

PROJECTION

Press Release

PROJECTION NOMINATED FOR THE 2012 EXCELLENCE IN LIVE DESIGN AWARDS

FOR IMMEDIATE RELEASE

Washington, DC (April 2, 2012) - Projection Presentation Technology (Projection) is among (42) nominees for the Excellence in Live Design Awards for outstanding achievement in design for projects from January to December 2011. The awards represent an opportunity for industry professionals to be recognized by their peers. One winning project will be chosen in each of the following categories: Architainment, Concerts, Corporate Events, Live for Broadcast, Theatre Productions, Venues (club or Lounge), and Venues (Theatre or Performance).

The American Academy of Pediatrics came to Projection with their 2011 theme of "Energize," for their National Conference & Exhibition at the Boston Convention & Exhibition Center (BCEC). It was decided that Projection would stage and tape a FLASHMOB at Post Office Square, then play it back at the Opening General Session to engage the 3500 member audience in the dance.

Projection began in August 2011 with a choreographer, (6) professional dancers, (15) area theatre students, and (50) Pediatrics residents from area medical schools. Sports related video content was created and the final FLASHMOB was played back on the 20' x 60' front projection screen and outboard panels, in overflow rooms, and at other viewing stations around the BCEC.

Projection planted the professional dancers and (200) additional resident doctors in the General Session audience. Gradually, Projection's "plants" rose from their seats and started to "spontaneously" dance on stage and in the aisles, along with the taped sequence. Projection used (12) Vari-Lite VL3000Qs, (6) High End Systems DL-3s, (6) Barco R12s, and added (12) Martin Mac 3K Performers to gradually build the excitement that led into the scientific and energized meeting.

Visit <http://livedesignonline.com/excellenceawards/> today to vote for Projection and the American Academy of Pediatrics NCE 2011 in the Corporate Event category. Voting ends April 27.



About Projection

Projection is a privately held national audiovisual company with numerous convention center contracts throughout the US, including the Boston Convention & Exhibition Center. Projection Presentation Technology offers total presentation solutions for conventions, meetings and professional events. We strive for standards qualitatively and quantitatively above the competition. Projection's services include audiovisual equipment, computers, custom stage designs, production management for general sessions, digital signage, webcasting services, conference recording and much more. For more information about The Projection Difference, go to www.projection.com.

About Live Design

Live Design is the must-read creative and technical journal for live entertainment professionals in lighting, sound, staging, and projection. Each issue provides designers, programmers, and technicians with tips and trends, news and reviews of the latest gear, reports from the field, and industry viewpoint and commentary. From concerts to theatre, houses of worship to clubs, theme parks to corporate events, Live Design is your one stop resource for live event production technology. For more information, go to <http://livedesignonline.com>.

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