



CASE STUDY:

BULLET THEORY FILMS
SINTERFIRE COMMERCIAL

ABOUT THE PROJECT

When DP Matt Novello and High Speed Specialist Matt Drake started planning a commercial for Sinterfire's newest line of ammunition, they made the bold choice of choosing an indoor fire range. "We chose the Fontana Police Department's indoor range to showcase the important safety aspects and performance of the frangible ammo." The result was the unique task of having to achieve ultra high frame rates without studio power or outdoor sunlight. "Had we incorporated massive tungsten units inside the range, we would have risked the threat of fire due to low ceiling height and/or melted our talent!" So Novello and Drake instead chose to use Hive Lightings Killer Maxis and Wasp Pars to achieve frame rates as high as 80,000fps with the Phantom V.711. The result was incredible footage shot at ultra high speeds of the bullets being fired from the gun barrels, hitting targets, and flying through the air to create a truly unique spot for Sinterfire.

EQUIPMENT

540 Watts
4600-7000k
Variable Color Temp
10,000Hr Bulb life
Flicker Free



276 Watts
4600-7000K
Variable Color Temp
10,000Hr Bulb life
Flicker Free

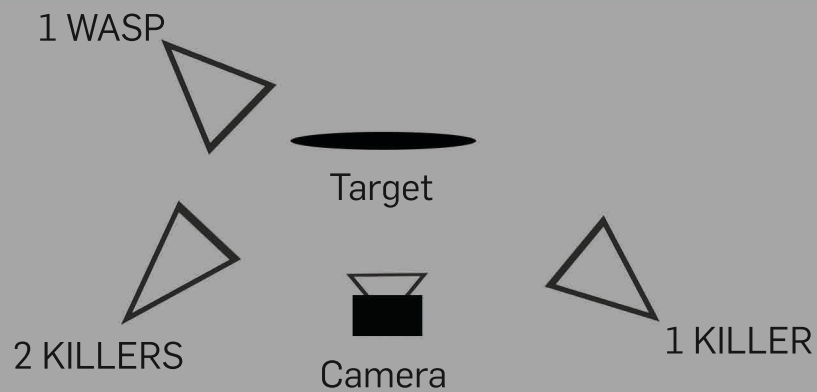


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We found the Hive Lights provided incredibly accurate daylight balanced, flicker free output across an even spectrum. We were able to utilize standard electrical outlets located within the facility to power all the units, even adding battery chargers and worklights to the same outlet.

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- MATT NOVELLO
DIRECTOR OF PHOTOGRAPHY



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“ Had we incorporated massive tungsten units inside the range, we would have risked the threat of fire due to low ceiling height and/or melted our talent! ”



“ We set a personal record shooting indoors at frame rates north of 80,000fps which would not have been possible without the existence of Hive Lighting and their products. ”

