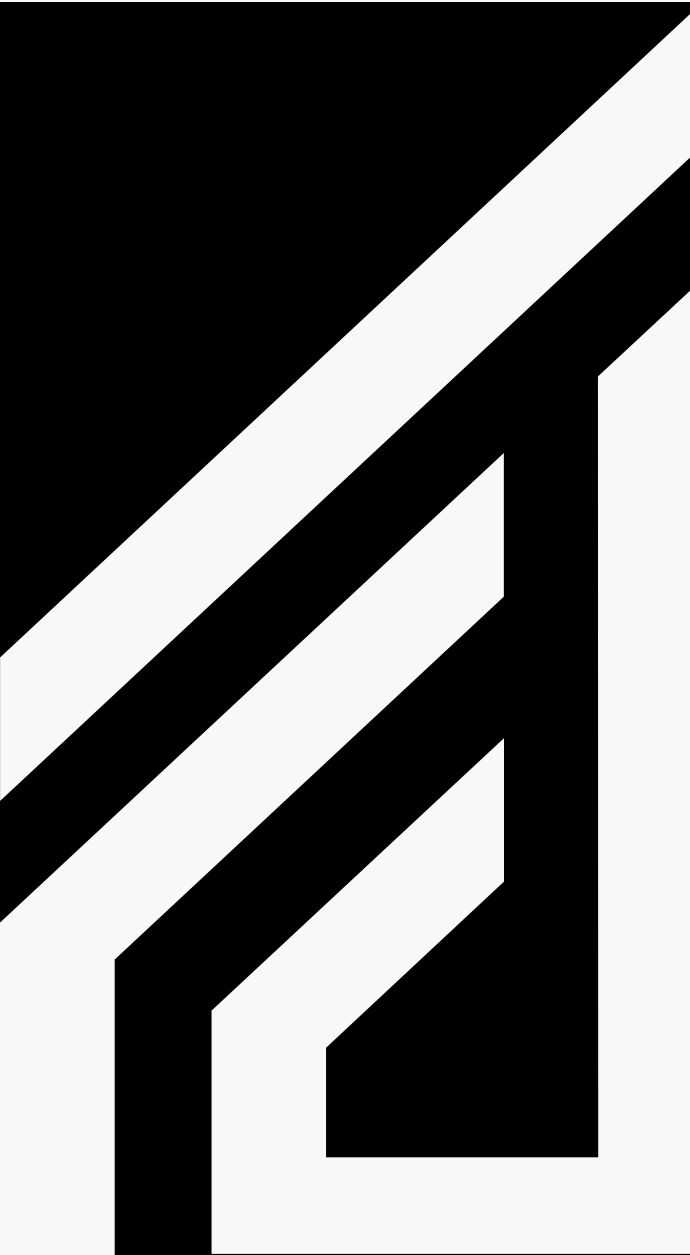


EQUINOX MEDIA
VARIIS



STUDIO BUILD & WORKFLOWS



IMMERSIVE STORYTELLING EXPERIENCES
FRONTIER
digital





SUMMARY

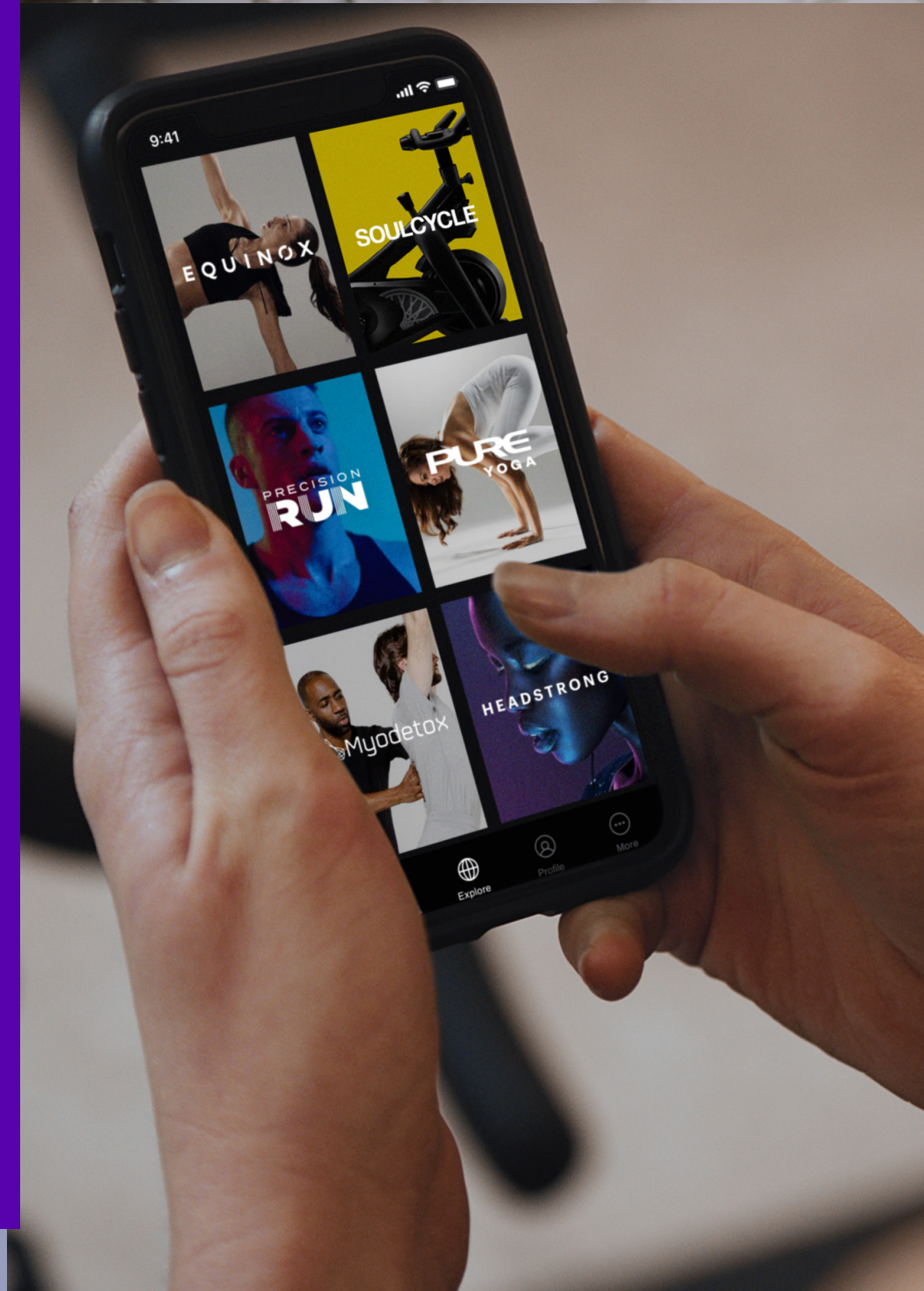
A MULTI-FACETED, FUTURE-FORWARD COLLABORATION

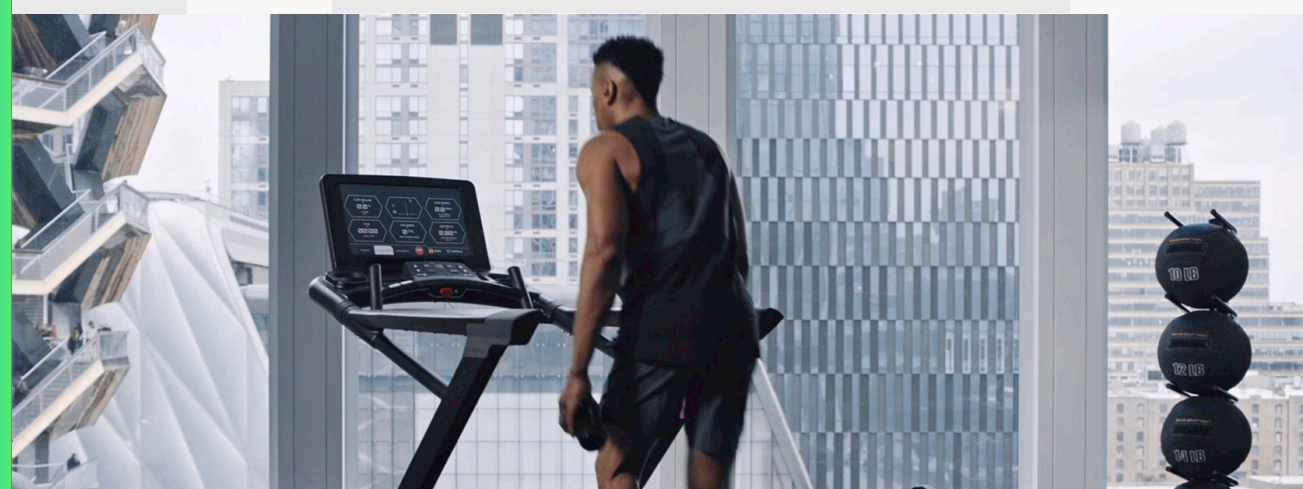
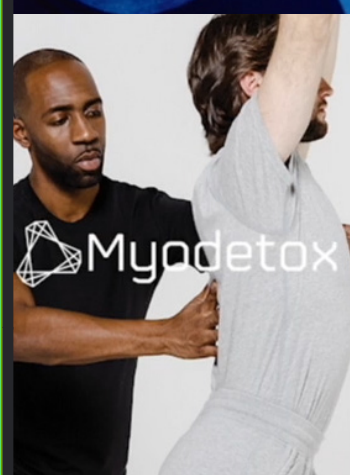
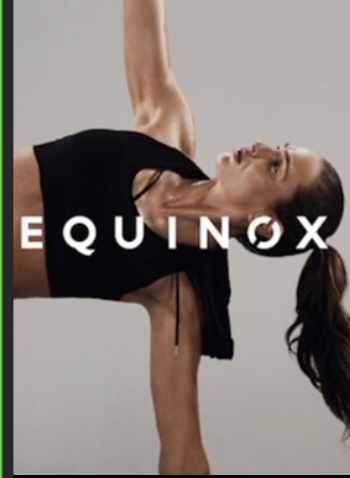
Equinox Media came to Frontier Digital to design and build a 20,000 square foot state-of-the-art studio for creating content for Variis, a first-of-its-kind fitness platform powering the Variis mobile app and the SoulCycle at-home bike.

The multi-faceted project resulted in a new breed of production studio actualized by Frontier. Shoots run like a live concert, but with the control capabilities like that of the broadcast industry and the quality of a cinematic production.

Everything incorporated into the space was designed to support the brands and their instructors, and to create an environment that translates the classroom experience to the screen.

The cutting-edge nature of the studios' set up also allows Equinox Media to scale their operations and incorporate new looks and new brands for future content creation needs.





"When we set out to build our production studios, we knew we needed a design that would give us the flexibility to create immersive environments unique to each of the category defining brands on Variis. With Frontier Digital's expertise and forward thinking mindset, we were able to bring our content to life with dynamic cinematography that closely mirrors the environment of each of our partners' unrivaled, in-studio experiences, redefining on-demand fitness."

– JASON LAROSE
CEO, EQUINOX MEDIA

SCOPE OF WORK

EQUINOX MEDIA

NEEDS MET BY

FRONTIER

d i g i t a l

PROJECT MANAGEMENT

- ▷ STUDIO CONSTRUCTION
- ▷ CONTENT STRATEGY
- ▷ TECHNICAL OPERATIONS
- ▷ PERSONNEL PLANNING (CREW STAFFING & TRAINING)
- ▷ FINANCIAL PROJECTIONS

WORKFLOW ENGINEERING

- ▷ CAPTURE TO DELIVERY PIPELINE CREATION
- ▷ BACK-END METADATA DEVELOPMENT (CONSUMER APP)
- ▷ CLOUD-BASED ARCHIVAL SYSTEM

IMMERSIVE ENVIRONMENTS

- ▷ • UNIQUE PRE-VISUALIZATION SOLUTION
- ▷ • LED VIDEO WALL
- ▷ • INTERACTIVE LIGHTING / REAL-TIME SOUND SYNC

CREATIVE DESIGN

- ▷ PRODUCTION DESIGN
- ▷ SET DESIGN
- ▷ STAGES

TECHNOLOGY SELECTION

- ▷ THREE EDIT BAYS
- ▷ COLOR CORRECTION SUITE
- ▷ AUDIO MIXING SUITE

DESIGN

FROM THE GROUND UP

With an eye towards the aesthetics of the brands launching on Variis (Equinox, SoulCycle, Precision Run, Pure Yoga, Myodetox, and Headstrong), Frontier Digital began by coordinating with Equinox Media, its architects and their creative leaders to define the content strategy.

They envisioned a new kind of studio that pulled the best from concert performance, cinema production and live broadcast. Capturing the energy and emotions of the classes was essential for Variis to bring an unparalleled home fitness experience to members, and Frontier Digital was integrally involved in all aspects of the project.

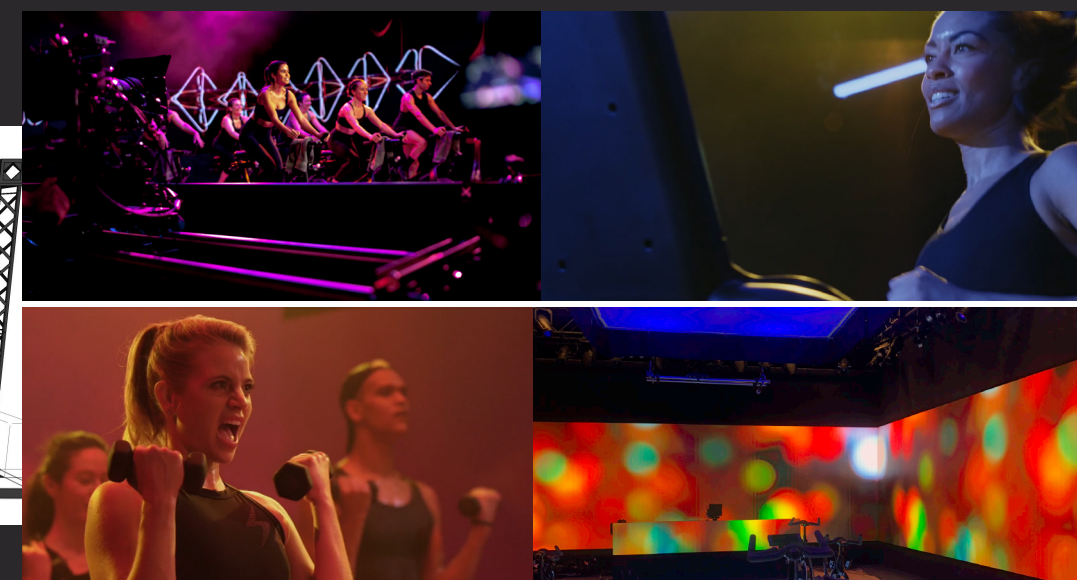
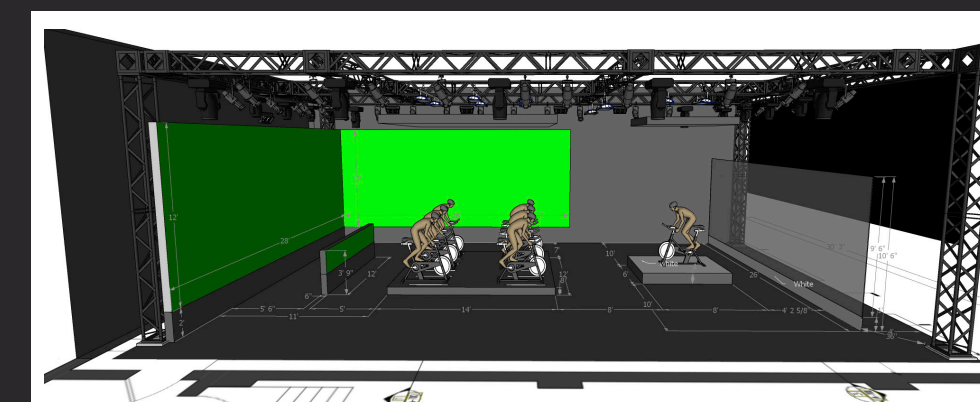
Project planning required significant forethought and flexibility. "From day one, we've wanted each brand to feel like the space was created uniquely for them, and that they weren't being shoved into a box," says Todd Pellegrino, VP of Content at Equinox Media.

Since Variis launched, the app has been expanded to offer unlimited classes across the brands, and [solidcore], Rumble and TB12 have been added to the platform. Additionally, SoulCycle's at-home bike includes both on-demand and a growing schedule of live classes.

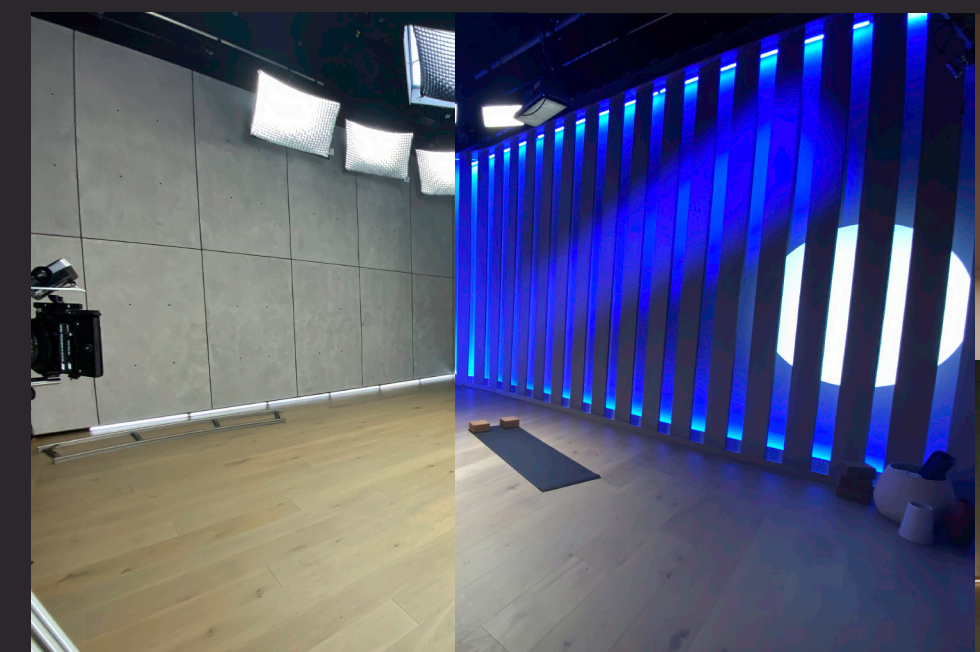
All content is accessible through a monthly subscription.

Pellgrino adds that the studio is working as intended. "We're able to offer an unmatched production quality that's unique to each brand on Variis, and Frontier Digital is one of the main reasons the content looks as good as it does."

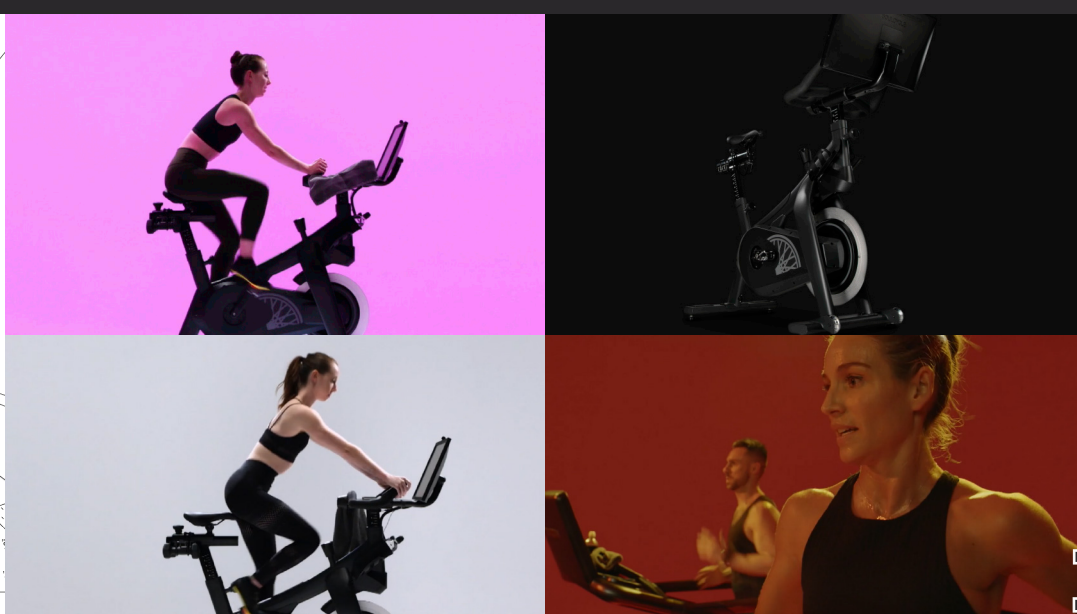
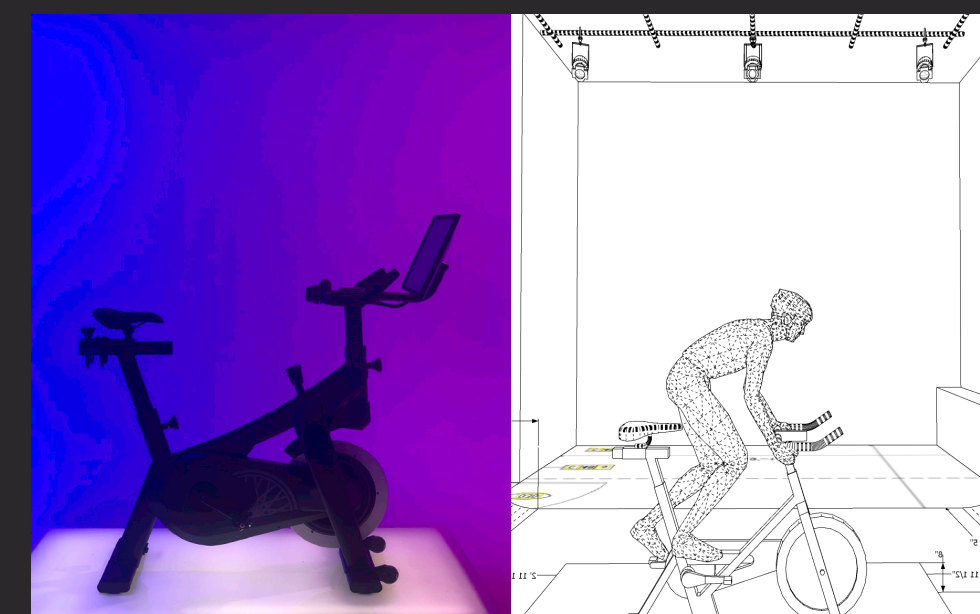
STAGE A



STAGE B



STAGE C





TOOLS ADAPTED IN INNOVATIVE WAYS

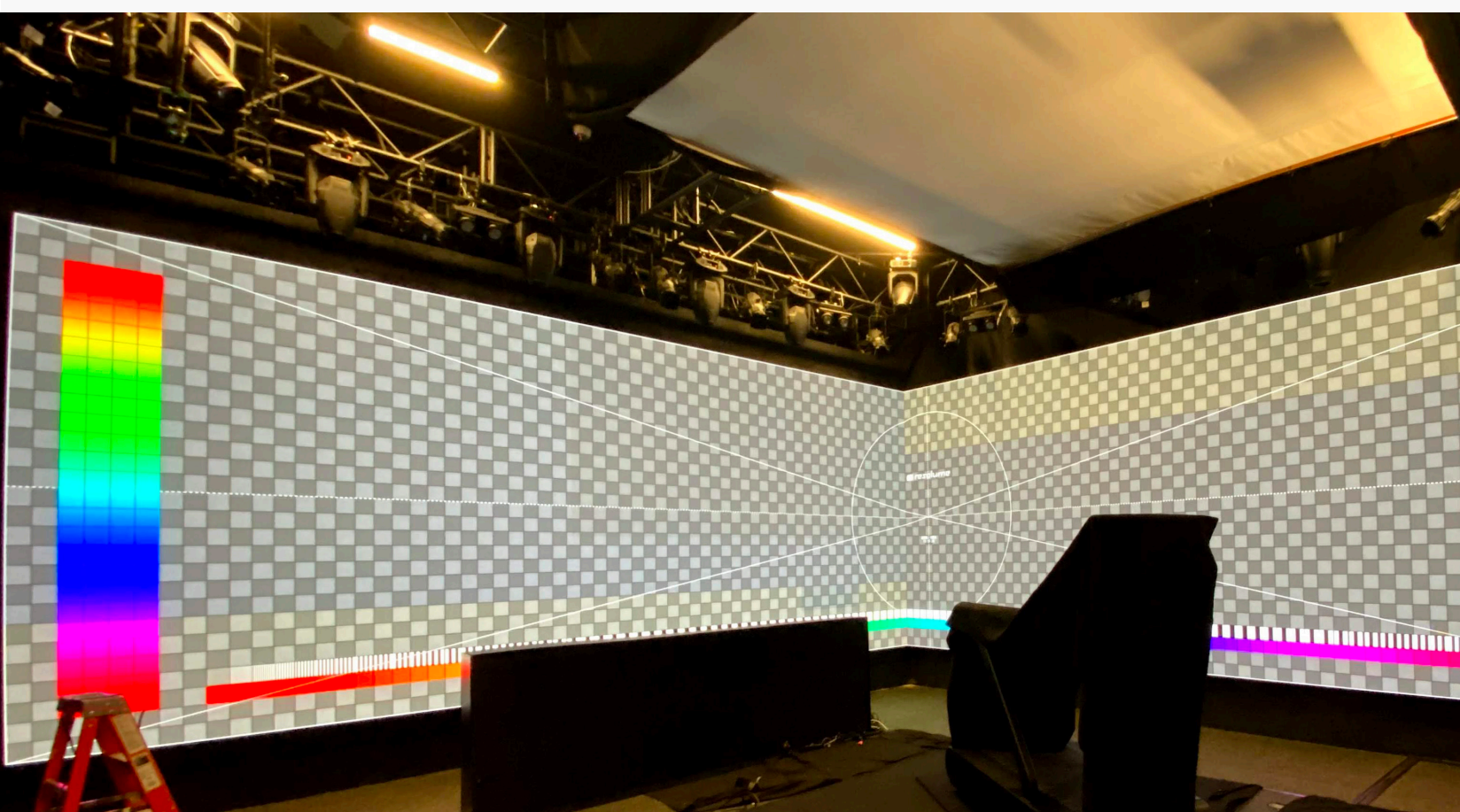
“Having the right capabilities provided the core building blocks – but like a bucket of Legos, those blocks need to be able to be shaped into whatever a brand can imagine.”

– TODD PELLEGRINO
VP OF CONTENT, EQUINOX MEDIA



The high-energy, music-driven studios include immersive environments where the instructors and class participants thrive on the sights and sounds of their fitness journeys.

Ableton Live music making software is used with everything from lighting presets, to imagery on the LED wall, and music tracking.



The L-shaped, high-res LED videowall of Stage A enfolds the instructor and rider pack within seamless live-action content, forming an abstract visual language across the screen.



Interactive lighting systems utilize concert-style techniques to create engaging and reactive scenes, with real-time syncing to class songs.



A Funktion-One sound system, installed by Sound Investment, delivers a club-style experience, that mirrors SoulCycle’s signature playlist driven in-studio classes.

FRONTIER & NEP

CONFIGURE A NEVER BEFORE SEEN APPROACH



Equinox Media's headquarters, located below Manhattan's Hell's Kitchen neighborhood, is owned by NEP Studios.

Frontier Digital ideated the innovative concept of a production studio based on open-source technology, and NEP engineered the network infrastructure that created a backbone of support.

NEP was challenged with integrating specific equipment not typically found in IT-based environments, such as Sony F55 CineAlta 4K digital cinema cameras.

Strong emphasis was placed on what the needs of Equinox Media would look like five years from now.

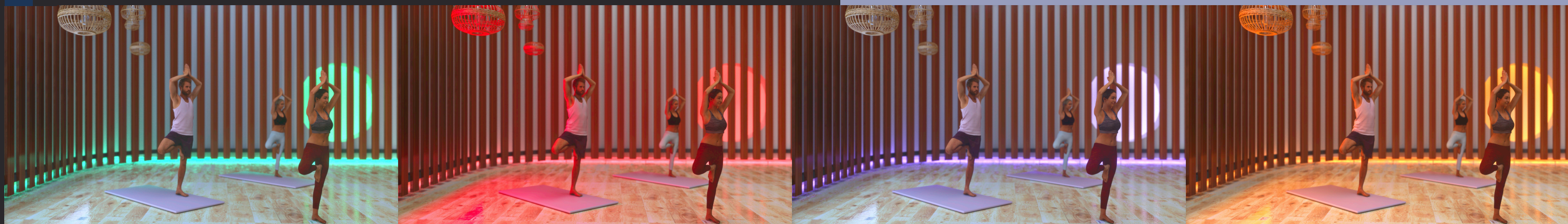
It was no small feat to integrate the different elements, each of which has its own language, equipment and technology.

"A lot of people from broadcast would have gone with what's safe, with equipment that's worked for the last 20 years. With Frontier Digital, it was more focused on pushing boundaries, and figuring out what could be done that no one else is doing."

— CAITLIN STATKUS PROJECT MANAGER, NEP

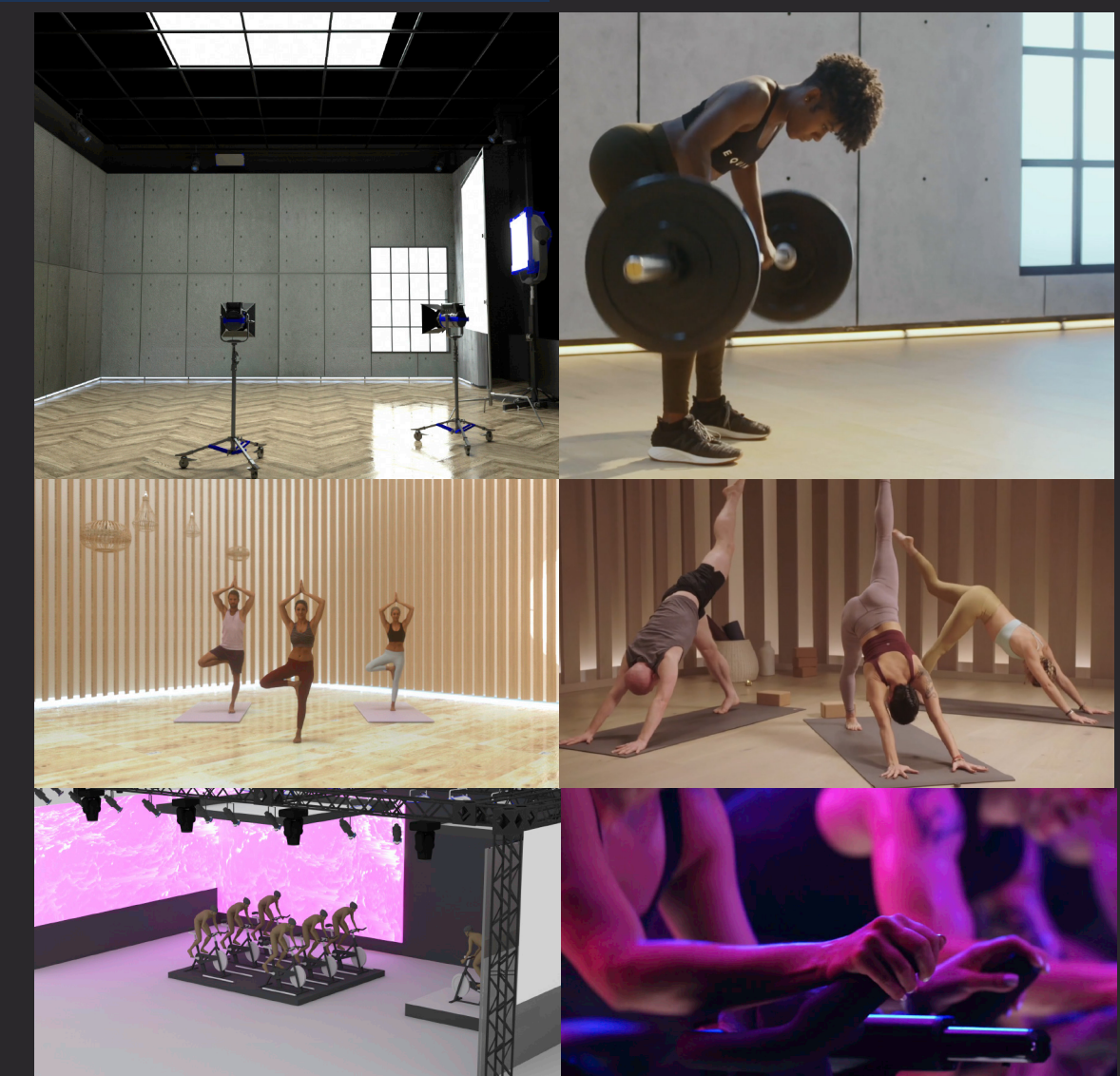


PRE-VISUALIZATION



Pre-visualization solutions were key to helping everyone involved envision the finished product. Pre-viz kept the stakeholders informed, offered every brand on Variis an ability to feel comfortable with their concepts, and synchronized multitudes of collaborators. Frontier's pre-viz tools continue to be used in day-to-day operations by Equinox Media. Automation built into the system by Frontier enables Instructors to choose lighting looks that sync to their playlist, as well as see a 3D simulation of the effects prior to finalizing their choices. The ability to foresee stylized and reactive lighting looks for each class ensures Equinox Media's brands maintain a unified vision throughout the evolution of their on going productions.

PRE-VIZ RENDERS



ACTUAL SHOTS



THOUGHTFUL SETUPS

Thoughtful consideration of camera angles and details went into the design of the Equinox Media studio to make it functional and feel performative.

Built-in tools range from robotic camera control and NewTek Tricaster switchers, to live-adjustable LED moving heads and lighting consoles. The studios also incorporate media servers and VJ software.

“Frontier Digital set us up for success from the onset. Our collaboration has been seamless and easily scalable, fueling our outlook for the future.”

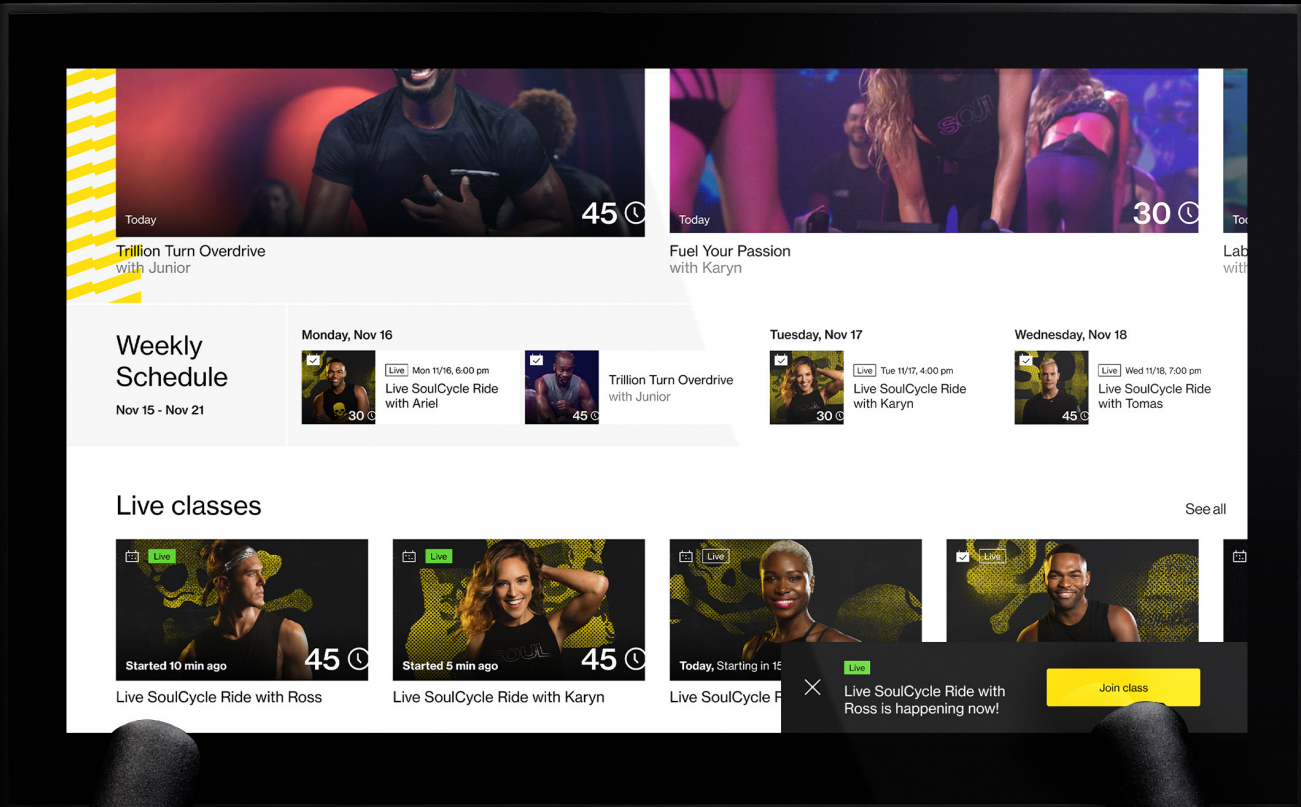
– TODD PELLEGRINO
VP OF CONTENT, EQUINOX MEDIA



The space allows the Equinox Media Team to lay dolly tracks, typically used on film sets.



Equinox Media's crews also represent a hybrid of skills. Personnel tend to have film experience, while control room staff hails from the broadcast arena.



SoulCycle classes feel like a concert with stationary cameras capturing close-ups of the instructor.



Hand-held cameras are used to shoot high-intensity cardio classes.



FAST POST

The post-production pipeline offers progressive “edit on ingest,” a technique frequently employed by daily entertainment and talk shows. However, the scale of the studio’s near real-time edit process is years beyond what happens on a television show with talking heads.

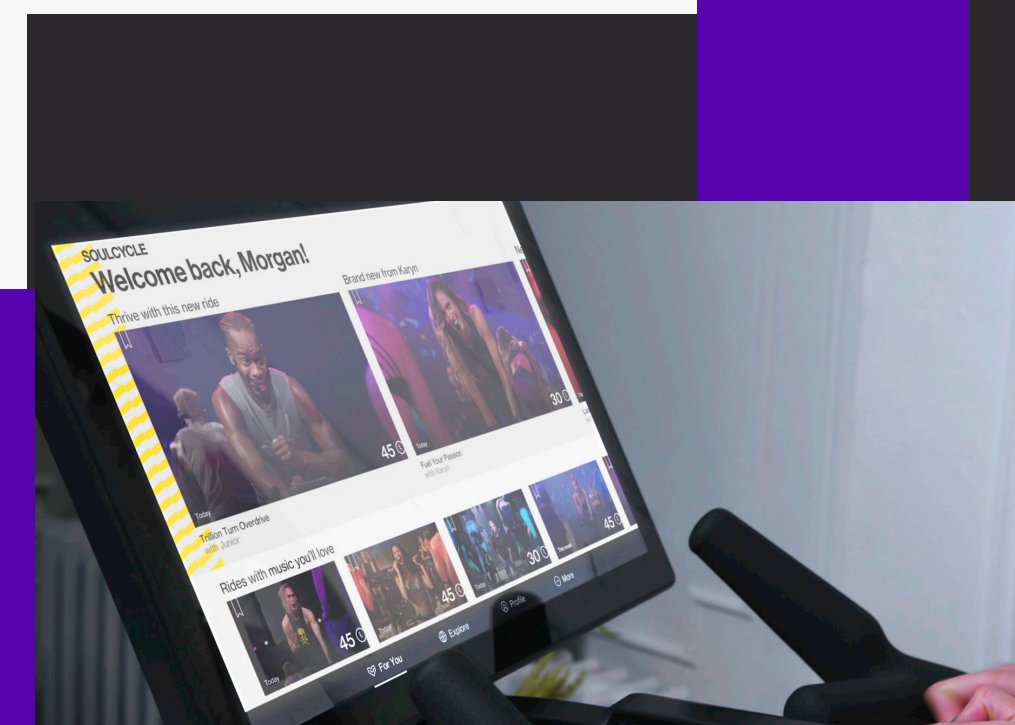
With the process Frontier helped develop, Equinox Media can shoot several classes that can be edited and go out for review the same day.

The ability to send links for same-day final approval is a testament to the flexibility of the system set up by Frontier.

“You have up to 15 editing systems that need to grab files live, almost in real time, so editors can manipulate them on the multi-camera timeline in any suite. But the NDI codec that supports this is very limited. We had to figure out how to capture the NDI stream so it would work for Equinox Media.”

– **CAITLIN STATKUS**
PROJECT MANAGER, NEP

To support 15 editing systems grabbing files almost in real time and editors manipulating those files on a multi-camera timeline in the suites, NEP engineered a solution to address the limitations of the NDI codec.



I M M E R S I V E

S T O R Y T E L L I N G

E X P E R I A N C E S

ABOUT

"We were fortunate to have a lot of resources, but it was crucial to allot them correctly. Creating the foundation for a flexible space from production to post was paramount. Marcos and his team had the knowhow to envision the final product and the hands-on technical skills to get it done quickly and at a high-quality level. When dealing with everyone involved on this project – from building contractors to specialists in imagery, lighting and sound – you have to speak their language. Marcos does."

– TODD PELLEGRINO
VP OF CONTENT, EQUINOX MEDIA

FRONTIER

d i g i t a l

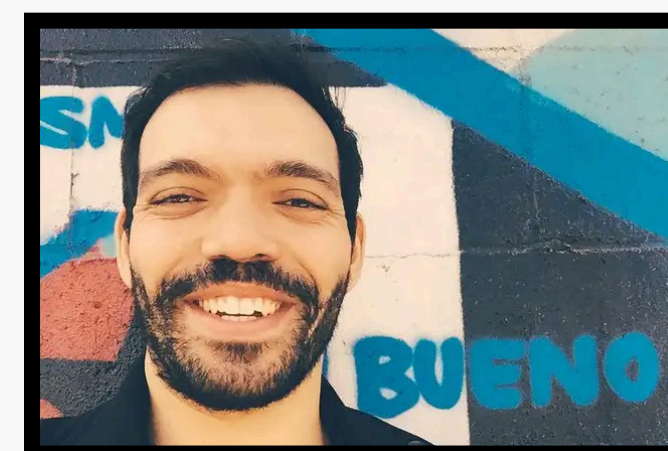
"Brands want to differentiate themselves, and our job is to bring their new media endeavors to customers in a unique or immersive way – and sometimes that means bridging the gap between technology solutions. This project represents how our experience in operations, creative media and technology acumen contributes to addressing potential unknowns when designing facilities and/or events or enhancing capabilities for unique content creation."

– MARCOS BUENO
FOUNDER, FRONTIER DIGITAL

Equinox Media's design and delivery was one of the first projects undertaken by Frontier Digital.

The company was formed by **Marcos Bueno**, who soon brought on **Anil Mohabir** and **Yohan Bailot** to round out a new class of agency creatives.

Frontier Digital specializes in immersive storytelling experiences.



Marcos Bueno previously headed up technology for Vox Media and its various studios.



Anil Mohabir has a extensive creative tech background from his time at ICON Motion.



Yohan Bailot spent the better half of 25 years developing augmented reality software.