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The latest on Orlando's film and digital media industry

Metro Orlando's film and digital media industry has been buzzing with activity lately with recent expansions, production activity and the continued growth of a digital media cluster in downtown Orlando.

Recent expansions

Downtown Orlando is now home to the only professional motion capture studio on the east coast with fully integrated film, video and audio facilities with the opening of House of Moves. News of this state-of-the-art facility is generating widespread interest among the film and video game producers in the U.S.

n-Space – Orlando's largest independent game developer – recently expanded their operations to add 50 new jobs and 5,600 square feet of office space. Headquartered in Orlando, n-Space designs and develops video games for multiple platforms, including downloadable content for the Wii.

Recent production activity

Orlando has traditionally been a hot market for television commercials due to the variety of scenery and ability to stand-in for any location on the globe as well as the year-round green, lush landscape. While that segment of the industry remains strong, the region has also served as the location for several recent independent and feature films.

A few of the productions recently wrapping include:

- Producers of "Larry the Cable Guy: Health Inspector" shot the feature film "Bait Shop" starring Bill Engvall of Blue Collar Comedy fame, and with a special appearance from Billy Ray Cyrus, the film tells the story of the owner of a small town bait shop who signs up for a fishing tournament in hopes of using the prize money to save his shop from foreclosure.
- New York-based production company Leftfield Pictures shot a new reality TV series, "Bridal Boot Camp." The series, which will air on CMT (Country Music Network) later this year, follows ten brides as they compete to get in shape for their big day. Ultimately, the winner not only ends up looking fabulous for her special moment, but also has the wedding of her dreams ... on the house.
- MFV Productions, in association with Universal Pictures, filmed "Beethoven: The Reel Story." The feature, shot almost entirely at Universal Studios Orlando, follows the making of the original "Beethoven" film.

Orlando is becoming a center for digital media.

The breadth of the software, simulation and entertainment industries here is fueling the growth of the digital media sector. Over 400 companies involved in digital media call Metro Orlando home, including Electronic Arts' (EA) Tiburon studio, makers of one of the world's top selling video games, EA Sports Madden Football,

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among numerous other best selling titles. EA recently announced a partnership with another local digital media company, XOS Technologies who develop coaching and fan-management technology for sports teams. Together, the companies will produce a training simulator for college and pro football teams.

To meet the demands of an increasing workforce involved in digital media, community leaders established the University of Central Florida's Florida Interactive Entertainment Academy (FIEA) to provide graduate level training in the interactive entertainment/gaming industry. The school is located in downtown Orlando's new "Creative Village" which is centered around nationally-recognized east coast operations of House of Moves.

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