

FOR IMMEDIATE RELEASE

Frezzi Revolutionizes Studio Lighting with LUMENWALL™ A Cost-Effective Green Screen Lighting Solution

Hawthorne, NJ, September 20, 2023 - [Frezzi](#), an industry-leading provider of professional broadcast lighting equipment, proudly introduces [LUMENWALL™](#), a groundbreaking linear LED fixture designed to transform studio lighting, particularly for green screen applications. Offering unmatched brilliance, superior coverage, and cost-effectiveness, LUMENWALL™ is set to revolutionize the way studios illuminate their green screens.

LUMENWAL represents a significant advancement in green screen lighting technology. By harnessing the power of efficient LED technology and a proprietary lens system to provide a more economical alternative to traditional green screen lighting fixtures and techniques. Studios can now achieve exceptional results without compromising their budget.

With its unique design, LUMENWAL delivers unparalleled and uniform and directional coverage, ensuring seamless chroma keying from edge to edge and top to bottom. Say goodbye to patchy lighting and hello to a smooth and consistent green screen environment. The result is a flawless chromakey process that enhances the overall quality of video productions.

One size does not fit all, and that's why LUMENWAL can be custom made to any length to suit the unique requirements of each studio. Its flexible design and straightforward installation process make it easy to integrate into any studio size and setup. Studios can now achieve their desired lighting configuration without any hassle.

While LUMENWAL shines as a top-notch green screen lighting solution, its versatility extends to other applications as well. The fixture can be effortlessly repurposed as a smooth wall light, covering a wide area in the studio. This flexibility enhances the lighting possibilities and creative potential for various video productions.

"Frezzi is proud to introduce LUMENWALL™ as a game-changing lighting solution," says Kevin Crawford, CTO at Frezzi. "We have engineered it to offer exceptional seamless and unified, cost-effectiveness, and ease of installation, making it the ideal choice for studios seeking a superior lighting solution in a sleek low-profile fixture."

The LUMENWALL's even throw of light across the entire green screen eliminates the inconsistencies and shadows that plagued traditional green screen lighting setups. This studio installation has not only enhanced the quality of chroma keying but has also proven to be a cost-effective solution, replacing bulky and expensive traditional lighting fixtures and difficult setups. The LUMENWALL's success in this studio space is a testament to its versatility and capability to create a flawless backdrop for a wide range of productions."

To learn more about LUMENWALL™ and its applications, visit <http://www.frezzi.com/lumenwall.htm> or email kevincrawford@frezzi.com

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About Frezzi

For over 80 years, Frezzi has been at the forefront of innovation in professional lighting equipment, providing cutting-edge solutions to broadcasters, filmmakers, and video production professionals. Known for exceptional performance and reliability, Frezzi's products have illuminated countless productions, helping creators tell their stories with brilliance and precision. To learn more visit www.frezzi.com

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