

Expo Productions Adds 4K Video Production Capabilities for Marketing Videos

February 14, 2026

Brighton, Colorado - February 14, 2026 -
Expo Productions has added 4K video production capabilities to its service offerings, responding to increased demand from Colorado businesses for ultra-high-definition video content. The addition includes new 4K camera equipment, upgraded editing systems, and expanded storage infrastructure to handle the larger file sizes associated with 4K production.

The implementation of 4K technology represents a significant technical upgrade for the Denver-based video production company. The new capabilities enable the creation of content with four times the resolution of standard HD video, providing enhanced clarity and detail for corporate communications, training materials, and marketing content.

"The transition to 4K production reflects the evolving standards in professional video production," said Matthew Jackson, founder of Expo Productions. "This technology upgrade allows us to capture footage with greater detail and provides more flexibility in post-production, including the ability to crop and reframe shots

while maintaining HD quality. The investment in 4K infrastructure positions us to meet current industry standards and future-proof our clients' video content."

Expo Productions Corporate Shoots now incorporate 4K capture as a standard option across all production types. The company has integrated the technology into its workflow for filming corporate events, conferences, executive interviews, and training videos. The 4K footage provides enhanced image quality that remains sharp on large displays and allows for digital zooming without quality loss during editing.

The technical specifications of the new equipment include cameras capable of recording at 3840 x 2160 pixel resolution at various frame rates, color grading monitors calibrated for 4K content, and upgraded processing systems designed to handle the computational demands of 4K editing. The company has also implemented new data management protocols to accommodate the increased storage requirements, with 4K files typically requiring four times the storage space of HD content.

Expo Productions Commercial Videos produced in 4K format offer several technical advantages for business applications. The higher resolution provides improved clarity for product demonstrations, architectural visualizations, and detailed technical presentations. The format also enables the creation of multiple HD deliverables from a single 4K master, allowing businesses to repurpose content across different platforms and display formats.

The addition of 4K capabilities coincides with broader industry adoption of ultra-high-definition standards. Major streaming platforms, social media networks, and corporate presentation systems increasingly support 4K playback, making the format relevant for businesses planning long-term content strategies. The technology particularly benefits companies in industries where visual detail matters, including real estate, manufacturing, healthcare, and retail.

Based in Denver, Colorado, Expo Productions provides video production services to businesses throughout the region. The company offers corporate videography, commercial production, event coverage, and specialized services including drone videography and motion graphics. Founded by Matthew Jackson, the company operates from facilities equipped with professional production and post-production technology. Their service portfolio encompasses concept development, filming, editing, and final delivery across multiple video formats and platforms.

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Expo Productions

At Expo Productions, we are more than just a Denver-based video production company - we are storytellers dedicated to bringing your vision to life.

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