



The latest in frozen motion and virtual motion technology lands in Australia

The world leader in frozen motion and virtual motion technology, ***The Big Freeze Worldwide***, has today launched its revolutionary image capture technology, ***The Big Freeze Worldwide***, in Australia.

The Big Freeze Worldwide is an exciting new development in sharable social content for the Australian market and delivers high-definition images of subjects in 360 degrees, capturing any moment from every angle.

The Big Freeze Worldwide founder and President, US based Robert Latorre is an award winning Director, Executive Producer & Systems Developer. Robert pioneered the innovative camera system and has demonstrated that the ***The Big Freeze Worldwide*** generates social media hype and fan engagement at an entirely new level.

“We live in the digital age and the appetite for new, exciting and engaging content is forever evolving. ***The Big Freeze Worldwide*** provides users with the very special ability to freeze time, space and motion – and hold on to that moment forever,” said Latorre.

Robert Latorre said: “Australia was the obvious next step in ***The Big Freeze Worldwide*** journey. Whether it’s the AFL Grand Final in Melbourne, Sydney Fashion Week or the Adelaide Fringe Festival, ***The Big Freeze Worldwide*** provides both brands and fans with a memorable social experience that they will be compelled to share to the world.”

The process is simple; fans position themselves in the centre of the camera structure, strike a pose and then within an instant their image is captured. The setup is designed to be LIVE and integrates with all major social networks, Facebook, Twitter, Instagram and email.

All the effects are stored for the visitor to retrieve, view and share. Fans can share their 360 degree image through social media channels immediately on their own mobile smart devices, resulting in valuable brand awareness and social engagement.

The Big Freeze Worldwide has the capacity to transform into multiple set up’s and iterations to simultaneously capture “splice motion” visuals in full frame 35mm. ***The Big Freeze Worldwide*** patented algorithms and hardware integration processes images instantly, giving fans or creatives the ability view the capture, retake, and change a creative direction easily, saving time, money and setting a new benchmark in production efficiency and industry standards.

The Big Freeze Worldwide has over 20 years’ experience in the USA and has worked with some of the world’s biggest brands and events such as Nike, Coca-Cola, the Super Bowl and the Golden Globes.

To view The Big Freeze hype reel please click [HERE](#).

For more information please visit www.bigfreeze.com.au



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Sales inquiries:

Margaret Wright
Operations Director - The Big Freeze Worldwide | Australia
margaret@bigfreeze.com.au

Media inquiries:

Sophie Patrick
TLA Worldwide
spatrick@tlaworldwide.com