

A Sustainable Future for Film, TV, and Events

The North East is fast becoming a hub for film, TV, and live events, with exciting developments driving the region's creative economy. GeoPura is proud to be part of this transformation, offering cutting-edge hydrogen power solutions to help productions and event organisers decarbonise their energy use while ensuring uninterrupted, clean power wherever it is needed in the region and beyond.

Q: Why is clean power essential for the film, TV, and events industries?

Traditional diesel generators are still widely used in film production and live events, contributing to high CO₂ emissions, air pollution (NO_x, particulate matter), and noise pollution. As the industry moves towards sustainable production standards, there is growing demand for zero-emission alternatives.

GeoPura's Hydrogen Power Units (HPUs) provide a silent, clean, and reliable energy source, helping film and TV studios, live sports, and major festivals meet their net-zero goals while avoiding future liability risks related to air pollution.

Q: What power challenges does the industry face, and why is GeoPura's HPU a good solution?

The industry faces several challenges when it comes to power. Many locations have limited or no access to grid power, forcing productions and events to rely on diesel generators, which contribute to high emissions, poor air quality, and noise pollution. As sustainability targets become stricter, there is an urgent need for clean energy alternatives.

GeoPura's HPUs provide a scalable and truly zero-emission solution. Unlike diesel generators, they produce no NO_x, CO₂, or particulate matter, ensuring cleaner air for cast, crew, and audiences. The HPU-M model is tailored for mobile, off-grid applications, delivering silent, reliable power with built-in hydrogen storage for added flexibility.

Q: How do GeoPura's HPUs work on location?

Our HPUs function like battery systems but with a key advantage – they self-charge. Each unit integrates a hydrogen fuel cell and battery storage, ensuring continuous power supply without emissions. This is ideal for remote locations or high-power demands such as lighting, broadcasting equipment, and festival stages.

Q: How does GeoPura's HPU compare to alternatives like HVO and stand-alone batteries?

While Hydrotreated Vegetable Oil (HVO) is often marketed as a lower-carbon fuel, it is not a long-term solution. HVO still emits NO_x and particulates, impacting air quality and contributing to future liabilities related to pollution. Additionally, HVO production raises sustainability concerns, including land use and feedstock availability.

Standalone battery systems offer silent operation and zero emissions, but they require frequent recharging and are limited in capacity. In contrast, GeoPura's HPUs function as self-charging batteries, integrating hydrogen fuel cells with battery storage to deliver continuous, off-grid power without reliance on diesel or down time associated with frequent recharges.



Q: Where has GeoPura's technology been used in the sector?

Our HPUs have powered some of the world's most prestigious productions and events, including:

- **BBC & DP World Tour** – Provided clean energy for live TV broadcasts, ensuring consistent, zero-emission power for production equipment and broadcast transmission.
- **Latitude Festival & Isle of Wight Festival** – Eliminated thousands of kilograms of CO₂ and air pollutants by replacing diesel and HVO generators, reducing the environmental footprint of major music festivals.
- **Extreme E / H Racing** – Supporting motorsport's transition to hydrogen-powered vehicles by delivering off-grid power for team operations, vehicle charging, and event infrastructure.
- **Feature Film Productions** – Provided silent, emission-free power for film sets, enabling sustainable on-location shoots without the need for noisy, polluting diesel generators.
- **Live Sports Events** – Supplied clean energy to high-profile sporting events, ensuring sustainability without compromising power reliability.

