

Analog Way wows Facebook's Auto Marketing Summit



Extra wide video projection and mapping for Facebook's Auto Marketing Summit at Thunder Studios – Long Beach, CA

At Thunder Studios in Long Beach, CA, Facebook organized its last Auto Marketing Summit. PSAV, an event technology specialist with over 75 years' experience, provided the complete AV system and used Analog Way's new Ascender 32 video processor to deliver a stunning presentation.

Facebook Auto Marketing Summit was hosted at Thunder Studios in Long Beach. For the event, the venue was converted into a high tech "Hollywood Sound Stage" environment.

To provide such a look and feel to the event, the extra wide cyclorama wall available in the studio was used to create an all-around video experience. Mark Pollard, Technical Director of Event Operations at Facebook, explains: *"The main concern was a system capable of creating a seamless blend across 6 projectors to utilize the massive 225 foot long cyc wall that existed in the space as a projection surface."*

In addition to the seamless video projection and mapping, the event required substantial flexibility and routing options to provide for multiple output destinations, including confidence monitors and live records.

With these requirements in mind, PSAV provided a complete set-up including video, audio and lighting systems. In terms of video, 6 x Christie 10K projectors were used: 4 were dedicated to the main blend, and 2 were used for side projections.



A variety of sources was used including 2 x Sony HXC-100 HD cameras, 4 x Mac Book Pro's for Graphics, 2 x Mac Book Pro's running PlayBack Pro, and 2 x Mac Book Pro's running video mapping.

To deal with the multiple sources and manage the 225'x25' seamless video projection, **PSAV** opted for **Analog Way's Ascender 32**, a 12x4+1 multi-screen seamless switcher. Brian Tobin, Regional Technical Director at **PSAV**, declares: *"The **Ascender 32** was the perfect all in one unit for this event: it is easy to use and navigate, and it features plenty of inputs for all sources and 4 outs."*

The **Ascender 32's** form factor was also a key asset for the show. *"The quantity of inputs and outputs in such a small device is truly incredible. With the limited space we had, its compact size was great as we were able to stack the 2 units and plug in a laptop, and we were off and running"*, comments Brian Tobin.

One **Ascender 32** unit was used to drive the main 4-projector blend, while the other unit ran the 2 independent side projectors as well as 2 different downstage confidence monitors. The show included a background layer run from a video playback machine, and multiple PIPs with PowerPoint presentations or videos.

To offer high visual impact, **PSAV** used several effects embedded in the **Ascender 32**, including the Dynamic Fit in order to blow a video up from a PIP to filling the whole blend screen.

To control the show, **PSAV** used **Analog Way's Web RCS**, a web-based Remote Control Software designed for the **Ascender 32** and the other models of the **LiveCore™** series. *"It was particularly nice being able to hook up my laptop to a wireless access point and stand next to the blend while adjusting it"*, says Tobin. The capability of having multiple users connected to the **Web RCS** allowed Tobin to connect a second laptop for fine tuning: *"Due to the complexity of the show, I wanted more control. I simply hooked up a second laptop and was able to seamlessly work from either one"*.

The networkability of the **Web RCS** was also appreciated for offsite support and monitoring: *"I was recently able to help a co-worker with a blend on a show in San Diego from my computer at home in Los Angeles using the **Web RCS**"*, states Tobin.

The **Facebook** Auto Marketing Summit went flawlessly and made an impression in the audience. *"We received a tremendous amount of positive feedback from both the client and attendees. We therefore delivered on our company motto of achieving dramatic results"*, concludes Tobin.



Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters. The company designs a wide range of seamless switchers, computer to video scan converters, scalars, and up/down converters. The products provide the most advanced solutions in the, AV, Rental & Staging, Education, Houses Of Worship, Corporate, Broadcast and Industrial markets.

