



CASE STUDY

# TRG Multimedia Puts Ohio on the Virtual Production Map with Disguise Studio Pro



# Summary

**Virtual production wasn't a gamble for TRG Multimedia - it was a strategic next step as the studio looked to expand its facilities.**

With a powerhouse team of production designers, CG artists and full production crews already in place and a track record of delivering standout content for national and global brands, the Cleveland-based studio saw an opportunity to evolve. They partnered with Disguise Services and AbelCine to launch a new, fully integrated virtual production stage powered by Disguise's turnkey solution, Studio Pro - setting a new benchmark for high-quality, high-impact production in the Midwest.





# The challenge

**TRG Multimedia wanted to build a virtual production stage that would seamlessly integrate into their existing production ecosystem, scale with their creative ambition, and deliver consistent results on every shoot.**

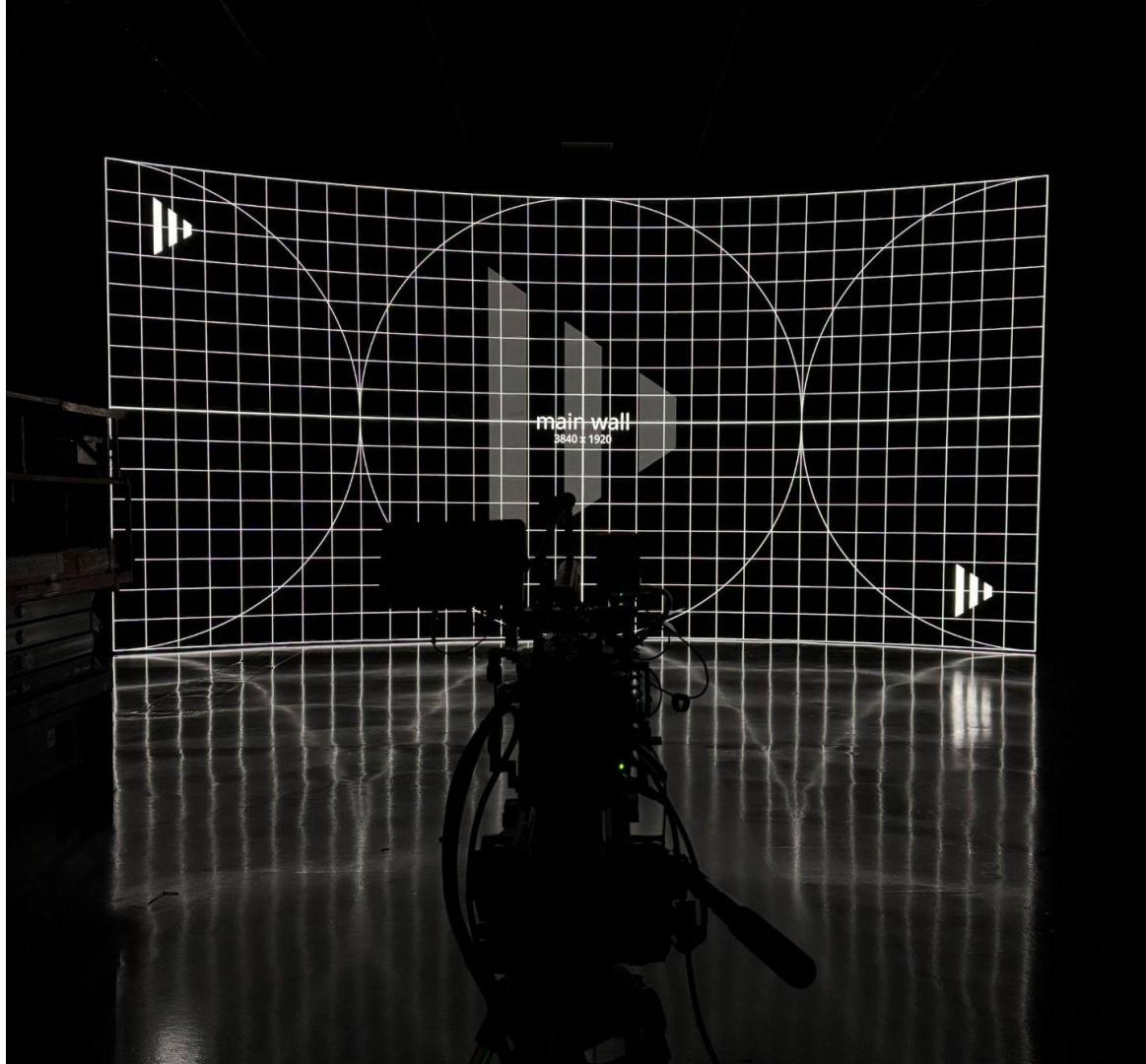
To make the right call, the team spent 18 months exploring the virtual production landscape - touring virtual production facilities, studios and trade shows across various markets to see what worked, and where systems were falling short. A consistent challenge they observed was unreliable performance on shoot days, often due to technical hiccups or software instability. For TRG Multimedia, that was a non-starter.

In this industry, a single negative experience could cost trust - and they weren't willing to take that chance. TRG Multimedia needed a reliable solution that was not only robust and dependable but also backed by exceptional support.



# The solution

TRG Multimedia chose **Disguise Studio Pro** to bring their virtual production stage to life - an all-in-one virtual production solution built on the Disguise platform. This pre-configured studio package combines industry-leading technology with expert installation, training, and 24/7 support, designed to streamline setup, accelerate onboarding and deliver high-end results from day one. Studio Pro's powerful blend of reliability, scalability, services and advanced capabilities aligned perfectly with TRG's vision for a future-ready, world-class virtual production facility.



“Studio Pro immediately stood out as an ideal match for our needs. We were working within a specific budget, yet we sought a solution tailored to our unique requirements - Studio Pro delivered on both fronts. It provided us with cutting-edge technology and robust hardware, ensuring our setup was not only powerful, but also future-proof.”

**Adam Wilde**  
CEO and President, TRG Multimedia



# The solution

At the heart of the setup is a Disguise-designed portable hardware rack, housing two VX 4+ and two RX 3 render nodes. This robust infrastructure provides the performance and flexibility required to support complex virtual production shoots with confidence. To enable precise camera tracking, the Stype Red Spy V3 system was integrated to ensure seamless synchronisation between physical and digital elements - essential for creating photorealistic, immersive environments.



# The solution

The studio's LED volume is equally impressive. A curved 50-foot-wide by 16-foot-tall primary LED wall using ROE Obsidian panels provides a high-resolution backdrop that adapts easily to different creative needs. Complementing this is a mobile 10-foot by 10-foot auxiliary LED wall, designed to enhance lighting dynamics and add flexibility to the stage's configuration.

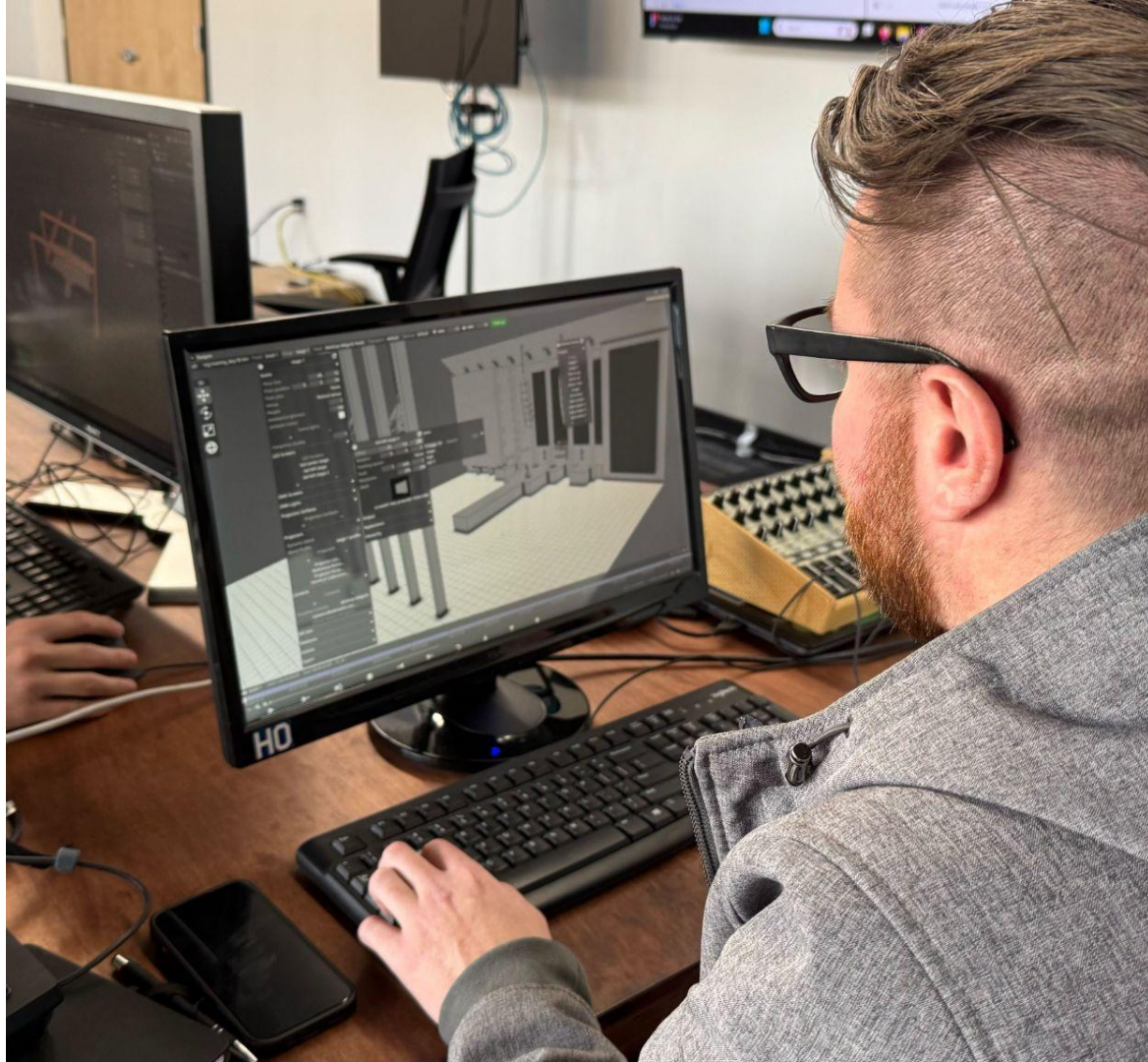




# The solution

As part of the full-service Studio Pro package, Disguise Services provided comprehensive support throughout the process, from strategic consultation to procurement to overseeing the build and integration in close collaboration with trusted partners. The TRG Multimedia team were also able to access Disguise's Virtual Production Accelerator program, gaining hands-on training in real-time workflows and LED stage operation, as well as two weeks of customised additional on-site training to ensure their team could fully leverage the platform's capabilities on their new stage from the start.

“Over the month-long construction period, Disguise's technical team provided exceptional guidance, helping us customize our space and fully leverage the capabilities of Studio Pro. Every individual we collaborated with from Disguise demonstrated remarkable expertise and an innovative approach, ensuring our needs were met with precision and creativity.” **Adam Wilde, CEO and President, TRG Multimedia**





# The solution

Cinematic integrator AbelCine supplied key production tools like the RED V-Raptor XL 8K camera system and ARRI accessories, further enhancing TRG's ability to deliver Hollywood-calibre content.

Once implementation was complete, TRG gained access to Disguise's 'Always On', 24/7 support team - giving their team the confidence to focus fully on creating high-quality content, knowing their technical setup is covered.



# Results

TRG's new virtual production stage is already reshaping how they work, as well as how they're positioned in the market. Since launching the stage, TRG has already begun integrating virtual production into a wide range of projects, each one exploring a different creative and technical approach.

Early projects include a still shoot for a major appliance brand, stylised 2.5D industrial environments for a safety apparel campaign, and a fully 3D Unreal Engine world built for a choreographed dance performance set in a cardboard city. They also rebuilt their physical kitchen sets to integrate with the VP workflow, accelerating timelines for an upcoming campaign with a major coffee brand.

## **And this is just the beginning.**

With a client base already well suited for virtual production, and TRG's new division - TRG Sound and Vision - focused on producing original content across films, TV shows and documentaries, TRG expects to significantly increase its production volume over the next five years. Thanks to Studio Pro and the Disguise Services team, TRG didn't just build a virtual production stage - they future-proofed their business. As the Midwest emerges as a production hotspot, TRG is ready to lead the charge.





“Disguise has been unparalleled in elevated service, technical detail, and a deep understanding of our business model and long-term vision. The combination of these elements has made this an exceptional process, positioning TRG to innovate, scale, and lead as we launch into the next 10+ years of production.”

**Adam Wilde**  
CEO and President, TRG Multimedia

# Ready to take your production game to the next level?

From immersive hybrid events to Hollywood-grade commercial productions, Disguise's Studio Pro turnkey solution combines the most advanced and flexible technology platform with best-in-class creative and technical services.

**Get in touch with our team to learn more.**

Get in touch

Get Started

