Concert to Corporate

Utilize the Latest Concert Technology for Your Corporate Meeting

Technology considered cutting-edge for corporate events has often been considered commonplace on the concert circuit for some time. Tours by popular artists and musicians are the proving grounds for testing and deploying new and innovative technologies that have broad applications to the corporate event world. This guide will introduce concert technologies and provide you with ideas for integrating them into your next corporate event in order to achieve memorable and stunning results.

TRAVIS Inc.
by TravisReedy

AUDIO

FLOWN LINE ARRAY

Ideal for arenas and convention centers. Specializes in delivering clear sound to a very large audience.

FLOOR LINE ARRAY

Ideal for ballrooms or any space that you cannot fly the speakers in. Specializes in medium to large audiences

COMPACT LINE ARRAY

Ideal for ballrooms and small salons. Specializes in delivering clear sound to a small to medium audience.

"Practical corporate audio solutions have evolved from concert quality audio technology"

Providing an audience with pristine sound quality is a challenge for even the most legendary audio engineer. Bill Hanley was a pioneer in the music industry, and as the sound designer for the original Woodstock, he was charged with delivering a high quality audio experience to one of the largest concert audiences ever assembled. His solution included custom designed and constructed cabinets housing Point Source* speakers. Point Source speakers produce a spherical sound pattern – similar to the waves that flow outward when a stone is dropped into water.

Audio engineering has come a long way since Woodstock in 1969. Line array technology - groupings of individual loudspeakers arranged in a vertical column – is now the sound deployment method of choice for large arenas and festivals. This design is popular in the concert touring industry because of its ability to deliver similar sound levels to large areas.

This single benefit made the adoption of line array technology into the corporate theater inevitable.

Line arrays provide a flexible solution that allows for the highest level of presenter intelligibility regardless of the venue.

This single technology has evolved into multiple flexible audio solutions designed to preserve the highest level of presenter intelligibility regardless of venue specific challenges (see graphic on this page).

While large flown arrays are often the appropriate audio solution for arenas and convention centers, many corporate venues do not have the ability to rig a flown array into the ceiling. The advent of floor mounted arrays provides small and medium audiences with the benefits of a line array audio technology while delivering a space saving, low profile, aesthetically pleasing solution.

*Safety Note

*Point Source speakers provide the largest and loudest sound closest to the speaker. These commonly used speakers are responsible for most Noise-Induced hearing loss – a permanent impairment resulting from prolonged exposure to high levels of noise. Because of the prevalent use of headphones, teens are the most susceptible to this affliction and over the past two decades, they have experienced a 30% increase in hearing loss. Recent studies show that 1 in 5 teens have noise-induced hearing problems.

"Create video masterpieces through digital artistry"

Environmental Projection or Projection Mapping is not a new technology. The first known instance of projecting virtual images onto real world objects for an audience occurred with the 1969 opening of Disneyland's Haunted Mansion ride. While this technology was originally limited to entertainment industry installments with large budgets, technology advancements, cost efficiencies, and the advent of multi-screen processors have made this video technique explode in popularity with corporate event planners.

Corporate event planners should evaluate four criteria when making environmental projection decisions:

Program refers to the type of software used to control the presentation. A number of applications exist that range from simple (Microsoft PowerPoint) to complex (Dataton Watchout). These programs differ in their ability to create multiple layers of video graphics within a virtual 3D environment, and their ability to control and sync multiple display media.

Projection is the muscle behind environmental projection. Projectors are responsible for illuminating the final product. In order to choose the right projector, an event planner must consider a venue's overall lighting conditions, including ambient light and stage lighting (see Page 3 for more on lighting), among other projection elements.

The Processor is the brains behind successful projection mapping and is responsible for conjuring the visual magic. The Spyder x20 is the leading processor for large display applications and dynamic visual effects.

Pixel-art tells the story. Digital art that is projected comes in the form of graphics or full-motion video. In order to retain the resolution integrity of the original graphics, corporate event planners must understand and use proper pixel calculations (see below).

VIDEO

Concert

"The Wall Live" 2011
Screen: 240'w x 35'h
20 projectors

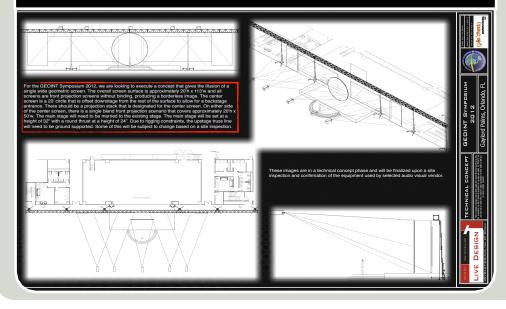## Corporate

GEOINT 2011
Screen: 160'w x 25'h
10 projectors

Digital Scenic makes it possible to change a General Session into an Awards Gala environment in the blink of an eye.

Pixel Planning is Paramount for a Perfect Production

For the GEOINT Symposium 2012, we are looking to execute a concept that gives the illusion of a single wide geometric screen. The overall screen surface is approximately 20'h x 113'w and all screens are front projection screens without binding, producing a borderless image. The center screen is a 20' circle that is offset downstage from the rest of the surface to allow for a backstage entrance. There should be a projection stack that is designated for the center screen. On either side of the center screen, there is a single blend front projection scenario that covers approximately 20'h x 50'w. The main stage will need to be married to the existing stage. The main stage will be set at a height of 32" with a round thrust at a height of 24". Due to rigging constraints, the upstage truss line will need to be ground supported. Some of this will be subject to change based on a site inspection.

These images are in a technical concept phase and will be finalized upon a site inspection and confirmation of the equipment used by selected audio visual vendor.

GEOINT SYMPOSIUM 2012
Gaylord Palms, Orlando, FL
TECHNICAL CONCEPT
LIVE DESIGN

LIGHTING

Visual Extravaganza

Concerts typically have a healthier budget which allows a lighting designer to use many types of visual effects.

Painting with Light

White stretch material pieces become a canvas for a lighting designer to saturate and texturize with LED & Intelligent fixtures.

Simple & Economical

A few lights can add impact and create a dramatic difference when space and budget present challenges

"Technology provides extraordinary lighting options, regardless of your budget"

Proper lighting can make a simple set unforgettable, while poor lighting can change an elegant environment into a dismal one.

Stage lighting dates back to Italy in the late 1500's when theaters used candles to add lighting effects to performances. "Foot Candles" is a measurement still widely used in television and theater.

LED technology is the future of lighting and represents one of the most innovative and efficient means of adding impact to an event. Concerts have adopted LED lights because of their low power consumption and the added ability to mix color.

With LED instruments, event producers are provided a new way to quickly change a scene or add color to a stage. Prior to LEDs, producers had to rely on gels (thin colored sheets of polycarbonate) to change the color of light produced. Scrollers added additional flexibility by allowing colored gels to be changed automatically.

LED instruments produce different colors by adjusting the color intensity of red, green, and blue LED lights.

LED fixtures also have a low heat output – allowing them to be used where traditional high heat producing fixtures cannot.

Event professionals can choose from varying types and quality of LEDs for their productions. LED PARs are more economical and are becoming standard for most DJ rigs. Professional kits such as the ETC Selador line and VariLite VLX color mixing engine are providing high intensity, consistent colors at premium prices.

The video world is adopting LED instruments as well. Most stadium scoreboards utilize a high resolution LED display. Many festivals use LED wall to overpower outdoor ambient light. Experience and training are essential for any Lighting and Video professional seeking to master the benefits of this flexible technology.

Arthur C. Clarke once said "Any sufficiently advanced technology is indistinguishable from magic." Technology is making and improving this magic every day. Be sure to utilize the tactics outlined in this document to make magic at your next meeting.

With the increase in reports of temporary structures collapsing, causing injury and, in some cases, death, "The Show Must Go On" is a mindset that is rapidly changing. While this is not a "Lighting" issue, the discipline of rigging and lighting go hand-in-hand.

The Show Must GO On

It takes a courageous person to make the call to abort or postpone an event. The future needs more industry professionals that understand when conditions call for cancellation. Better design and safer practices must outweigh the short-term benefits of executing an event quickly and cheaply.