Studio59
Direct selling meets Hollywood in 3D

Hy Cite takes a step into the future with its State of the Art television studio

Imagine transforming a single studio into any environment on Earth — or beyond — in real time. That's exactly what Studio 59 can now do thanks to our new LED Volume, the same kind of technology used behind the scenes in productions like The Mandalorian

(watch it here).

The Goal:

Leverage the video assets created by the brand with the most recent technology, offering a much better product at a lower production cost.

The Strategy:

We've installed a curved LED video wall and interactive LED floor, giving us the ability to film scenes with fully dynamic backgrounds and realistic reflections — all without ever leaving the studio.

What we can do:

Royal Prestige produces more than 200 video assets a year for its sales force. Video allows the brand to train Distributors on new products, selling techniques and cooking skills. These video assets are used by more than 8,000 Distributors in eight countries.

With this new technology we can digitally place subjects in any scene — a Paris rooftop, a luxury kitchen, a desert at sunrise — without green screen or travel.

The LED wall moves in sync with the camera, creating depth and realism that feels cinematic and immersive.

The LED floor reacts to lighting and visuals, making reflections and floor graphics believable and fully integrated.

Backgrounds and environments are preloaded and customizable, reducing production time and cost while increasing visual impact.
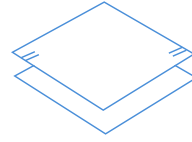
Everything happens live and in-camera — no need to "fix it in post."

LED Wall:

12 ft wide x 7 ft tall, built from 84 ultra-high-resolution panels.

LED Floor:

10 ft x 6 ft, load-bearing and designed for interaction.

Resolution:

8.6 million pixels.

Power System:

Industrial-grade setup with over 260 amps of dedicated support.

COMING SOON

Coming soon:
Quasar Science reactive lights to match the environment's tone and color in real-time.

- **This technology is not just a tool.**

- **It's a platform for storytelling, training, and brand-building at a cinematic level.**

- **Studio 59 is now positioned as one of the few locations in the U.S. offering this level of LED virtual production — especially with a walkable LED floor.**