

## Case study



▲ Center stage of the 5LINX sales associate event at the Las Vegas Convention Center

## Dynamic stage sets created with dynamic Christie solutions

"Producing and setting up a show is like having a baby. Sometimes things go easily and quickly. This labor was long and tedious but the baby was beautiful." That's how Geoffrey Platt, event production designer with PPi laughingly describes a recent AV installation for a corporate event.

5LINX®, a direct sales company based in Rochester, NY, hired PPi to stage their triannual, sales associate training event. The full-house gathering of 8,223 attendees was held from May 30 to June 2, 2012 in the Las Vegas Convention Center.

The three cofounders of 5LINX wanted a big production that would fill the venue and energize their sales associates. In particular, Jeb Tyler, executive vice president of marketing for 5LINX, wanted an "American Idol" styled set — something that had that show's large-scale sense of entertainment and excitement.

Platt strove to create a set modeled on both "American Idol" and award shows such as the Academy Awards.

The multi-tiered stage was 64' wide and 40' deep. The bottom tier was 40" high and the upper tier, which was accessed by lit ramps, was 82" high. The set's multiple screens displayed Image Magnification (IMAG), video, PowerPoint and still graphics.

For the center screen, Platt used a Christie YK100 single-arm yoke with a Christie WX10K-M projector.

"...I liked the [Christie] YK100 and couldn't conceive of a better fit for the work I was doing."

**Geoff Platt,**  
event production designer, PPi.

Designed specifically for staging and event productions, the Christie YK100 supports the Christie M Series models and the Christie LX1500, giving AV professionals a range of brightness levels from 5,700 to 15,000 ANSI lumens.

**Customer:**  
5LINX

**Location:**  
Las Vegas, NV, USA

**Industry/Market:**  
Live events

**Partners:**  
PPi

**Requirements:**

- Reliable performance
- High-quality images with great color and contrast
- High lumen output

**Summary:**  
PPi was hired to set up the AV installation at the Las Vegas Convention Center for 5LINX's sales associate event. PPi chose Christie products for their brightness, excellent images and reliability.

**Products:**

- Christie YK100 single-arm yoke
- Christie HD10K-M projector
- Christie WX10K-M projector
- Christie Roadster HD18K projector

**Results:**  
PPi created a multimedia, multiscreen presentation stage that included pyrotechnics, lit ramps, moving projection and a moving screen.

The flexible Christie YK100 yoke includes an interchangeable head system so technicians can use various Christie projector models — all on the same yoke. And the yoke is versatile; it can be flown, rigged or set up at floor level.

Part of the Christie Nitro Solutions family of products, the Christie YK100 system can be controlled with an event's lighting systems through the same console using DMX protocol.

This installation was Platt's first time using the Christie YK100 yoke and he was curious about the lumen output of the Christie WX10K-M. The moving yoke and Christie WX10K-M tracked the vertically-moving center screen. Impressed with the results, Platt declares "...I liked the [Christie] YK100 and couldn't conceive of a better fit [between it and the projector] for the work I was doing. The quality of the [Christie] WX10K-M projector was great. It performed very well and it worked out perfectly."

On the main set screens, Platt set up four Christie Roadster HD18K 3-chip DLP® projectors to display on four separate screens. These projectors displayed the majority of the show's content - graphics, PowerPoint, video and IMAG.

Platt also created what he calls "halos" — fabric stretched across rings 8-feet in diameter and hung horizontally 20 feet above the stage. The halos acted as another projection screen Platt could display graphics and upcoming program descriptions on using Christie HD10K-M 3-chip DLP projectors.

The event's opening segment included lighting and pyrotechnic effects, and included a 23' x 11' screen that moved up and down eight feet. The set was also used to do reveals — mainly of presenters who were hidden behind the moving screen. The biggest and most dramatic reveal was of 5LINX's three cofounders.

Asked why he chose Christie products, Platt replies "I chose Christie for the products' sheer reliability. I've never had any problems with a Christie projector. They've never gone out on me. They're always rock solid. All the projectors for this installation were rented. When renting equipment, you have to be especially careful of what shape the gear may be in since it gets circulated so much. The... projectors I rented worked flawlessly out of the box. The color and contrast are great and the picture quality is outstanding."

#### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Moving yokes like the Christie YK100 make dynamic light and video projection displays easy.



▲ ...The 5LINX production captured the excitement and glitz of "American Idol" or an Academy Awards show.

Photo credits: PPI

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