

BRING YOUR event to life



Client Brief:

The Westpac Waikato Business Excellence Awards are held annually to celebrate excellence within the Waikato business sector. This year the awards were held at Claudelands on November 7th with the theme being 'The Heart of Innovation'.

The client outlined that the event must embody excellence, professionalism and a modern edge to represent the prestigious event that it is. It was important that the AV fall in line with this and match the theming.

Vidcom Solution:

With the brief in mind Vidcom decided to use the 12x4m Super-wide Projection Screen as the centre screen to showcase the Nominees and winner videos. Two additional 16x9 foot Screens on either side were added for live to screen camera during the awards.

The visuals were powered by four Panasonic Projectors and driven by Rolands V-1600HD Vision mixer, a new addition to Vidcom's product fleet. Vidcom got creative with the lighting employing a Renaissance gobo pattern across the floor, matched with a combination of reds from led pin spots and highlights with moving lights. City scape gobos were chosen for the side walls to match the overall theme.

Client Feedback:

Feedback received from the client was very positive, who commented that the planning through to the execution left her very happy.

Mention was made of the new wide screen material which showcased the videos in better quality this year and was noticed by organisers. Also acknowledged were the projections on the side walls which bought lighting in to fit the graphics/look of the event giving it a light and modern feel.

Already, ideas surrounding next year's theme have been discussed so we look forward to another exciting challenge.