

Media Release

The Hon Colin Brooks MP
Minister for Industry and Advanced Manufacturing
Minister for Creative Industries



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VICTORIAN SCREEN TECH BUSINESS TAKING ON THE WORLD

A high-flying Victorian screen tech company is making waves on screens across the global, thanks to the Allan Labor Government's investment in our local screen industry.

Minister for Creative Industries Colin Brooks recently visited XM2, a global frontrunner in aerial cinematography and camera systems for the film and TV industries.

XM2 is one of the many local businesses to benefit from the Victorian Screen Rebate, which continues to attract international screen projects to Victoria, creating jobs, engaging local businesses and developing the skills of local screen workers.

Internationally recognised as a leader in screen innovation, XM2 has revolutionised the way the screen industry can capture footage. Its camera systems have been used on global movie franchises such as *Star Wars*, *Mission: Impossible*, *James Bond* and *John Wick*.

XM2 cameras memorably filmed Tom Cruise's death-defying motorcycle cliff jump in *Mission Impossible: Dead Reckoning* and have been steadily employed on film and television series produced in Victoria, including *Together*, *The Survivors*, *Apple Cider Vinegar*, *Foe*, *Ice Road 2: Vengeance*, *Ride like a Girl*, *Shantaram* and *Savage River*.

The company also worked on Robbie Williams' biopic *Better Man* – the largest movie ever to be filmed in Victoria, which created almost 3,000 jobs and injected \$142 million into the Victorian economy.

Most recently XM2 has been busy with major productions including *War Machine*, *All Her Fault* starring Sarah Snook, *The Mongoose*, starring Liam Neeson, *The Dispatcher* and *The Untitled John Tuggle Project* – all of which were attracted to the state through the Labor Government's screen incentives.

XM2 has grown from a local startup into a global enterprise, with offices in major creative hubs including London and Los Angeles, with a multidisciplinary team of engineers, pilots, technicians, and creatives.

Beyond entertainment, XM2's technology is used for industrial, telecommunications, environmental and emergency services applications, recently partnering with Parks Victoria to adapt its drone camera systems to deliver food and monitor critically endangered wallabies in the Grampians during last summer's bushfires.

The pipeline of local and international screen productions filming in Victoria has also attracted some of the world's best VFX and animation companies to establish operations in the state, including Framestore and Wētā FX.

Quote attributable to Minister for Creative Industries Colin Brooks

"Our Victorian Screen Rebate has been proven to be a successful bolster for the Victorian screen industry, creating jobs and a platform for screen businesses like XM2, while delivering strong economic investment in the state."

"XM2 is an excellent example of the talent and ingenuity that is making Victoria a global screen powerhouse."

Quotes attributable to Member for Oakleigh Steve Dimopoulos

"We're working to strengthen Victoria's position as a global screen powerhouse in supporting local businesses like Oakleigh's XM2 to innovate and design new technologies and compete on the world stage."

Quotes attributable to XM2 CEO and Founder Stephen Oh

Media contact: Lloyd Skinner 0457 138 806 | lloyd.skinner@minstaff.vic.gov.au

“XM2 was founded in Melbourne and we’re proud to be working around the globe with technology that was designed, built and operated by our in-house team. As an Australian company with innovation at our forefront, we have made a definite impact on the global stage.”

“It’s a great achievement to see the DNA of our innovative capabilities present in the world’s biggest movies along with projects shot in Victoria like War Machine and The Mongoose. From being on large projects overseas, we bring in export dollars while also bringing knowledge and experience to the Australian film industry.”

Quotes attributable to Ausfilm CEO Kate Marks

“Australia’s screen sector is pushing the boundaries of creativity through world-leading technology and innovation.”

“Strengthened by ongoing support from both the Federal and State Governments, local businesses like XM2 are not only transforming storytelling capabilities but their homegrown tech is making an impact in other industries like telecommunications, research, and disaster relief on a global scale — and Ausfilm is proud to represent these trailblazers on the world stage.”