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## Production studio innovates to stay afloat, keeps cruising

What started as a business offering music lessons and instrument rental has grown by leaps and bounds, now supplying major concert venues with equipment and providing filmmakers with XR film capability.

Music Matters Productions (MMP), in Peachtree Corners, effectively converted a pandemic hardship into a new division. When live events sank in the wake of the spreading corona virus, MMP took a different tack. The company, which had just signed a lease for 40,000 square feet of space on Green Point Parkway, began creating “live” environments within its studio with the help of the Unreal Engine.

With no events to produce in 2020, the company experimented with the Unreal Engine software, typically used in video game environments, to create XR scenes and environments to help clients create innovative content. The company began using it to produce films, music videos and commercials for clients, who couldn’t perform for live audiences, all within its XR studio. MMP sold a 6-episode show to Apple Music and created a piece for Jimmy Fallon, and its newest division was launched. Now, the company’s founder and visual designer, Aaron Soriero, is planning to expand in Salt Lake City and Nashville.

“It has been fun to expand our horizons and services, while staying fully in our lane of capabilities” said Soriero. “Having the ability to shift the business into content creation and to have the opportunity to own and produce our own content is invaluable.”

In addition to mobile staging and virtual event production, the company organizes drive-in events, provides live event production, creates music videos, and customizes, manages and designs projects. In short, MMP is a one-stop production shop.

MMP has created productions for the Atlanta Jazz Festival, Shaky Knees Music Festival, Sweetwater 420 Fest, the Fox Theatre, State Farm Arena and the Tabernacle, among other venues.

For more information, visit <https://musicmattersproductions.com>