

Video Production Studios Reports Rising Demand for Video Equipment Rentals

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GLENDALE, AZ - October 20, 2025 -
Influence Media LLC has reported significant increases in demand for on-set equipment rental services in Glendale, Arizona, as production companies and businesses seek professional video creation resources. The trend reflects broader growth in Arizona's creative sector, which has attracted major productions from companies including Lamborghini, Amazon, and Nike.

The company, operating under the brand name Influence Studios, has documented a marked increase in equipment rental requests from both established production houses and emerging content creators. This development coincides with Arizona's emergence as a production hub for commercial, film, and digital content creation.

"The demand for video equipment rental in Glendale has increased substantially over the past year," said Skyler Mullins, co-owner of Influence Media LLC. "Production companies are seeking comprehensive equipment packages that include cameras, lighting, and specialized gear for on-location shoots throughout the region."

The rising demand encompasses various production needs across three distinct phases. Pre-production requirements include conceptualization tools, script writing resources, storyboarding equipment, and production management systems. Production phase rentals cover professional cameras, studio facilities, on-site location equipment, lighting arrays, and directorial tools. Post-production needs include editing workstations, color grading systems, sound design equipment, and specialized software for motion graphics and CGI rendering.

"Equipment rental requests have expanded beyond traditional camera and lighting packages," noted Steffan Collins, co-owner of Influence Media. "Productions now require advanced technology for real-time rendering, wireless transmission systems, and specialized rigs for aerial and motion capture work."

The Glendale area has experienced particular growth in equipment rental activity due to its proximity to diverse shooting locations and established production infrastructure. Production companies utilize the region's varied landscapes, from urban settings to desert vistas, requiring versatile equipment packages that can adapt to different environmental conditions.

Influence Media LLC serves as one of several video production studios in Arizona responding to this increased demand. The company provides equipment and services to independent artists, entrepreneurs, and Fortune 500 companies, supporting productions ranging from commercials and films to music videos and social media content.

Industry data indicates that Arizona's film and digital media sector has grown consistently, with production spending reaching new levels each year. This growth has created opportunities for equipment rental providers to expand their inventories and service offerings to meet evolving production requirements.

The increase in equipment rental demand also reflects changes in content production practices, where businesses and organizations produce video content more frequently for digital platforms. This shift has created a need for flexible rental arrangements that accommodate both short-term projects and extended production schedules.

Influence Media LLC maintains comprehensive equipment inventories and production facilities to serve the Arizona market. The company's decade-long presence in the industry has positioned it to address the technical requirements of modern video production, from initial conceptualization through final post-production processing.

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For more information about Influence Media LLC, contact the company here:Influence StudiosSkyler

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Influence Media LLC

Influence is Arizona?s leading creative powerhouse?uniting Influence Studios, Influence Marketing, and Influence Rentals under one roof in Glendale. We provide video production, photography, and marketing solutions for businesses and creators alike.

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