

# Corporate AV

## Meeting Challenges with Confidence

Things change. When you're coordinating an event, at least one aspect may not proceed exactly as planned. That's where the expertise of Corporate Audio Visual Services (Corporate AV) is most valuable.

Corporate AV, a specialist in cutting edge audio, video, lighting and staging solutions for conferences, meetings and special events, has the experience, staffing, and equipment to meet event planning challenges with confidence.

Event staging is a constantly evolving world. Corporate AV has been preparing for the industry's latest evolution to high definition (HD) video by upgrading its equipment and training technicians on new technologies. This preparation paid off one weekend in the Spring of 2008 when we were asked to produce two very different HD events at the same time: Teaching & Learning Celebration, a two day educational expo, in Manhattan and the Northern Westchester Hospital's fundraising gala dinner held in a high performance racing venue in Westchester County, New York. The Corporate AV team rose to the occasion with two full native HD productions.

The Teaching & Learning Celebration, hosted by WNET Thirteen, WLIW 21, and JP Morgan Chase, required a full native high definition production for its General Session and Keynote Speeches. The show featured keynote speakers Dr. Jane Goodall and Jean-Paul Cousteau, and showcased incredible video footage from their experiences around the world. To maximize the impact, Corporate AV technicians ensured that every piece in the system, from the Christie HD18k projectors to the Sony HD1500 cameras, had the capability to support native HD resolution.

The Corporate AV team overcame additional challenges associated with the event — it had from

1 a.m. to 8 a.m. to set the entire show. Due to the frantic schedule, none of the show operators were able to be involved in the setup until they had to prepare for rehearsal. This required precise coordination from the onsite operations team to not only get everything in place in the short timeline, but to also prepare the equipment to the needs of each of the show operators so they could succeed. Efforts were successful, as everyone in the audience and production commented on how vivid the video

mix from the side of the stage rather than from the typical front of house position, necessitating last minute placement of a second engineer out front to evaluate and monitor sound levels.

Corporate AV often needs to overcome event space challenges. For its annual gala, the Westchester Arts Council chose a newly renovated corporate property that had a dramatic 30,000 square-foot atrium with 36-foot soaring ceilings and a curved glass wall. Corporate AV took on



Corporate AV converted a racing venue to ballroom for a hospital gala in Westchester County, NY.

projection was, and how it was the best image they had ever seen.

On the following day, the Corporate AV team traveled to a newly opened high performance racing venue that was converted into a dinner/dance ballroom for an evening event. Two weeks before the event, Corporate AV learned that HD video projection would be required. Company technicians modified their equipment specs to include HD projectors, camera, switchers, and video playback decks. During the event rehearsal, the client requested the audio engineer to

the creative challenge of coordinating a sound system and live production to match the setting. Its team mounted three large screens so that live images would be visible to all guests in the long and narrow space. The live production was projected throughout the evening from a wireless roving camera and a fixed camera through digital video projectors. In choosing the sound system, Corporate AV's audio engineer mounted speakers on 16 foot high crank stands at an angle to prevent sound from hitting and bouncing off the glass wall.

The production of the Cook. Eat. Drink. Live. event at New York City's Pier 94 challenged the Corporate AV team to create a television studio look in a large and open exhibit space. The show coordinators had contracted for a full staged production with two HD format screens and later realized that a smaller stage and seating area would create a more intimate atmosphere. They asked Corporate AV to scale down the production without taking away the dynamic effect that replicated the look and feel of a television cooking show.

Corporate AV positioned three 60-inch plasmas in a semi-circle above the kitchen to allow unobstructed views. Two roving camera operators provided live-feed overhead and stage shots of food preparation. The company's artistic and technical teams helped choreograph the camera work for close tight shots that did not get in the way of the chef and sous chef as they were prepping and cooking. The stage wash needed to be studio quality to effectively illuminate the chef and sous chef, and specials highlighted the cooking area and utensils. The

Corporate AV audio crew chose a line array system with speakers focused on extreme near and mid throw angles to contain sound in the studio without spilling into the event exhibit area.

Whether the challenge lies in new technology, unusual space, changes in specifications, or time pressures, Corporate AV delivers results. We have the equipment, and, more importantly, the people, who can shape and share your vision. Our team becomes part of your team, working together to make your event a success.



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