



News Release

Video Takes Center Stage at Rexair e2 Series Launch

For Rexair's e2 Series Launch in Las Vegas, Lighthouse Presentation Services, Inc. hired AV Concepts to make their creative visions a reality. Staged in the South Seas Ballroom of the Mandalay Bay Resort and Casino, this event was a new product launch unveiling Rexair's newest vacuum -- the Rainbow e2. AV Concepts supported the event with complete video, audio, and lighting systems to accommodate the 2000 distributors in attendance.

The impressive event design incorporated seven projection screens to assure that all participants in the audience could see not only the presenter, but the actual product itself. This was accomplished with the use of a four camera triax system with long throw lenses, switched through a Grass Valley Group Component System. The main stage was set with two 15' x 20' rear projection screens and one 12'x 16' front projection screen in the center made of breakaway glass. The center screen allowed for the president of Rexair to make a grand entrance as the screen shattered around him. Following the president's reveal, the screen was replaced with a standard front projection surface. The additional four screens provided two lines of delays to carry the images throughout the expansive ballroom. Video and IMAG were projected by double-stacked Christie S9's coupled with a ScreenMaster 3216 controller.

In addition to the conspicuous video elements, AV Concepts also supported audio and lighting throughout the event. Audio reinforcement for this product launch consisted of AV Concepts' Meyer M1D and M2D line array systems. The lighting design incorporated more than 60 moving instruments including MAC 500's, MAC 600's, spotlights and x-spots.

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