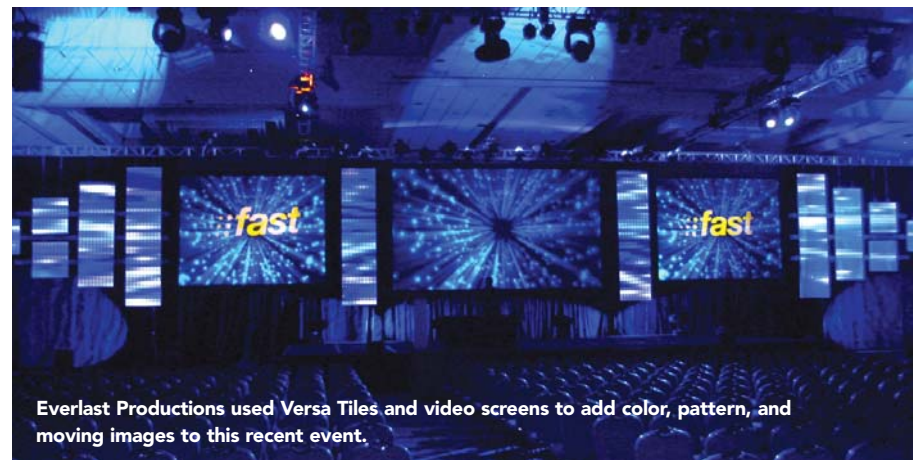


# The Latest in Audiovisual Wizardry

Experts weigh in on the growing use of video and content to produce event decor.



To get attendees fired up for a motivational sales meeting, AVS LLC wrapped a ballroom with a large-scale seamless video projected onto the walls.



Everlast Productions used Versa Tiles and video screens to add color, pattern, and moving images to this recent event.

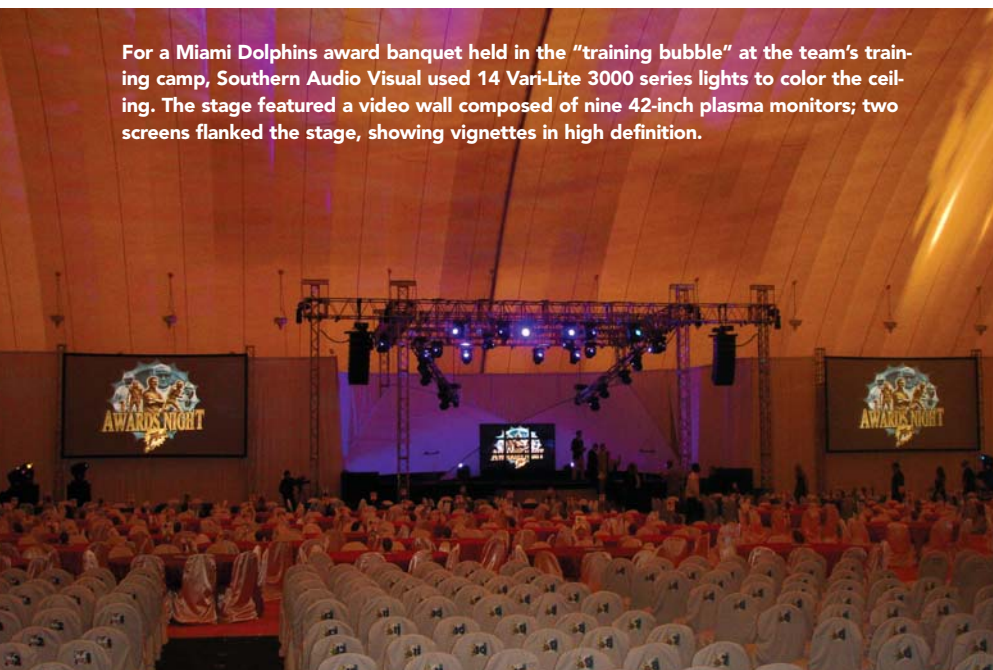
David Brodie, owner of Southern Audio Visual of Miami, reports that while the traditional projection screen is still in the picture, more and more, the trend is to transform whole rooms, with multiscreen presentations shown on walls, ceilings, floors, and other surfaces to produce dynamic installations. Projecting video onto inflatable screens and spheres, as well as onto entire buildings and even mountainsides, is a key option as clients demand more innovative ways to display their messages, according to Zeev Weissman, president of AVS LLC in Plantation, another firm that specializes in large-scale productions. “The most significant trend is the increasing use of video design for decor—and it’s all about content,” Weissman says. Additional treatments include fog and water screens, which provide a more organic, floating effect for animated projections. These presentations give added movement and dimension to what was once stationary. —Bobby Killgore

IN THE EXCEEDINGLY VISUAL WORLD OF EVENTS AND MEETINGS, WHERE many planners live by the mantra that, yes, presentation is everything, the issue becomes *What’s next?* In a word: plenty. Advances in audiovisual technology are giving planners and their clients a whole new way of seeing things when it comes to event style and decor. Today, planners have far more options to transform the complete ambience of a space in mere moments, to create an environment beyond a traditional set with props—or at least to combine the two—to produce a highly customized, innovative experience. In short, the use of video projection and content is playing an increasingly important role in visual communications and design.

According to Washington Arias, president of Everlast Productions in Hallandale, a production firm known for its lighting and rigging expertise, the latest advances involve the simultaneous use of video and lighting. “Right now, the coolest stuff is how video and lighting are interacting with each other. A lot of new software has come out that allows the designer to have control of the video and content,” he says. “It’s allowing the lighting designer to paint the room.” Arias mentions recent advancements such as the DL.2, a “digital light” that entered the market last year, as well as improved LED products like soft curtains and Versa Tiles, which are used to make displays, backdrops, and screen surrounds. “Before, we’d use a static light to project a gobo that would just sit there with no movement,” he says. “Now, with LED lights and these new DL.2s, we can play content through it, and we’re adding dimension and movement.”

PHOTOS: AVS LLC, SOUTHERN AUDIO VISUAL, EVERLAST PRODUCTIONS

For a Miami Dolphins award banquet held in the “training bubble” at the team’s training camp, Southern Audio Visual used 14 Vari-Lite 3000 series lights to color the ceiling. The stage featured a video wall composed of nine 42-inch plasma monitors; two screens flanked the stage, showing vignettes in high definition.



## Cheers to Our Latest Linen Selections!



OVER THE TOP<sup>®</sup>, INC.  
RENTAL PARTY LINENS

TEL: 954.424.0076  
TOLL-FREE: 800.582.1031  
FAX: 954.424.7848  
TOLL-FREE FAX: 866.425.7848

INFO@OVERTHETOPINC.COM  
WWW.OVERTHETOPINC.COM

Featured Fabric: Raspberry Organza