony Carrasco, Co-Founder and President of Anaconda Street Productions, noted that there were "no major challenges" with the shoot, except for the spatial constraints in their production suite due to low ceilings. "Thanks to the flexibility of the LG ProBeam projector, we were able to mount it overhead, projecting at an angle without obstructing the subject," he explained.

"There's no magic—it's all about how we light the space and use the projector's versatility," Carrasco continued. "It's a combination of lighting angles and preventing light spill on the projector wall that ensures a flawless image. We've perfected the setup, making it replicable for future projects. Having worked with large-scale DVLED walls, we're excited to push the boundaries of what this projector can achieve. We love it!"



Carrasco also praised LG support, stating that the team experienced "zero maintenance issues." "Everyone at LG has been fantastic," he added. "Their communication and willingness to support us was invaluable. It's rare to find a partner like LG who supports your growth and evolution. We're truly grateful."

Oey concluded: "When we talk about virtual production, there's a lot of digital processing happening simultaneously. The projector is projecting pixels at a specific rate, and the camera is doing the same—all in the digital realm. Somehow, Tony and Omar manage to sync it in such a way that it magically appears like an analog image. That's incredibly complex, and I can't imagine how they make it work. Their expertise is the secret sauce that brings it all together. It's a great story—this expertise has led to a real 'aha' moment. And we are pleased that LG could play a role in supporting their work and bringing this innovative solution to life."

For more information on the ProBeam BU53RG 4K UHD Laser Projector, click [here](#). To visit the Anaconda Street Productions website, click [here](#). High-res images and a video of the projector in use can be found [here](#).

