



When 800 sales representatives from a national medical equipment company filed into their national sales meeting last month, things looked a little different from past years. They were seated in the round with a small stage in the center of the ballroom and a marquee of screens above.



When these reps returned the following day, they were surprised to find the room had turned. No longer seated in the round, one entire wall of the ballroom was now a 100-foot rear projection screen previously hidden by a wall of drape.

Partnering again with Ray Bloch Productions, Staging Directions filled this large screen with a seamless image – a DL.2 collage driven from the lighting console. Axon media servers (DL.2 brains) and Christie projectors successfully accomplished this big look in a relatively small room.

In addition to the general session room pictured, Staging Directions staged and managed a number of smaller ballrooms and breakout meetings. The event was a tremendous success.

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