Lumavision: reinventing corporate films with tailored strategies



Lumavision was founded by David M. Schneider and Steffen Asel to reinvent the way corporate films are conceived, produced, and used as strategic tools, using unique workflows and approaches that set a new standard. With over 20 years of experience in the film industry, this full-service film agency based in Grevenmacher specializes in high-quality productions and drone services that not only look great but also deliver measurable results. Interview with David M. Schneider and Steffen Asel.
(Visited 13th June 2025)

Your future projects?

We’re currently focused on expanding our team to support the growing demand for **high-quality visual content**. Our goal is to not only strengthen our position in the corporate film sector but also

to reach new markets beyond Luxembourg and the Greater Region. Additionally, we're taking strategic steps to establish ourselves within the Luxembourg feature **film industry**, where we see great creative potential and synergy with our existing expertise.
A key investment in this direction is our **new high-end drone camera system**, which allows us to execute even complex aerial shots more cost-effectively and efficiently, opening up exciting new possibilities for cinematic storytelling.

What do you think differentiates you from your business competitors?

Before every production, we take the time to understand each client's goals, audience, and distribution channels. That insight shapes the **creative process** from the ground up, allowing us to craft film solutions that are both meaningful and effective.
We have reimagined our workflows with a strong focus on **efficiency**, transparency, and **quality**. One of the things that truly sets us apart is our custom-built production van, which lets us work faster on location and gives us more time to focus on what really matters: creating strong, compelling films. This optimized setup helps us maintain high production standards from the first idea to the final delivery.
What makes this van even more powerful is what's inside. It's equipped with **state-of-the-art tools** like 8K cinema cameras that capture exceptional detail, and our hybrid-cloud system streamlines post-production, making it easy to share progress with clients, and securely archiving footage for future use. This lets us keep projects flexible and future-ready, long after the first delivery.

What difficulties do you currently face?

Working across the Greater Region, we've noticed that many companies in Germany are hesitant to invest due to ongoing geopolitical uncertainties and the general economic climate. Marketing and communication budgets are often the first to be cut, which has a direct impact on our industry. While caution is understandable, we believe that difficult times are exactly when it's important to stay visible and communicate with clarity.
One of the biggest challenges is helping potential clients see film not just as a cost, but as a **long-term investment** in their brand and relationships. At the same time, the sheer amount of content being produced today makes it harder for any message to truly stand out.
That's why we focus on clarity, relevance, and emotion in everything we create. We work closely with our clients to understand what matters most to their audience and shape stories that feel genuine and stay with people.

A must-have to be an entrepreneur?

Building strong business networks is essential. In today's world, it's no longer enough to just have a great product or a smart idea. What really matters is who hears about it and who gets involved. Good networks don't just open the door to new business opportunities, they also give you access

to valuable knowledge, experience and potential partnerships.
They help you tackle challenges more quickly, spot trends early and support each other along the way. Anyone with an **entrepreneurial mindset** knows success rarely happens alone. It grows through **collaboration and exchange**.

A source of inspiration?

One major source of inspiration for us is getting to go behind the scenes of different companies and industries.
It's always fascinating to see how things work, how people think and what makes a business tick. The challenge of taking all of that and shaping it into a film that reflects the client's goals is something we really enjoy. We also find a lot of **motivation** in the collaboration itself. Every project teaches us something new, and working closely with clients gives us the chance to keep improving and refining what we do.

The best way to spend 30 euros?

Easy: buy two movie tickets, grab some popcorn, and invite someone along to a film you've been wanting to see. Sharing a **good story** on the big screen is always a **great investment**. Plus, if you pick the movie, you're guaranteed to enjoy it.





Open image: (copyright: Lumavision)




LUMAVISION





Open image: (copyright: Carine Maitzner / Chamber of Commerce)