

FASCINATION

The magazine for Avesco Group plc

SPRING 2009

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For essential contribution to the spectacular Opening Ceremony

High Definition makes live debut at Fountain

Fountain Studios' first live HD production uses latest in HD investment

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Like a hurricane

As you are all aware we are caught up in a very difficult market. Indeed competitors including some long established ones have gone out of business. More may follow. The plan we put in place to manage our way through remains on track.

A year or so ago I was in a gloomy minority – although still very cautious I now find myself more optimistic than most. Calm is returning.

Like a hurricane it is too early to know if we are "in the eye" or 'towards the tail'. We have planned for the former - it is a bonus if it is the latter.

In the meantime thanks for your continued hard work, loyalty and commitment. I know it is tough at the moment.

All the best

IAN MARTIN
CHIEF EXECUTIVE

What must be the lingerie industry's most elaborate and eagerly awaited event, the Victoria's Secret Fashion Show took place at the newly renovated Fontainebleau Miami Beach Hotel before a star-studded audience.

Supermodels Heidi Klum and Top Models Alessandra Ambrosio, Selita Ebanks, Doutzen Kroes, Adriana Lima, Marisa Miller, Miranda Kerr and several of Victoria's Angels starred in this year's holiday inspired fashion show. Supported by a full orchestra, recording artist Usher performed a medley of old and new hits as models hit the runway donning a couture collection of bras, panties, sleepwear and dresses.

Chosen by Producers done and dusted inc, Creative Technology supplied 70 sq metres of Martin 40mm scenic LED panels, 12 Christie +S20 Video Projectors and a variety of technical services. Supporting a glittery catwalk and silver palm trees, the centre stage featured three screens displaying bold, stunning graphics and text. Each screen consisted of five individual panels 6' wide by 35' tall with 6" gaps between them and was backed by four Christie projectors. Models entered and exited behind Martin scenic LED walls positioned stage right and left and each wall was configured in three strips, two (3) wide by (5) high and one (2) wide by (5) high and also displayed text and graphics.

The extravaganza was aired on CBS in December and is not doubted to be the years most watched fashion show.



Back of the net for MCL



MCL Manchester, working in close cooperation with Manchester United FC, put on an impressive showcase for both new and existing customers.

For this joint event, also used to launch and promote Manchester United's new menus and fantastic conference and event suites, MCL installed an extraordinary array of the latest lighting and video products in several areas at Old Trafford. Attendees were also offered a pitch side tour and photo opportunity with the club's trophies.

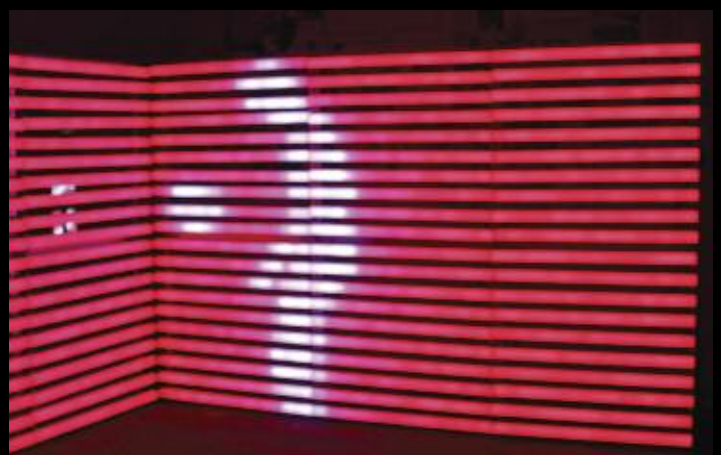
In one suite MCL demonstrated its newest acquisitions, Versa TUBE and the STEALTH Display system. STEALTH Display, already familiar to many in the CT businesses, represents the leading edge in LED lighting and video evolution. A modular display system, STEALTH allows the creation of dramatic animated backdrops in any combination of colours desired, or to display full video, text and graphics.

The lower resolution of Versa TUBE combined with its innovative tubular form factor make it the perfect product for ambient effects or displaying bold animated graphics and colours. The Versa TUBE was rigged into a section of flat panels, across which a video of a silhouetted footballer demonstrating his skills was played.

Pitch side and outside the main entrance to the club museum, a range of outdoor wash lights and spot lights were assembled including Falcons and Moonflowers in various sizes, Robe 1200's and City Colour outdoor wash lights, as well as equivalent LED lighting allowing the effective illumination and energy consumption to be compared.

In addition to the new and the shiny, MCL also displayed an extensive collection of existing and unique AV technologies, including the Spyder widescreen system, 1044 Pixeline LED battens, and Versa TILE low resolution LED wall.

Pleased with how the high profile project was executed, Aiden Kenny, MCL Manchester said "We are passionate about what we do and the products we supply, events such as this showcase allow us to communicate the real impact that can be achieved and our technical expertise to do so."



Gold award for CT Olympics ceremony



The Beijing Olympic and Paralympic Games dominated the 2nd SportBusiness Sports Event Management Awards, presented at a glittering black tie gala dinner in London in November.

Creative Technology received a Gold Award for their essential contribution to the spectacular Opening Ceremony which became the hallmark of these unforgettable Games.

Working closely with the Beijing Organising Committee Ceremonies team, CT developed, designed and delivered the complex processing and switching requirements used on the dramatic video LED floor and scrolls, one of the pivotal elements during the 2008 opener. Drawing on both equipment and skills from within its international organisation and utilising the invaluable experience gained from numerous sporting and special events, CT once again delivered a result that continues to mark it as the leader in event technology.

Dave Crump, Managing Director, Creative Technology London, comments: "Being recognised by industry peers is the highest compliment. It also sends such a wonderful message to our dedicated team, who I know work tirelessly to deliver such complex projects."

In the picture: left: Philip Henneman, CEO, Infostrada Sports and right: Dave Crump, Creative Technology



2009 heralds HQ in HD

Sky 1's *Noel's HQ*, produced by Twofour Broadcast, is set to become the first live high definition production to take advantage of Fountain Studios' recent £1.5m HD refit. Filming of the five part series, which first aired on Sky 1 in January, follows in the wake of successful HD recordings of BBC3's sitcom *Clone* and Sky Sport's *The Cesc Fabregas Show*.



Fronted by Noel Edmonds, *Noel's HQ* aims to inspire, encourage and empower viewers to contribute to life in Britain. The live show successfully piloted at BBC Studios last year and taps into the frustration felt by viewers who perceive the UK is changing for the worse and that their communities and therefore their lives are changing forever.

Mariana Spater, MD Fountain Studios, remarked: "We are delighted to be welcoming *Noel's HQ* and Twofour Broadcast to Fountain Studios and look forward to using our new high definition facilities to create a prestigious live prime time show for Sky."

THE fountain STUDIOS

Record breaking telethon provides showcase for CT



For the 10th year running, Creative Technology were approached by the BBC to deliver the on-set LED screen for BBC's 28th annual Children In Need televised appeal.

Having run since 1927 on Radio and since 1955 on Television, Creative Technology added another memorable factor to the telethon by using the NX-4mm for the first time in a UK TV Studio. The Barco NX-4mm is the latest in LED display technology using revolutionary black LED's, delivering the deepest black levels of any product on the market.

The set, taking 3 days to build, included Barco Blackface II Lite 6BK, OLite 612, MiTRIX, and 12k projectors. This combination of display products coming together to create a spectacular set and great showcase for CT's broad and diverse video inventor.

Taking place on Friday, 14th November and running throughout the evening until 2am, the show was a huge success with a variation of performances and routines. Pop acts such as Girls Aloud, Sugar Babes, Ronan Keating and cameo appearances from the casts of TV soaps Coronation Street and Eastenders – not forgetting the familiar face of Terry Wogan – delighted both studio and viewing audiences, peaking at over 11 million viewers!

With the latest figure of well over £20,000,000 raised, Children In Need drew in record figures, an exciting spectacle for a very good cause.



CTGermany's HQ moves home



CTGermany moved into their new headquarters in Nürtingen in December and now with more than 4,500 sqm is relishing the larger space.

Only 300 metres away from their previous premises, you can now reach the CT Germany Team at the following address:

**In der Au 11
72622 Nürtingen**

All other contact details remain unchanged:

Tel: +49 7022 253-0
Fax: +49 7022 253-100

info@ctgermany.com,
www.ctgermany.com



JVR go 'Live in Ahoy'



All credit to Action



Action may be well-known for video projection in the events industry, but an event held in central France at the end of last year enabled Action to branch out into the complete audiovisual solutions provider market.

For the first time, Action provided everything from the sound, light and trussing to the video and graphics for a major corporate event for leading French bank, Credit Agricole. Gregory Borg-Real and Eric Maestri, both Action's project managers, managed the whole event held in December in Saint Etienne, central France.

Top Dutch pop singers, Marianne Weber and Frans Bauer joined forces in early December combining their vocal talents in a small series of concerts held in "Ahoy", Rotterdam.

Frans Bauer is already known to *Fascination* as a frequently returning client of JVR. The pop singer's production team has previously enlisted the help of JVR to provide stunning backdrops and audio visual technical facilities for earlier shows which have always been extremely well received. These five concerts in four days were equally received with great enthusiasm. Throughout a sensational three hour performance they sang many smash hits with their chart-topper "The Rainbow" the apotheosis of the show.

JVR supplied the LED screens using three Element Labs Stealth screen with a pixelpitch of 25mm as a backdrop. Each Stealth screen was 8.8 metres wide and 4.4 metres high. Six columns of Winvision 1875 with a pixelpitch of 18.75mm were also used.

Each column was 1.8 metres wide and 6 metres high hung halfway up the stage. By using the colour black in the videosignal the technicians could create holes so the transparent ability of the Winvision provided a fantastic see through effect. This is turn delivered a marvellous backdrop to what proved to be yet another outstanding show.

The Masai Mara National Reserve lies within the Great Rift Valley in south-west Kenya on the border of Tanzania. Over the Tanzanian border lies the Serengeti and the two plains serve as the migration route for many African animals, making it prime prey land for the big cats.



The call of the wild

prestigne
charter

BBC's television programme 'Big Cat' has followed the lives of the lions, leopards and cheetahs in the Masai Mara for twelve years. Going live this year meant three weeks of live webcasting following the country's biggest predators and their prey 24-hours a day. Live webcams, daily videos and reports from the crew's mobile phones and a week of live television broadcast directly from the Masai Mara game reserve revealed the big cats' lives as never seen before.

Prestigne Charter provided some of the facilities for the 'Big Cat Live' programmes broadcast in the UK in October. Prestigne Charter's project engineer, Mike James, was responsible for implementing the five camera OB and for other Prestigne Charter provided infrastructure supplied to the BBC. In addition, the operation also incorporated nine mini cameras watching the wild animals 24 hours a day for eight days over a ten mile range.

A total of 12 tons of broadcast equipment was flown to Nairobi and then driven to Governors Camp along dirt tracks. Eight large tents were erected for the production village and as there were no fences around the site, three miles of cables were dug into the



ground to prevent the supporting cast of hyenas and jackals chewing on the cables.

To reduce the weight, Mike used Evertz VIP-8 and 12 input multi-viewer

cards displayed on eight 52" and four 40" Sony LCD Bravia monitors for the viewing stacks. A Thomson 4-ME Kalypto mixer was used for the live shows while the five live WEB streams running 24 hours a day were switched from the 128 squared matrix.

The area covered was so large that the radio communications for the in-ear monitors were run at high power through a filtered combiner of 25 watts. Not something usually done on an OB but it reduces the number of transmit and receive aerials and minimises the chances of mutual interference between channels.

Graham Collett, programme engineer commented, "The one thing we thought about most in such a remote location is the fact that you can't just replace equipment or get that missing something overnight as freely as on a 'domestic OB'. But this is what Prestigne Charter are best at – organisation combined with the expertise of the engineers etc, so we never had any major facilities related issues." So much so that from the vision mixing perspective it was 'business as usual', apart perhaps from the mongoose running in and out of the tents and the spectacular backdrop of the Masai Mara.

GETTING TO KNOW YOU!

Creative Technology Group uses drivers around the world to ensure their clients events are provided for. We meet a few of them here...



Names: Tim Christian
Age: 48
Location: CT Los Angeles
Position: Long Distance Driver
Family: My wife Cheryl, our son Jason, daughter-in-law Nicole and grandson Nathan.
How long have you worked with the company: Since June 1999.
How did you get into the job? I wanted to

travel and see the country.

What's the best thing about your job? Dealing with the many

different tasks. Meeting people from different states and different cultures from California to Maine.

And the worse thing: Driving in snow, ice and heavy traffic.

What is your favorite past time or hobby? Fast cars and football (Chevy's and San Diego Chargers).

Which famous or historical figure would you most like to meet and why? Buddy Baker – one of NASCAR's legends.

What characteristics annoy you most about people? People who litter and who don't care about the future of our planet.

Favorite band? Cecilio & Kapono (Hawaiian Music).

Favorite film? Smokey and the Bandit.

Favorite book? Insomnia by Stephen King.

What is your best assets/skill at work? Putting a trailer where most couldn't put a station wagon!

What skills are essential for doing your job? Tons of patience and good communication.

Name: Werner Bächtle
Age: 53
Location: CT Germany
Position: Driver / Warehouse
Family: Yes
How long have you worked with the company? Since 2005.
How did you get into the job? Connections.
What's the best thing about your job? Meeting different people and cities.
And the worst thing? Waiting for hours.
What is your favourite pastime or hobby? Motor cycling (BMW 1100 S).

What's the characteristic that annoys you most about people? Tardiness and lying.
Favourite band? Aspach Buam.
Favourite film? Once Upon a Time in the West.
Favourite book? Johannes Mario Simmels books.
What's your best asset/skill at work? Accuracy.
What skills are essential for doing your job? Driving well.



Name: Robin Cooper
Age: 47
Location: CT London
Position: HGV 1 Driver
Family: My wife (old), Daughter (22), Son (12 going on 18).
How long have you worked with this company: Two years in February 2009.
How did you get into the job: I've been driving trucks for many years, I saw this job advertised in the local paper and applied.
What the best thing about

your job: Variety and companionship.
And the worst thing: Transport Manager (not really boss!).
What is your favourite pastime or hobby: All sports especially F1.
What famous or historical figure would you most like to meet and why: Cheryl Cole as she seems like my type of woman!
What's the characteristic that annoys you most about people: Laziness.
Favourite band: Old 70's music – Slade, Sweet, Wizard etc.
Favourite film: Top Gun (as I think I look like Tom Cruise!).
Favourite book: I'm a driver, I can't read anything but maps.
What's your best asset/skill at work: I'm always ready to help others.
What skills are essential for doing your job: A clean driving licence! But also patience, good sense of direction (always helps), good timekeeping and the willingness to help the managers and crew at venues.

Whether it be a project or event you and your team are particularly proud of, an interesting story about a new innovation or even a funny, odd or challenging aspect to your job, if you have something you would like to see featured in the next issue of Fascination, please don't hesitate to contact us at fascination@avesco.co.uk.

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