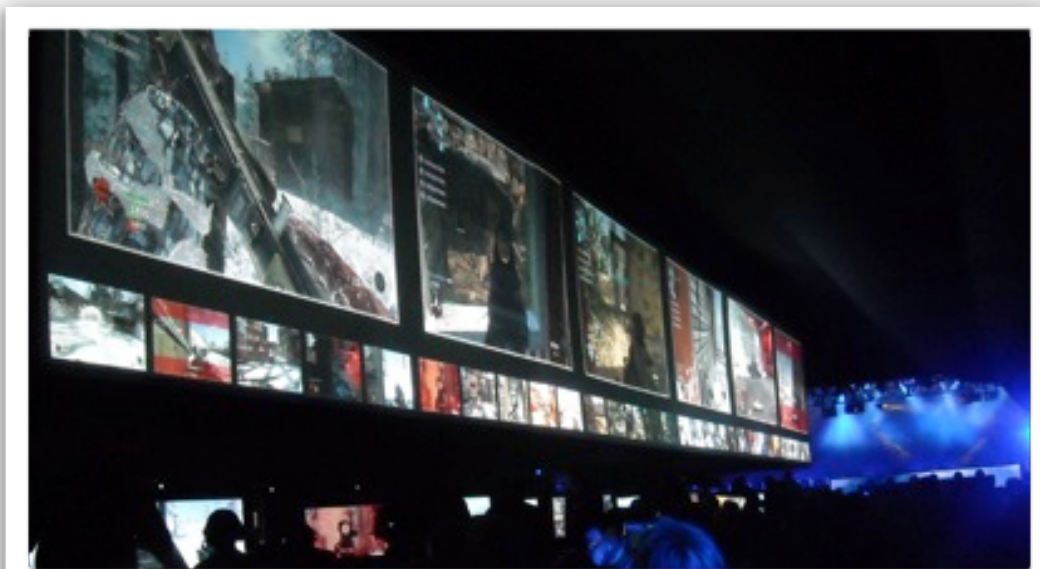


Metallica Rocked at Activision's Call of Duty Endowment Event



Prior to one of the most anticipated game launches of the year, Activision hosted a special Black Ops event in honor the US armed forces. The gaming company donated \$1 million toward the Call of Duty Endowment, which helps our veterans transition from military to civilian life.

Staging Directions partnered with N Compass Productions to deliver this high-powered, one-of-a-kind explosive show. Hangar 8 at Santa Monica Municipal Airport was successfully transformed into a spectacular military-themed party. Christie 12K HDs and 18K HDs projected crystal-clear, seamless images. All six branches of the military competed live on a massive 100-foot curved screen while 36 separate Xbox gaming systems were displayed on two 85-foot screens. Congratulations to Aaron Goh and his Coast Guard team for winning the Call of Duty tournament.



Not only did Staging Directions pull off a colossal event, but we overcame a colossal challenge: a one-week turnaround from site survey to showtime. This included mechanical drawings, logistics, trucking, and most significantly, determining how to output 36 Xbox systems live on one blended screen. The solution: three Folsom Encore controllers with 24 3ME heads to switch not only the gaming systems but also the HD cameras, graphics, and video rolls.



Metallica closed the evening with face-melting rock and roll.



For more information on the Call of Duty Endowment, please visit <http://www.callofdutyendowment.org>

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