



News Release

For Immediate Release

Final Fantasy Concert and Press Conference

Tempe, AZ, May 20, 2004: On May 10, 2004, the famed Frank O. Gehry Walt Disney Concert Hall in downtown Los Angeles played host to the very first video game concert performed in North America. At one of the most entertaining events of the year, AV Concepts aligned with Jason Michael Paul Productions(JMP), video game producer Square Enix, the Los Angeles Philharmonic, and the Los Angeles Master Choral to bring the music and images of the Final Fantasy video game series to life. The event concept was so anticipated that seats sold out in three days and were sold on Ebay for more than \$1,000 each.

Combining video game footage, IMAG, and computer graphics, all of which were synchronized with the orchestra, AV Concepts staged a truly multimedia presentation. With an aggressive load-in schedule and a non-traditional venue, the concert posed technical and logistic challenges for the production team. Due to a regularly scheduled Bach concert the evening before, the crew was limited to an overnight installation. The team worked through the night to make the event a reality. Uniquely designed, the hall seated a number of guests behind the orchestra stage. Utilizing four 10.5 x 14 screens hung high above the heads of the 80-piece philharmonic and 32-member chorus, images were projected by converged Christie S9's as well as eighteen 42" plasma monitors. The plasma monitors framed three of the screens hung for the main seating area and also framed one screen positioned for the crowd seated behind the stage. Video was controlled by a Vista Systems 3216 console with eight Folsom VFC-2200's, and two 32x16 Sierra high-resolution routers. Five cameras, two of which were robotic, were switched by a Grass Valley Group system for IMAG and record purposes, while playback was accomplished using Fast Forward Omega dual hard drives. Preceding the concert, AV Concepts supplemented the hall's in-house Vertech audio system with EAW JF-80's and KF-300's to create 5.1 Dolby Surround Sound for the press conference introducing the latest version of the Final Fantasy series.

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