



Virtual Event Facilities



Introducing Anna Valley

Production teams and event agencies have **trusted Anna Valley** to provide new ways to **engage and inspire their audiences**, all over the world, for **thirty years**.

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Working with Anna Valley is always a great experience. They bring a wealth of expertise backed up by first-rate equipment. The transition everyone in tech production has had to make during Covid has been challenging, but Anna Valley has been at the forefront of product and service development.

Mark Stephen, Director
KSS Event Production



We're audio-visual experts, dedicated to pushing the boundaries of technical innovation and supported by a vast inventory of the latest technology.



We're also broadcast professionals. We have a heritage in professional video equipment rental and create dynamic digital backdrops that can either replicate reality or defy logic for broadcast and film productions.



This unique combination of expertise is invaluable in the new virtual event market, where the lines between live events and broadcasting are blurred and experiences are 100% reliant on technology.



Sky Q Box Launch



Leaders in virtual events

Anna Valley has provided technical solutions for **every kind** of virtual event imaginable:

award shows, conferences, product demos, sports events, political debates, fundraisers, auctions, music videos, television broadcasts and a **rocket launch!**

image c/o Velocity Experience,
OneWeb launch



Anna Valley had been an important supplier to our events before the pandemic, but in 2020, their team's expertise, support and willingness to adapt, meant that they became an essential collaborator as we moved our events into the digital space.

Louise Stevens, Event Director,
Ballistic Events



Our first studios

We built our first on-site virtual studio in February 2020 and, a few months later, we launched the online event studio - a prebuilt, ready-to-stream solution, featuring a high-res LED backdrop and flooring, broadcast-standard production quality and a range of interactive elements. The enthusiastic response to this studio paved the way to establishing Anna Valley as a virtual event facility.



We've also provided virtual event studios at some of London's leading event venues including **ExCeL London**.



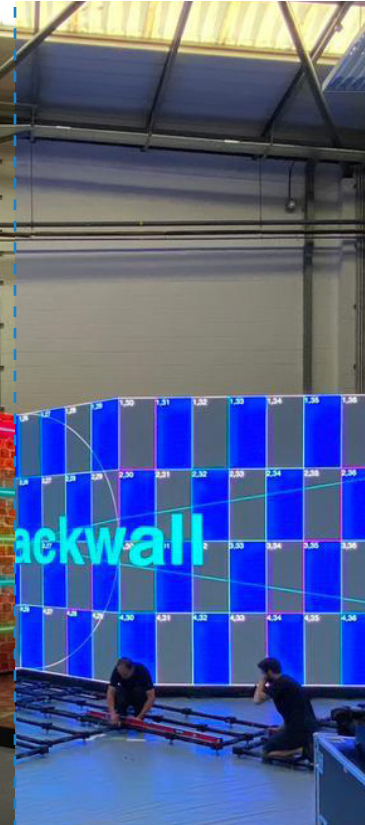
Creating a virtual event facility

We've repurposed Anna Valley's 42,000 square-foot building into the ideal facility for virtual events, providing both black box and pre-configured studios, expansive control rooms and self-contained support areas – all with easy access to our on-site technical specialists and extensive inventory of audio-visual technology.



In addition to providing flexible and cost-effective studio spaces, the broadcast-quality equipment could easily be enhanced from the broad inventory on-site - so we added radio mics, sophisticated comms systems and extra LED panels and screens which were all up and running within minutes of each request.

Paul Corrick
Reality Awards



We've also upgraded our services and infrastructure to support virtual events, including:

- ⚡ Increasing power provision to the building.
- 🌐 Increasing internet connectivity.
- 📶 Introducing a network management system, including hardware & mobile device backups.
- 🔒 Providing protected connectivity for each virtual event space.
- 🔄 Investing in additional video over IP and switching technology.
- ⚙️ Implementing new operational and project management systems.

A safe space

Our virtual event facilities have been designed and constructed to accommodate social distancing and reduce contact between our staff, your teams and other clients. Some of the additional measures we've introduced to make our facility a Covid-safe space include;



Carrying out risk assessments and registering with the government as a Covid-safe workplace.



Providing separate and sealed off parking, entrance, catering and welfare areas for our virtual event facility clients.



Increasing the cleaning provision.



Documenting safety plans for each project.



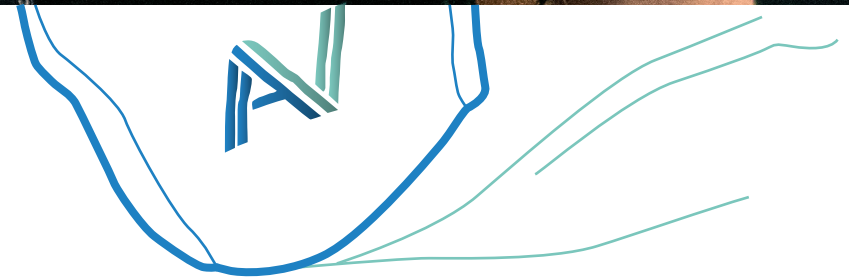
Implementing weekly building plans to manage on-site traffic & reduce contact.



Conducting fast response testing on our staff.



Providing additional measures at client request, including rapid testing, increased social distancing, additional screens between workstations etc.



We were impressed by the speed in which the team pivoted their current know-how as well as how they adapted their current facilities to be a powerful and safe environment for delivering world class virtual events.

Chris Westmore, Group Production Director
Brandfuel Limited



Our virtual event space

Our spaces:



S1 Studio 1: 466 square meters of versatile space.

S2 Studio 2: An ideal space for smaller productions.

 Pre-record studio: An all-in-one streaming and mixing platform to record external contributions.

 The MCR: The ultimate control room for a virtual event.

Each space is supported by a range of additional facilities, including:

-  On-site parking
-  Exclusive-use kitchen & catering areas
-  Dedicated toilets
-  Green rooms
-  Fully furnished & technically fitted production offices
-  Plug-in-and-work edit space with audio & video monitoring

436

the number of event days facilitated at Anna Valley between June and December 2020.

Studio 1

Studio 1 provides scale and versatility for bespoke builds. This black box studio space can comfortably be configured to accommodate a virtual event set, purpose-built master control room and a catering area.



Total floorspace of 466 square meters.



Flexible configuration can accommodate full production requirements.



High volume ceilings.



Technology specified to your requirements.



Anna Valley have been an absolutely crucial partner for us during the transition to digital events during 2020. They provided us with cutting edge MCR facilities, custom built studio environments and a wide range of broadcast technology. But most importantly, they have a brilliant team of experts, able to adapt and integrate into our team as true partners. We simply couldn't have done it without them!

Jeremy Oldfield, Founder
Common Ground

Projects that have used this space:



TM Forum's Digital Transformation World Series
The GRM Awards
International Security Forum



Image c/o Ballistic events, UKMVA awards

Studio 2

Whether you're looking for a **prebuilt studio** or need a **customised solution**, Studio 2 is the perfect environment for **smaller virtual productions**.



Total floorspace of 157 square meters.



Plug-and-play solution includes "L" shaped LED set and configurable MCR.

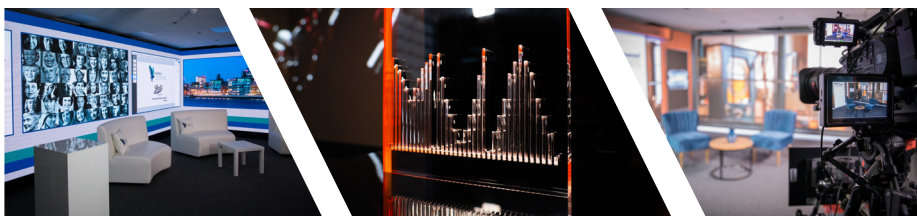


Space can be completely customised to suit your project.



Technology specified to your requirements.

Projects that have used this space:



Women of the Year Awards
The UKMVA's Channel 4 Upfronts
NBC Universal sales event



Firstly, thank you again to you and the team for yesterday. The client is really happy and the engagement was high from the viewers. The setup is awesome.

Annabel West, Head of Operations
Smart Live



The Master Control Room

The master control room **has all the space you need** to run your **virtual event** from one room. It comes complete with stations for vision mixing, video switching, graphics and VT, audio, remote feeds, recording and a selection of monitoring desks for show callers and producers - **but can also be configured to your needs.**



Provides socially-distanced spaces for all control services.



Can be used independently or linked to a studio.



Adjoining flexible-use area can be used as production offices or green rooms.



Along with studio-based events, we have also streamed several tech industry events from the MCR gallery with all presenters and contributors remote across Europe and the US. As always working with Matrix and Anna Valley is a brilliant and enjoyable experience.

Richard Clark,
Independent live event producer

Projects that have used this space:

BGC Charity Day
YouTube Black History Month

The Pre-record suite

The pre-record suite is a small but perfectly formed space for recording high-resolution video contributions from remote participants.



Compatible with Microsoft Teams, Zoom, Quicklink and others.



Connected to our 4G bonded infrastructure, ensuring a stable connection.



Self-contained space.



Projects that have used this space:

Global Scientific
Exchange Meeting
TM Forum Digital
Transformation World Series



*Your team – as
ever were bloody
brilliant – I love
working with them*

Salli Hollinson,
Senior project director
Innovision

TM Forum Digital Transformation World Series 2020

The Concept

TM Forum's Digital Transformation World Series 2020 took place over six weeks and was designed as a magazine-style current affairs TV show that spanned several time zones. This virtual conference was designed to maximise collaboration and exemplified digital transformation.

The Solution

The show was hosted from a three-camera, purpose-built, 16-meter-wide studio at Anna Valley's headquarters and included live and pre-recorded video feeds and a mix of content delivered in bite-sized chunks. Anna Valley worked with event agency, Common Ground Creative, providing full system design, technical support, equipment and crew for the series.

Technology Services

- Studio 1 at Anna Valley's headquarters, including gallery and production office
- 3m x 2m LED set feature.
- Live feed display
- Camera channels with a variety of grips including tracks, jibs and studio peds
- Media servers for control of presentation content, pre-recorded and live feeds
- Technical direction, health and safety and Covid-19 compliance


[Watch the video](#)
[Read the full case study](#)


We're used to stages and conference settings, but not the world of TV, so we've really relied heavily on the technical expertise and incredible production quality from the Anna Valley team and from Common Ground. I wouldn't hesitate to recommend that partnership to others.

Nik Willetts, CEO
TM Forum

GRM Daily Rated Awards 2020

The Concept

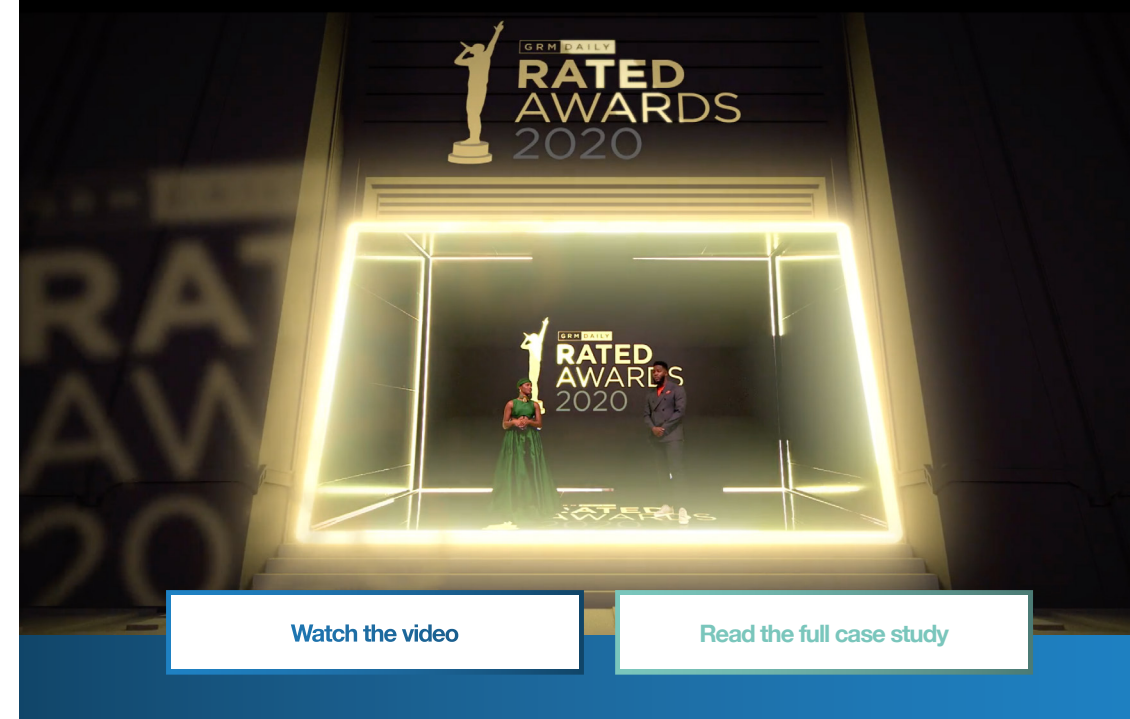
Black Skull Creative transformed the GRM Daily Rated Awards show into a blended reality experience with the help of Anna Valley. The awards were streamed from a digital environment that used a combination of physical elements, digital content, reflective surfaces and virtual design to challenge the audience's perception of reality – and to comply with social distancing restrictions.

The Solution

Anna Valley worked with set designers to build a cuboid set out of LED and mirrors, creating an infinity effect that reflected both the digital content and real elements on set. This was enhanced with an extended reality overlay, so the set appeared to be a small part of a vast digital space.

Technology Services

- Studio 1 at Anna Valley's headquarters, including a winner's room
- 6m x 4m LED back wall and floor
- 5 x camera channels + PPU
- Media servers
- Project management, health and safety and Covid-19 compliance



This solution may have been born out of necessity, but it's delivered way beyond our expectations. The images and final effect we achieved are exactly what we envisioned, and we're thrilled that we could make an impact while being safe and working within the new confines. The team went above and beyond, not only in delivering value for money but in providing a whole solution under one roof.

Dan Shipton, creative director
Black Skull Creative

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I don't think I've ever received such positive and heartfelt feedback from a client as we have today. They are beyond happy with what we collectively pulled off, and the Anna Valley team were instrumental in making it all happen.

Thank you for your tireless energy and dedication to achieving excellence, for your patience and flexibility, and for your incredible knowledge and talent. We LOVE working with you guys !

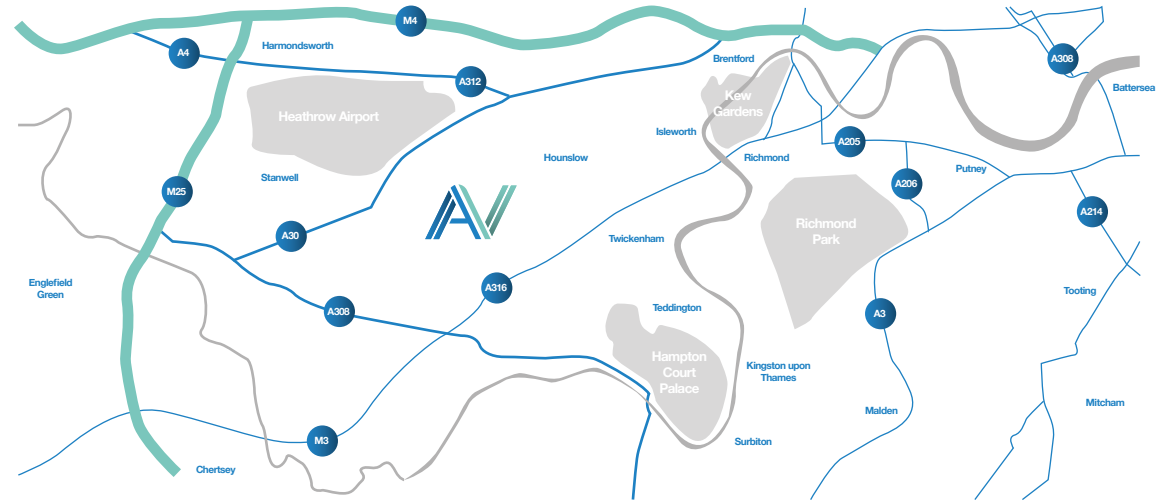
Joel Mishcon, Founder and CEO
Chrome Productions

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Contact



Location

South West London

Within a few miles of busy town centre

Easy access to M25, tube stations & hotels

Close proximity to Heathrow airport.

