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L3 Productions Turns to Elation Lighting and Video for Large Corporate Event

Live production company L3 Productions (www.L3Productions.com) was hired by a corporate client to build a themed night club environment for a large holiday party for 1,400 people and turned to Elation Professional lighting and video products to fulfill the brief, including Elation's new EMAG4 LED panel for graphics, playback and live video.

Held in December at the Hyatt Regency Huntington Beach Resort and Spa in Huntington Beach, California, L3 Productions handled the entire creative production for the event including CAD, decor, lighting design, stage design, audio, video, DJ stage build and live broadcast.



The room's lack of space did not allow for rear or front projection, which also would have required moving equipment, so L3 placed three EMAG4 screens over the stage for optimal viewing anywhere in the room. According to L3 Productions CEO Laine Rinker, although the client was worried that the video might not be bright enough, at 1,200 Nits the EMAG4 had plenty of visual punch.

Eighty-four EMAG4 panels were mounted above the stage and used for live video, playback, and visuals for the DJ. Optimized for high-pace setup and tear down like on-the-road productions, exhibitions and corporate AV, the 4.8mm pixel pitch EMAG4 features outstanding image quality (43,264 pixels/m²) and includes features like tool-less quick locks and a service-friendly magnetic LED module design that make the panels easy to install and disassemble. Elation EPV VSC's were used for video control with media delivered using Arkaos Media Master Express.

Night club lighting effects came courtesy of Elation Rayzor Series and LED Par wash lights. Spread across the stage and mounted in a dance floor truss were Elation Rayzor Q7 quad-color LED lights with Rayzor Beam 2R moving heads providing the eye-catching narrow beam looks. Adding color from various positions in the room were Elation Opti Quad Par lights.



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Elation Equipment:

- 84 x Elation EMAG4
- 12 x Elation Rayzor Beam 2R
- 22 x Elation Rayzor Q7
- 40 x Elation Opti Quad Par
- 2 x EPV VSC
- 1 x Arkaos Media Master Express

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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