



The Big Freeze Expands Globally! **The vanguard in frozen and virtual motion technology debuts in Australia**

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

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

The Big Freeze founder, President and Executive Producer Robert Latorre, is an award-winning director who pioneered the innovative camera system. Latorre has demonstrated that the **The Big Freeze** 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** provides users with the very special ability to freeze time, space and motion – and hold on to that moment forever,” says Latorre.

Robert Latorre explains, “Australia was the obvious next step in **The Big Freeze** journey. Whether it’s the AFL Grand Final in Melbourne, Sydney Fashion Week or the Adelaide Fringe Festival, **The Big Freeze** 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 center of the camera structure, strike a pose, and within an instant their image is captured. The setup is designed to be live, and seamlessly integrates with all major social networks, including Facebook, Twitter, Instagram and email.

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

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

The Big Freeze Worldwide has over 20 years of experience in the United States and has worked with some of the world’s biggest brands, such as Nike and Coca-Cola, and participated in the most exclusive events, including Super Bowl LI 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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