

LIGHTING THE WAY

NEWS & HAPPENINGS FROM

SUMMER 08



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“Tools of the Trade” Webinar Available Now

“Tools of the Trade,” the second installation in the *Best Practices in Theatrical Lighting and Production* Webinar series, was posted to the Exhibit Lighting Group web site on May 29. This short tutorial gives an overview of the arsenal of tools used by lighting designers to create fabulous effects for event and tradeshow applications. Topics include the use of color and pattern and how specific finish materials are affected by lighting.

To date, over 10,000 people have downloaded “Back-to-Basics,” the first installation in the Webinar series and “Tools of the Trade,” the second installment. We want to thank the many viewers who have emailed us with rave reviews and helpful suggestions for upcoming chapters.

To access Webinar chapter installations one and two of the series, visit: www.ExhibitLightingGroup.com/education. Webinar chapters debut the last Thursday of each month through December (with the exception of August which we are taking off for summer vacation).

Hope to See You in London

For the first time ever, Exhibit Lighting Group will be participating in the Exhibiting Show as part of the EDPA Pavilion. Visit us at stand #ES302. Exhibiting Show will be held June 25-26 at Earls Court in London.

Recent Projects:

Where we've been:

This spring, Exhibit Lighting Group worked on dozens of projects. These included: Trimble, Bosch Rexroth and Topcon at ConExpo in Las Vegas; Derse, Exhibitgroup Giltspur and Superior Exhibits at EXHIBITOR 2008 in Las Vegas; Bogen at NAB in Las Vegas; BESI and Speedline at APEX in Las Vegas; BSH, Sub-Zero, Coway, TurboChef, Zephyr, and Villeroy & Boch at KBIS in Chicago; Plantronics, San Disk, TiVo, and C-Net at CTIA in Las Vegas; Epson at ISA in Orlando; ARC at IrGA in Las Vegas.

Allergan, Sanofi Aventis, Boston Scientific & Boehringer Ingelheim at AUA in Orlando; Boehringer Ingelheim at ACOG in New Orleans; The Weather Channel and The Discovery Channel at NCTA in New



Orleans; The American Express Hospitality Suite & Experience at the U.S. Open in La Jolla; Honeywell Users Conference in Phoenix; Paramount Studios at Licensing in New York; and a host of corporate meetings and general sessions throughout North America.

On the international front, we were in Geneva for HondaJet at EBACE and in Toronto for Boehringer Ingelheim at ATS.

What's Next?

Our next stops include: The Women's US Open in Edina, MN; AANP in Washington, D.C.; ADA in San Francisco; InfoComm in Las Vegas; The 2008 PGA Championship in Bloomfield, MI; E3 Summit in Los Angeles; NECC in San Antonio; Comic-Con in San Diego; WSA in Las Vegas; NBTA in Anaheim; IWF in Atlanta; and more.

The Benefits of Bringing Your Lighting Team into the Process Early

While we are committed to delivering for our clients regardless of the circumstances, there are several reasons why we can provide an even more exceptional level of service when we are brought into the project early:

- *More Design Possibilities.* There are so many untapped opportunities for lighting design. If you can imagine it, we can typically design it. By bringing us in during the conceptual stage and sharing your wildest ideas, we may be able to make some suggestions that enable you to bring the design to "light".
- *Budget.* When we come into the process early we can either calculate a budget based on bringing your vision to life—as you conceive it—or give you a range of possibilities based on your budget. Both are far superior to bringing us in after the budget is set only to discover that you have to scale back the concept—after you have already presented to the client.
- *Eliminate plan adjustments.* Often achieving desired effects requires that we are able to locate our equipment within certain distances from, and/or at specific angles to the surface to be illuminated. Also, most trade shows do not allow lighting to be hung over the aisle or another exhibitor's space. Being involved before the plan is finalized, we can identify any potential problems where properties may need to be moved—or surfaces will need to be designed for backlighting rather than front lighting.
- *Preparation.* It takes time for us to engineer your solution, prep the gear, and get organized—all things that impact onsite hours and operations. The more time we have prior to load-in, the more time we can potentially shave off of the expensive show-service labor that is required to implement our lighting packages onsite.

We often say that seventy-five-percent of the work we do on any given project is accomplished before we even load-in. This is the basis for a smooth and successful project.

Request Your Custom Seminar

Program Now

Exhibit Lighting Group has completed its latest custom seminar for a group of roughly 100 people located in the Washington D.C. area.

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.

New Possibilities Emerge as Appliances Convergence

Rapid convergence of appliances isn't limited to consumer appliances, says Mike Janetzke, General Manager of Exhibit Lighting Group. As new technologies—most notably LEDs—become integrated into new hardware solutions, we will see a greater melding between lighting and video. In other words lighting and video are coming together. "It's all about creating experiential communications and the technology trends are making it possible to create sensory environments like never before," says Janetzke.

"There are LED rugs, floors, curtains and nets—so the lighting/image projection palette is quickly becoming the entire room or space," says Janetzke. He also references intelligent lighting fixtures that have integrated projectors and onboard media servers. All of these devices make it far easier and more cost effective to create immersive environments and experiences.

Janetzke, whose background is in video production, says Exhibit Lighting Group is ready for the shift. "Our expertise in video production enables us to integrate rolling video content into our solutions, giving our customers the benefit of a turnkey, single source solution."

The Green Dream

Lawrence Oberman, Design Director for Exhibit Lighting Group is hopeful that the Green movement will expedite the development of an LED fixture that possesses the brightness, hard edge and ability to focus necessary to replace conventional fixtures. "While only time will tell if and when this will happen, there certainly seems to be enough demand to make the product financially feasible," he says.

To date, It hasn't been terribly easy for exhibitors or event producers to go green (As Kermit the Frog said, "It's not easy bein' green"). The cost of various recycled products, LED fixtures, and even bio-diesel fuel (the 'green' fuel alternative for generators) have been more expensive to utilize compared to their "non-green" counterparts. Perhaps industry and worldwide pressure will aide in the leveling-off of prices for goods that will inevitably save the planet.

Ask the Lighting Guy

Q: I need moving lighting in my 30'x40' exhibit. I've heard that I can reduce my lighting budget by having all intelligent or automated light

fixtures which will eliminate having to have someone spend time focusing the fixtures. Is this true?

A: Ultimately, before striving to make something like this happen, we always review whether an all-intelligent lighting package will fulfill the lighting needs of the project at hand. There is no sense in using an all intelligent lighting system if it simply will not produce the desired effect; this would be a waste of money. Over the years, we have had clients request that we provide a comparison between the use of all intelligent fixtures with no boom lifts required for focus, versus a combination of static and automated fixtures which obviously require the lifts and labor to focus by hand. While it is true that the automated fixtures reduce labor, any savings that might have been incurred is typically absorbed by the fixtures themselves—which cost significantly more than conventional fixtures. The end result of our comparison was that, in *most* cases, it is less expensive to utilize the conventional fixtures or a healthy combination of fixtures than it is to go with a package of all intelligent lighting.

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.