

Pro-Video

CASE STUDY

sachtler 



Sachtler



ROCK SOLID PERFORMANCE

Matthias Popp uses Sachtler and Litepanels
in his Spanish production services company



Matthias Popp, founder of Barcelona-based Popular Pictures, began his career as a television producer. After studying audio visual communications in both Spain and his native Germany, Matthias completed a Masters in Communication and Media Studies at the University of Bonn. He began work as a trainee producer at Cologne-based production company FRAME BY FRAME, going on to work for a number of television stations in Germany. After moving to Spain, Matthias worked for different studios and international production companies before opening his own company.



One of the most useful pieces of gear for the production company is the **Litepanels LED** daylight balanced **Micro on-camera light**.

Popular Pictures focuses on providing multilingual production services to international broadcasters and corporate clients, including crew, equipment and all technical aspects.

Matthias and his team use various **Sachtler tripod systems and fluid heads**, as well as **Litepanels LED lighting** for their projects, from studio and outdoor broadcasts, to location shoots.

“We use **Sachtler because the tripods are rock solid**. They are strong and compact. When you are working on demanding projects, moving from location to location, this reliability is particularly important.”

Matthias uses a variety of kit from **Sachtler**, including the **ACE tripod, Video 18 fluid head tripod system, Video 20 fluid head and Video 25 fluid head system** for projects that require a heavier camera.

“The handling of the tripod system is excellent, as is the quality. I also enjoy the smoothness of the tripod head which is consistent over the years of use.”

“Honestly, **Litepanels** is pretty much standard for us. The **Micro** especially is a great LED and allows us to dim as required and is really functional. The light quality is very even with no spots. It’s perfect. In addition, the construction of the light itself is excellent. Accidents do happen on set and we’ve dropped it a few times but it carried on operating perfectly.”

Popular Pictures completes projects for international news networks, television stations, production companies and corporate clients, including ARD, BBC, Bayer Healthcare, UEFA Champions League and CNN.

Matthias Popp
Provideographer



Sachtler ACE 75/2 D tripod



Sachtler Video 18 S1



Working with independent content creators all over the world

24/7

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