

LIGHTING THE WAY

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News Flash: Lighting Webinar, “Back-to-Basics” Coming Soon

Exhibit Lighting Group is launching its Webinar series with “Back to Basics,” a session which will shed new light (excuse the pun, we couldn’t resist) on the process of creating and executing a project.

“We’re going to talk about how a job goes together, what is needed from the client, the process behind the project, why we need what we need, and what the client can do to help us produce a better solution for them,” says Mike Janetzke, General Manager of Exhibit Lighting Group.

“Back-to-Basics” will be the first Webinar Chapter in Exhibit Lighting Group’s series: Best Practices in Theatrical Lighting and Production. It will be available for download (at no charge) from the Exhibit Lighting Group web-site (www.exhibitlightinggroup.com and click on the “Education” page) on April 24th. Subsequent Webinar Chapters will be released monthly through December.

Recent Projects:

Not even the snow and cold could slow Exhibit Lighting Group down this winter. Here’s a sample the diverse projects in which we were involved:

At IBS in Orlando, we lit exhibits for Bosch / Thermador / Gaggenau and Porter Cable / Delta Tools; then shifted gears to create an event for Bell Helicopter at Alliance Airport (Fort Worth, TX)—where we transformed a working hanger into and Academy Awards-themed VIP awards reception.

Speaking of the Academy Awards, Exhibit Lighting Group provided services for the Governors Ball for the 2nd year.

We also worked with Colgate at Midwestern Dental in Chicago, Dell and ICW at HIMSS in Orlando and produced a business meeting in San Francisco.

Finally, we had the pleasure to provide a wide-variety of production services for the Bell Helicopter and Eurocopter exhibits and press event/reveals at the HeliExpo show in Houston (see “The Experience Toolbox” below).

What’s Next?

Right now, we’re hard at work on the technical production and management of several large (1000+ attendee) corporate meetings.



For these events, Exhibit Lighting Group will provide direction, stage management, and technical management for the general sessions as well as theatrical lighting, audio and video elements.

Our spring schedule includes the continuation of the Lexus tour and projects at CONEXPO in Las Vegas; EXHIBITOR in Las Vegas; Hinman Dental in Atlanta; ACC in Chicago; AAORN in Anaheim; APEX in Las Vegas; CTIA in Las Vegas; KBIS in Chicago; Vision Expo in New York, NAB Show in Las Vegas; The Experiential Marketing Summit in Chicago; AAA Show in Charlotte; and the Boston Marathon.

Customer Seminar Program Continues

It's not too late; Exhibit Lighting Group is continuing its well-received seminar program. Let us know if you'd like us to bring education on lighting best practices and trends right to your facility.

Every seminar is tailored to your needs. If you would like us to create a seminar for your team, please contact Jeff Rudner at jeff@exhibitlightinggroup.com.

The Experience Toolbox: How Eurocopter Created a Dramatic Product Introduction by Enlisting the Immersive Power of Sight, Sound, Light and Motion

Nearly 2000 people—including the industry press—crowded around the mysterious 200-foot-long, 20-foot high circular curtain at HELI-EXPO. Suddenly the lights came up. In the distance everyone heard what sounded like a helicopter taking off. Through amplified radio transmissions the crowd heard conversation between air traffic control and the helicopter pilot. Via the giant video screens they saw—through the eyes of the pilot. The helicopter proceeded over the gulf and crossed the coast. Along the way there were blinding flashes of lightning, and thunder—rumbling so close the crowd felt the vibrations in their stomachs.

As the helicopter moved inland, the crowd spotted the George R. Brown Convention Center—the very facility where they were gathered.

As the helicopter started to land, the curtain in front of the audience started to blow and the whirl of the blades grew louder. Attendees saw blinking lights and felt the roar of the engines. Everything they saw, heard and felt spelled out what couldn't be true: the helicopter was landing inside the cylindrical curtain in front of them!

Finally the curtain dropped and there it was, Eurocopter's new EC175. A tarmac worker opened the door and out filed 16 passengers—burly oil workers dressed in grungy orange jump suits and wearing hard-hats. One after the other, the flow of men just didn't seem to stop. Then the pilot's door opened and out came Mr. Lutz Bertling, President and CEO of Eurocopter. "How comfortable, even carrying 16 big guys," he remarked.



When Eurocopter wanted to go above and beyond to peak curiosity and tell the story behind its new CE175, Exhibit Lighting Group was thrilled to participate. Through close coordination with exhibit supplier GES, the group provided theatrical lighting, audio, video, reveal and production. “We provided all of the lighting, audio, video, kabuki drop reveal, management and coordination,” says Jeff Rudner, President of Exhibit Lighting Group. “We even provided the sixteen ‘oil workers.’”

“Seeing this come to fruition was exceptionally rewarding,” continues Rudner. “The project included collaboration between American Eurocopter and Eurocopter (its French parent company). The result was excitement, press coverage, anticipation, huge crowds that stayed in the exhibit after the presentation and phenomenal sales for our client”.

Creating the Illusion

“You can really enrich an exhibit or event by bringing in the senses,” says Mike Janetzke, General Manager of Exhibit Lighting Group. Creating a project of this magnitude entails many components. For the Eurocopter launch, some of the elements created and produced by Exhibit Lighting Group were:

- Design the kabuki drop to ensure that the entire fabric shroud and projection surface (200') dropped safely to the floor at one time.
- Feed a video signal to six video projectors displaying on three huge fabric sails.
- Install a sound system with sub woofers to make the rumble of the thunder and rotor-blades realistic.
- Immerse the audience by using lighting to create the same atmosphere in the exhibit as in the video—first stormy and then bright and sunny.
- Project theatrical lighting on the exterior of the fabric shroud to enhance the anticipation and excitement. Mellow, slow moving blues and greens transitioned to faster moving magentas and pinks as take-off time approached.
- Design strobe effects to enhance the realism of the lightning strikes and helicopter landing.
- Write the script and record the audio depicting the conversation between the pilot and air traffic control.
- Transition viewer’s attention to the helicopter at the moment of unveiling with a combination of light fog and moving spotlights.

What’s New: High End Systems’ DL.3 Digital Light Projector

High End Systems’ DL.3 Digital Light Projector makes it easier than ever to combine multiple input types, images and colors. This multi-faceted unit has an onboard computer processor and media server, enabling it to project any combination of colors, logos, text, video and images. You can even send a live signal from a camera—and move the images the way you can with intelligent lighting.

Some of the special features include:

- The ability to produce full-color projections.

- Project from any source—computer, video or DVD by uploading the input to the fixture.
- Images can be manipulated to correct for projection angles and uneven projection surfaces. In a recent project we projected on a fabric sale that was both angled and curved—yet there was no distortion.
- Logos and images can be manipulated to create special effects. Recently we used the fixtures to make a logo look like it was first rotating around a globe and then waving like a flag in the wind against a background of moving clouds.

Ask the Lighting Guy

Q: What's the best way to approach creating something new and different that really immerses the attendees and makes an emotional connection?

A: Hands down, your best solution is to start early and collaborate with your lighting and AV supplier. Define what it is you want your attendees to see, feel, think, experience and believe. Our vast experience with light, sound and video give us an immense tool kit to draw from, so if you let us know what you are trying to achieve, we can suggest techniques that can leverage even simple technologies to create a more sensory engaging experience.

Also, it's important to start early. It's far easier to design to accommodate and integrate the AV, lighting and special effects requirements than it is to try to fit them in once the environment is built.

Thank you to our readers who have been e-mailing their questions to the Lighting Guy. We are striving to answer as many as we can in our Newsletters or directly to you. If you have a question for the Lighting Guy, e-mail it to: LightingGuy@ExhibitLightingGroup.com.