

# AV Industry



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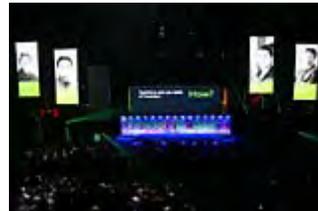
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## 2008 InfoComm/LSA Staged Events Awards

*Lighting&Sound America* magazine and InfoComm International are pleased to announce the winners of the InfoComm/LSA Staged Events Awards 2008.

### Overall Staging for a Corporate or Association Event Technology Budget \$50,000 - \$199,999

**Winner: LMG Inc. for the Autodesk One Team Conference 2007**



One judge commented, "Appropriate for the theme and daring in its technological ambition, their use of video complemented the graffiti background and sport style theme 'Changing the Game.'"

Held at the MGM Grand in Las Vegas, the meeting was designed to motivate the Autodesk team to grow sales and expand the company through "change" – changing how they sell, to whom they sell, and what they sell.

LMG and TenCue Productions delivered a huge change from the norm with a 50'W x 50'H vertical edge-blended screen at 1920x1920 resolution. Five 24' x 10' banners rose 40 ft. from the arena deck one at a time through automated motor control. They projected images of Autodesk resellers currently "changing the game" for the company.

### Best Overall Staging for a Corporate or Association Event Technology Budget over \$200,000

**Winner: Advanced Staging for the University of Pennsylvania Capital Campaign Kickoff**



create a total experience for attendees for its annual event themed "Lead the Way." Performers ranged from a single guitarist to a 55-piece orchestra. The key task was to devise an elegant transition from one entertainer to another. The solution was a motorized, 40' x 40' "opera wagon" which could lower and raise on cue and which allowed the bands to set up backstage, and then magically appear from behind a traveler curtain under a center, 15' x 5' Watchout screen.

### Best Use of AV Technology for a Trade Show Booth/Client

**Winner: Freeman for its work on the BIO International Convention**

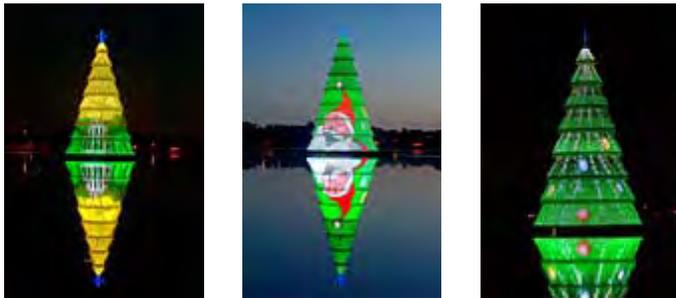


One judge said of the project, "It created inspirational energy as guests gathered information about the event. 360-degrees of video rallied around the BIO Globe, informing guests while providing a strong central location for finding friends and associates."

With an International Convention that is the world's largest event for the biotechnology industry, BIO wished to create an impressive, interactive environment at the main entrance of the exhibit floor to welcome guests. The main focal point was a globe featuring 3D animation. Throughout the convention, the globe's eight 4.5' x by 10' video screens and surrounding kiosks housed short video presentations on biotechnology applications from around the world.

### Most Innovative Use of Technology for an Outdoor Event

**Winner: On Projecoos for its Christmas Tree 2007 project**



On Projecoos created a cultural icon during the 2007 Christmas season by designing a full video LED Christmas tree. It was the main attraction for the city of Belo Horizonte, Brazil. It attracted thousands of visitors to its site and created news throughout the country.

The Christmas tree, 164 ft. tall and floating on a lake, was made with LED clusters displaying images. LED clusters were installed one by one and tilted accordingly to each section optimizing the viewing angle. Because the clusters were installed under a printed screen the technology was discreetly hidden from the audience.