

LIGHTS, SOUND, VISUALS!

'The show' is ultimately what makes an impact at any event, and you have to know 'the people' who can do this for you.

When fashion came to the aid of the disabled in the Art From The Heart charity high tea at the Kuala Lumpur Convention Centre (a.k.a. The Centre), it was explosive.

The event showcased vibrant batik patterns complemented by appropriate lighting and a rhythmic beat set to the steps of vivacious models. A high definition (HD) projection system ensured that all 620 guests in attendance not only enjoyed the show but were ready to ring up the cash register with donations amounting to RM1.5mil. The money is for the construction of a training centre-cum-hotel for the Selangor Cheshire Home. With VIPs like the Raja Permaisuri Agong Tuanku Nur Zahirah and Women, Family & Community Development Minister Datuk Seri Sharizat Abdul Jalil attending, the pressure to put on a seamless event with the right ambience was certainly challenging.

Orange Events Sdn Bhd (the preferred supplier of audio-visual magic for The Centre) managing director, Blurr Wong says, "In essence, once you have the location, set design and event organiser in place, the important elements to pave the way to a flawless event is technology i.e. sound, projection and lighting. This is therefore not something one should take lightly."

Creating (sound) waves

The umbrella of "good sound" encompasses a myriad of criteria namely clarity/coherence without echo (unless required) and dispersion (to be heard by everyone in the room at a comfortable level). That's where the L-Acoustic KUDO system comes into play.

The state-of-the-art L-Acoustic KUDO system represents accurate and reliable K-Louvers — a better control of low-mid section, smoother frequency response, better impact in large configurations, increased intelligibility in acoustically difficult rooms and improved overall power response and on-frequency response.

In laymen terms, this means the L-Acoustic KUDO system is the Rolls Royce of sound. In fact, notable events that have been enhanced by the L-Acoustic Kudo are the Opening Ceremony of the 15th Asian Games Doha, 2006 Commonwealth Games in Melbourne, the 2006 Winter Olympics in Torino, Italy, and is top choice for American alternative-rock band, Red Hot Chili Peppers.

The central 3ft x 1ft miracle box can be supported by up to 18 smaller "tops", or sound boxes, which make for a flexible system. Essentially, this means the L-acoustic KUDOs system can be placed either horizontally or vertically to enable one to "build" the sound around the event however one may choose — a breakthrough com-

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pared to many of the rigid, archaic systems. It can also be retuned at any time, resulting in a superior, all-round performance and better impact in a larger venue.

"The quality provided by the system has become a signature and remains an elite piece of sophisticated equipment. Anyone looking for a KUDO system for, say, a world tour, merely has to look up South-East Asia to find us — the only provider of the L-Acoustic KUDO system!"

Moving lights

The Martin MAC 700 brings new meaning to the play of lights. The unique animation wheel system gives an unparalleled range of artistic effects, such as snow and "flurries" of movement, rhythmic undulation of sea waves, the flicker of fire flames, moving thunder clouds and driving rain. These sculpted light beams make for a more dramatic effect on any set design and provides countless varieties of distinctive animations and effects.

Larger than life

Other features that stood out at the fashion show were the three giant vertical screens measuring 6m x 3.5m and four others, a more conventional 4:3 format of 4m x 3m. This meant that the catwalk models

were projected in all their modelling glory, presented in tight head-to-toe shots that showcased the batik designs in a sharp, larger-than-life scale.

The element that brought everything together were the four Barco Encore Video Processors with an Encore Large Controller as the controller of choice, coupled with two high definition projectors of 18,000 ANSI lumens each (which costs RM400, 000 each) and the digital signal transmission via fiber optics.

The Encore system has been used throughout the world on such high profile events such as U2's Vertigo tour, The Who's 2006/2007 world tour, the Earth, Wind and Fire concert and the ICC Cricket U19 Launch. It allows one to literally "plug-in and play". The current audio-visual capabilities can be enhanced in a myriad of ways without spending more time and resources on costly system-sensitive equipment for a one-off, large-scale event. With such sophisticated equipment, knowledge is key.

"Barco conducts regular training programmes in Belgium and France for software technicians, and programmes in California specifically for the Encore system," says Zaki, a veteran with 14 years experience and a Certified Technology Specialist in Design (CTS-D) of the International Communications Industries Association (ICIA).

An event of distinction

The Art From The Heart high tea was a great triumph, marking an afternoon of entertainment and dazzling Malaysian masterpieces, all for charity.

"Our years of expertise in the field of audio visual and the number of successful events under our belt cement our status as a creative and quality solutions provider to those who seek high-end solutions in the Malaysian market. We look forward to offering a synergistic and professional alliance to corporations and government agencies in order to deliver high-quality professional services to ensure a truly memorable event," say Wong and Zaki.

Other Cantuman and Orange collaborations at The Centre have included the Viennese Ball, the KL-Jakarta Islamic Fashion Festival, the 9th Hagemeyer Connections Conference & Trade Expo, the Asia Oil and Gas Conference (AOGC) 2007 and the XVIII FIGO World Congress of Gynaecology and Obstetrics. Both companies are currently working towards being ISO certified, in line with the Kuala Lumpur Convention Centre's certification of ISO 9001.

□ For more information, call (03) 2333 2888.

