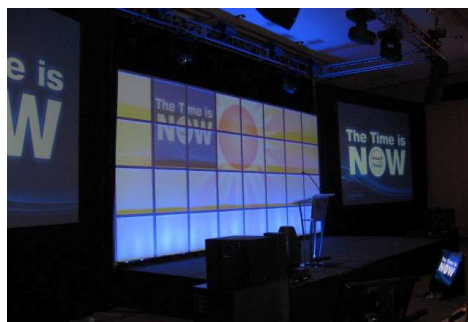


What do you do when a small pharmaceutical sales meeting in Phoenix, Arizona suddenly becomes a big drug launch?

Staging Directions received this challenge days before the start of the event. As a result, the attendees' visual experience was enhanced significantly with the addition of High End DL.2 video projection, a dozen Mac 2K's with custom gobos, and scenic video projection through Axon Media servers and 12K projectors – all controlled from two Hog Lighting Consoles.



A relatively normal sales event turned extraordinary when ten custom kabuki dropped banners were suddenly lit with lekos and DL.2's rigged throughout the small ballroom. A simple scenic element with conservative lighting came to life with custom video and dynamic speaker support graphics.



In addition to the main tent, Staging Directions managed over thirty breakouts and three mini mains outside the general session. The end client was delighted – and the event was a huge success.

Ask us about custom video modules and on site video production.