

plasa**focus**

ORLANDO | FEBRUARY 17-18, 2015



Show Guide

Show Hours:

Tuesday: 9am (10am show floor) - 5pm

Wednesday: 10am - 4pm

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plasa2015
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Christopher Toulmin
Director of Events
PLASA

Welcome and thank you for attending PLASA Focus as it returns to the winter warmth of Orlando.

Once again the events team have been working hard to create an un-missable event for the region. Everybody at PLASA hopes it will provide Florida with a genuine business opportunity and learning platform and achieve its aim of supporting and stimulating new business development in the region.

We are delighted to present an impressive array of exhibitors with many of the world's leading manufacturers and representatives here for you to talk to today. Running alongside the exhibition is the Orlando edition of the PLASA Professional Development Program, including special interest sessions from some of the industry's leading names and opportunities to see product demonstrations from some of our exhibitors.

We hope that the time you spend here, the conversation you have and the seminars you attend will have a long lasting impact and prove a worthwhile use of your time.

We are always happy to receive feedback from you regarding your experience at the show, so please come and see us, email us at info@plasafocus.com, or call your PLASA contact to let us know who you met, what you learned, and what you would like to see next time.

On behalf of the entire PLASA team, we wish you a successful two days.

Christopher Toulmin
Director of Events, PLASA

CONTENTS

PLASA - Worldwide Voice of the Entertainment Technology Industry	4
Useful Information	6
Professional Development Program	8-11
A-Z List of Exhibitors.....	12
Floorplans	14-15
Exhibitors.....	16-46
Advertising Sponsors.....	46

PLASA -

the worldwide voice of entertainment technologies



PLASA is the lead international membership body for companies and individuals who supply technologies and services to the event, entertainment and installation industries.

PLASA Members specialize in professional audio, AV, lighting, staging and related disciplines and work together as a community to raise standards, improve skills and develop the industry.

To support this, PLASA provides its members with a wide choice of business and technical information, including guidance from specialist advisers, a range of research projects, seminars and specially negotiated rates on a range of business products and services.

In addition, the Association acts as the voice of the industry, playing a major role in the development of standards and directives worldwide to promote best practice and safe working conditions. It also campaigns on behalf of the sector and actively leads the development of skills and qualifications, providing recognition for existing skills and paving the way for the establishment of industry benchmarks.

And it doesn't stop there: the Association also owns and runs the PLASA Show London, UK - a major event for the creative and technical industries, and in the last few years has launched the PLASA Focus series of regional events. PLASA also has a successful media division and is responsible for publishing the highly regarded *Lighting&Sound International* and *Lighting&Sound America*, together with the quarterly journal *Protocol*.

Join the PLASA Professional Network

Over 1,200 businesses and individuals are members of PLASA. If you are working in the industry and are keen to develop your skills or business opportunities, then talk to the PLASA team at PLASA Focus: Orlando - they will be happy to explain the full range of membership services.

By joining PLASA you help move the industry forward: and joining is not as expensive as you may think - membership fees start at \$260 per year for freelancers and \$865 for businesses. Find out more on the PLASA booth.

For further information, please contact us:

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USEFUL INFORMATION

ADMISSION POLICY

PLASA Focus is open to visitors engaged in the entertainment technology industry, the architectural industry and anyone who uses, specifies or sells products from the same. Children under the age of 16 are not allowed on the show floor. PLASA Events reserves the right to refuse entry to anyone.

BUSINESS SOLICITATION

Non-exhibiting parties may not distribute promotional material or engage in business activities at PLASA Focus without the permission of the show managers. Visitors in violation will be asked to leave.

BEVERAGES

Beverage stations with hot and cold beverages are located on the show floor for your convenience.

INDEMNITY

PLASA Events are not responsible for statements, offers, agreements, or claims made by any exhibitor.

SPECIAL EFFECTS AND STROBE LIGHTING

Please be aware that atmospheric effects, strobe lighting and strobe lighting effects may be in use on the show floor.

PHOTOGRAPHY

Photography or video recording of an exhibit or product requires permission from show management and/or specific exhibitors. Visitors in violation will be asked to leave.

PROFESSIONAL DEVELOPMENT PROGRAM

All sessions and seminars are free to registered visitors. Some may have exceeded the preregistration limit; and, in the case of no-shows, we will admit people on a first come first serve basis. A schedule can be found on pages 8-11.

PLASA EVENTS

If you want to find out more about PLASA's portfolio of events including PLASA 2015, PLASA Focus: Kansas City 2015 and PLASA Focus events in Europe please visit: www.plasa.org/plasaevents

SHOW HOURS

Tuesday February 17

9am (10am show floor) - 5pm

Wednesday February 18

10am - 4pm

Show Owners: PLASA • Ph: +44 (0)1323 524120 • W: www.plasa.org

PLASA Focus is organized by PLASA Events • Ph: +1 865-298-0267

The Show Guide is designed and published by PLASA Media Inc.

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PLASA Focus: Kansas City, May 20-21, 2015

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PROFESSIONAL DEVELOPMENT PROGRAM

TUESDAY FEBRUARY 17

presented by:

ELEKTALITE PRESENTS: LIGHT AND THEATRE - 50 YEARS OF CHANGE

TIME: 9:00am - 10:00am

LOCATION: Salon 14

SPEAKER: Richard Pilbrow

SYNOPSIS: Richard Pilbrow describes 50 years of revolutionary change that has occurred in stage lighting, theatre technology and theatre architecture and explores the rich possibilities that lie around the corner.



REAL-TIME 3D MAPPING WITH AVIARY AND HIPPO TIZER VIDEO TOOLS AND MEDIA SERVERS

TIME: 11:00am - 12:00pm

LOCATION: Salon 13

SPEAKER: Geoffrey Platt

SYNOPSIS: Explore the concepts and possibilities surrounding new ideas that are shaping the entertainment and presentation industries. See how Green Hippo video tools are changing the way we think about and control 3D projection environments with components like RegionMapper, PixelMapper, Award Winning VideoMapper, and UberPan.



THE EVIL DUCK - LED'S TODAY

TIME: 11:30am - 12:30pm

LOCATION: Salon 14

SPEAKER: Tony Hansen

SYNOPSIS: LED technology is rapidly changing. What started as a modest indicator light is now being used for everything from general illumination to video displays. What is the current state of the technology, where it is going, and will it ever completely replace incandescent lamps and arc lamps?



HOW TO PREPARE FOR THE NEXT WAVE OF TECHNOLOGY

TIME: 12:30pm - 1:30pm

LOCATION: Salon 13

PANELLISTS: Bill Groener, Tom Stanziano, George Masek, Stefani Milstrey, Jerry Archer, Josh Muir

SYNOPSIS: The session will be a conversation between the participants and the attendees based on approaching greater understanding and evaluation of the various consoles and fixtures and their applications of in the mix of a rig. Also give you the opportunity to relay your comments directly to the manufacturers!



MASTERING THE ART OF VIDEO

TIME: 1:00pm - 2:00pm

LOCATION: Salon 14

SPEAKER: Scott Chmielewski

SYNOPSIS: Chmielewski is at the forefront of the most critical technologies in our industry - taking on ambitious projects including projection mapping, video content creation, video direction, and/or media server programming for the Latin Billboards, Maroon 5, Phish, and many more - and he is coming to PLASA Focus to share his vision for the future of the industry and of the technologies.

LED COLOR: THE PHYSIOLOGICAL EXPERIENCE

TIME: 2:00pm - 3:00pm

LOCATION: Salon 13

SPEAKER: Jim Hutchison

SYNOPSIS: Take part in an exciting lighting course geared to feeling what it feels like to have red LED light change your physiological being, to have blue light dominate your color vision, and see what becomes of a room full of lighting designers and yellow LED light! We'll be covering science, artistry, manipulating human physiology with light, and several other awesomely interesting topics related to using light in new ways as lighting designers.



LAYERS OF LIGHT

TIME: 3:30pm - 4:30pm

LOCATION: Salon 13

SPEAKER: Tom Littrell

SYNOPSIS: Layers of Light is a brief presentation of ETC's approach to LEDs specifically as a tool for stage and studio lighting. It contrasts LEDs with traditional tungsten-halogen sources for skin tones, costumes, and scenic elements. ETC's seven-color LED arrays are compared with more common RGB arrays. The latest white-light LEDs and color-variable white light LED arrays are demonstrated. Dimming and other control aspects of LEDs specifically relating to stage lighting are discussed as well.



RDM FOR THE BUSY TECH

ETCP RENEWAL CREDITS: 1

TIME: 4:00pm - 5:00pm

LOCATION: Salon 14

SPEAKER: Bill Ellis

SYNOPSIS: Get the latest on Remote Device Management and how it can make your job quicker, easier, and safer with less climbing. Now, instead of spending your day on a ladder you can manage your lighting devices remotely from the ground. Learn how RDM works for you today and what manufacturers are planning for the equipment of tomorrow.



The Professional Development Program is free to visitors. Please note:

this program was correct at the time of printing and is subject to change/amendment.

PROFESSIONAL DEVELOPMENT PROGRAM

WEDNESDAY FEBRUARY 18

presented by:

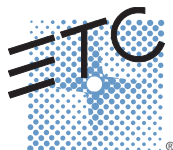
LAYERS OF LIGHT

TIME: 11:00am - 12:00pm

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NEW CAPABILITIES FOR LASERS IN ENTERTAINMENT

IME: 11:30am - 12:30pm

LOCATION: Salon 14

PANELLISTS: William R. Benner, Jr., George Dodworth, Dan Goldsmith, Tom Harman, Christine Jenkin, Greg Makhov

SYNOPSIS: Lasers have been increasingly used to scan directly onto the audience at concerts and other presentations. This spectacular effect envelops attendees in precise, hyper-colored light patterns. But it also requires special permission from governmental authorities, and special techniques to meet legal and safety requirements. In addition to audience scanning, the panelists will also discuss smaller, easier-to-use lasers that integrate even better into the entire production mix.



USING VECTORWORKS SOFTWARE TO REPORT INFORMATION FROM A MODEL

TIME: 12:30pm - 1:30pm

LOCATION: Salon 13

SPEAKER: Frank Brault

SYNOPSIS: This session will discuss the capabilities of the worksheet feature in Vectorworks software, with examples ranging from simple formulas to database-driven worksheets. Vectorworks models can be used to generate production documents that meet a multitude of industry needs, so we look at both the creation of information-rich models in Vectorworks and how to create worksheets that list and quantify objects within the model.



ACOUSTICS IN THE PRODUCTION ENVIRONMENT: COMB FILTERING

TIME: 1:00pm - 2:00pm

LOCATION: Salon 14

SPEAKER: Michael Stewart

SYNOPSIS: Comb Filtering is something that can occur in any loudspeaker system; it doesn't matter if it's installed in a performance facility, recording studio, or house of worship. It can even occur with your home stereo system. This session will review: Why is it called comb filtering, What the impact is of comb filtering (what is causing it and why), Examples of what causes comb filtering in a sound reinforcement system.



IATSE - WHATS IT ALL ABOUT?

TIME: 2:00pm - 3:00pm

LOCATION: Salon 13

SPEAKERS: Mark Kiracofe, Brian Lawlor

SYNOPSIS: Why should you become an IATSE member? What's in it for you? In this session presented by Mark Kiracofe and members of area Locals will answer those questions as well as others you want to ask. They will discuss what crafts they represent, and where they work. They will also answer questions you have about membership processes, fees, and the benefits of belonging.



UPGRADING TO LEDS?: WHAT TO THINK ABOUT SO IT DOESN'T GO HORRIBLY WRONG

ETCP RENEWAL CREDITS: 1

TIME: 2:30pm - 3:30pm

LOCATION: Salon 14

SPEAKERS: Josh Allen, Tobin Neis

SYNOPSIS: LED lighting is all the rage, but what are the upsides and potential pitfalls when starting a new, upgrading to, and integrating traditional lighting with LED technology? Learn the ins and outs of electrical considerations, data distribution, and control options for solid state illumination.



NEXT EVENT:

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new horizons...

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 Absen American • 509
 AC Lighting • 413
 Aeson Event Technologies • 417
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 ArKaos • 413
 AVID Labs • 412
 Avolites • 408
 Ayrton • 211
 Barbizon • 409
 Behind the Scenes • 311
 Blizzard Lighting • 411
 Bulbtronics • 501
 Candela Controls • 210
 CHAUVET Professional • 401
 Chroma-Q • 413
 City Theatrical • 305
 Clay Paky • 317
 Columbus McKinnon • 312
 Core Lighting • 209
 Cosmic Truss • 316
 Creative Stage Lighting • 112
 Drape Kings • 208
 Elation Professional • 400
 Elektralite • 408
 Enttec • 512
 ETC • 300
 ETCP • 310
 GLP German Light Products • 316
 Group One • 408
 Harlequin Floors • 508
 Harrington Hoists, Inc. • 404
 High End Systems • 114
 IATSE • 205
 Jands • 413
 Lasernet • 117
 Lighting&Sound America • 310
 Lighting&Sound International • 310
 LumenRadio • 413
 Lycian • 104
 MA Lighting • 317
 Mainstage Theatrical Supply • 303
 Martin Professional • 513
 MDG • 317
 Morpheus • 211
 Nicolaudie • 313
 PixelFLEX • 216
 PLASA • 310
 PLASA Standards • 310
 Prolyte • 413
 Protocol • 310
 RC4 • 503
 Robe • 108
 Robert Juliat • 317
 SGM • 110
 Stage Equipment & Lighting • 304
 Stagecraft Institute of Las Vegas • 502
 Techni-Lux • 309
 Technologies for Worship • 510
 The Light Source • 100
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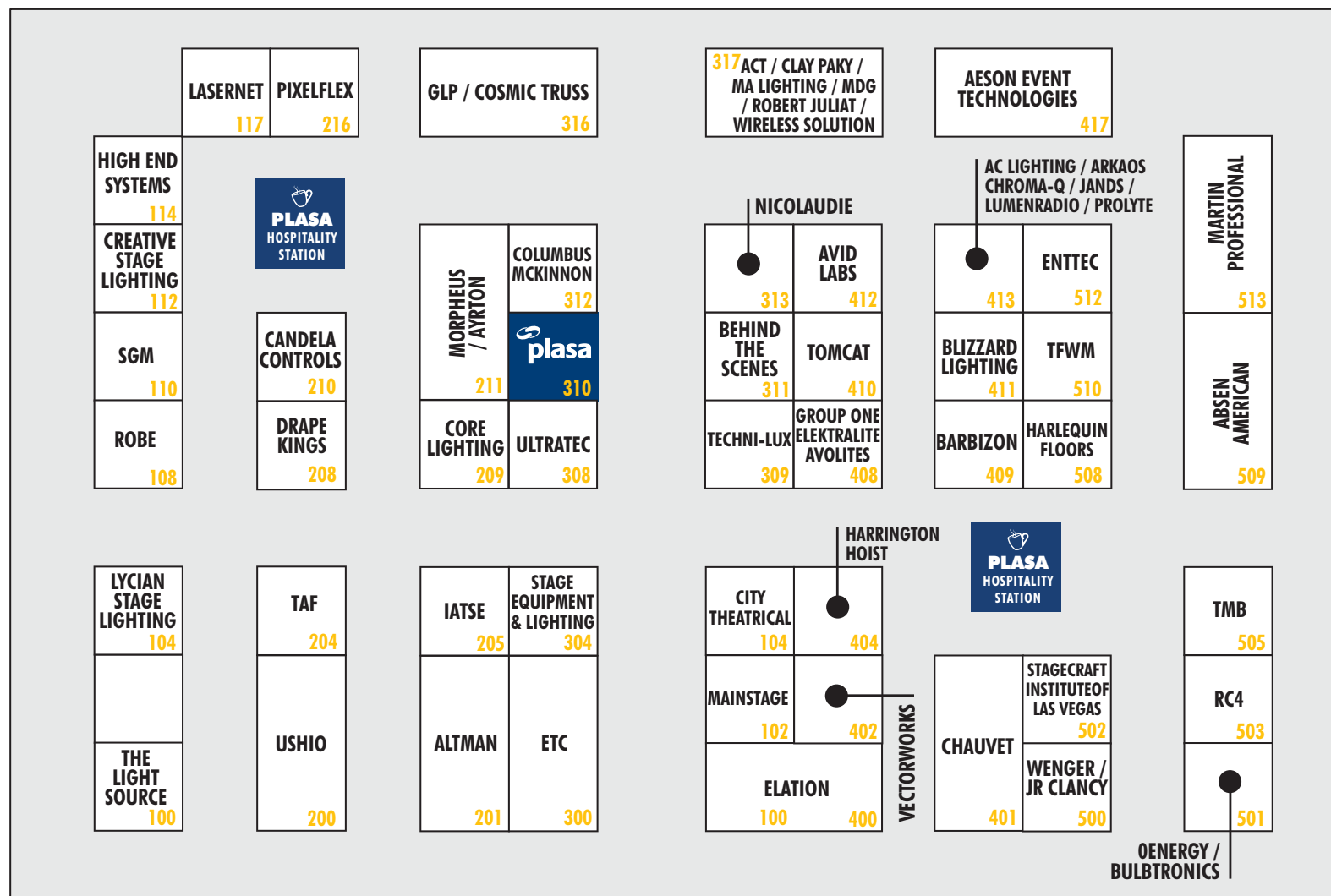
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Entrance



Entrance

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Elizabeth Solms

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A.C.T Lighting is a value added distributor of lighting products. We strive to identify future trends and cutting-edge products, and stock, sell and support their inventory. We provide superior customer service and value for money to all of our clients. Our products include control systems, lighting fixtures, hazers and foggers, custom cable assemblies, and other products available from worldwide leading manufacturers - many on an exclusive North American basis. These include MA Lighting, Clay Paky, MDG, Wireless Solution, Reel EFX, Robert Juliat and others.

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Milad Khouli, Senior Account Executive
Keith Kankovsky, Senior Account Executive

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Lori Rubinstein

Behind the Scenes provides financial assistance to entertainment technology professionals who are seriously ill or injured. Grants may be used for medical expenses or basic living expenses. Funds are available to anyone who has worked at least five years full time in the industry - whether behind the curtain or behind the camera, or for one of the companies who manufacture or supply products and services to the industry. Behind the Scenes brings help and hope in times of crises. Support your colleagues in need by visiting the booth to get more information, buy your raffle ticket for an iPad mini, make a donation, or shop the BTS Boutique.



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Bill Ellis, President

Dale Ward, General Manager

Wayne Linderman, Senior Account Executive

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DeAnna Padgett, National Sales Manager

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Web: www.citytheatrical.com

Gary Fails

City Theatrical invents, manufactures, and customizes unique lighting accessories for the entertainment and architectural industries and is the winner of 31 product and business awards. Founded in 1986, City Theatrical has offices in Carlstadt, New Jersey and London, England. Products include the multi award-winning SHoW DMX® wireless DMX, professional low voltage dimmers, accessories for ETC lighting fixtures, accessories and power/data supplies for Philips Color Kinetics® LED lighting products, Lightwright 5™ lighting paperwork software, Vectorworks CAD software, as well as the world's most extensive catalog of entertainment and architectural lighting accessories. City Theatrical also performs custom manufacturing services and manufactures products on an OEM basis for other lighting manufacturers.

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Krista Terwilliger

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Meredith Moseley-Bennett, Certification Manager

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The IATSE is an International Union that represents members employed in the stage craft, motion picture and television production, and trade show industries. The IA's purpose is outlined to achieve, by organization and mutual endeavor, the improvement of the social and economic conditions of workers identified with the entertainment and trade show industries.

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Lighting&Sound America is published every month for professionals working in lighting, sound, staging and projection for theatre, concerts, clubs, houses of worship, corporate AV, retail, themed entertainment and more. The magazine is highly regarded for its quality presentation and in-depth industry coverage, including the popular Technical Focus section, New Technology and comprehensive product reviews. LSA also publishes a weekly LSA Online newsletter and a monthly LSA Digital Edition and can be read via the LSA app on iPhones, iPads, and Android devices. LSA is published by PLASA Media Inc, part of the highly respected PLASA professional trade organization, which also produces the PLASA Show and PLASA Focus events, and publishes Lighting&Sound International magazine and quarterly journal Protocol. Copies can be found on the main PLASA stand or via the LSA website.

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Brad Haynes, Senior Projects Manager

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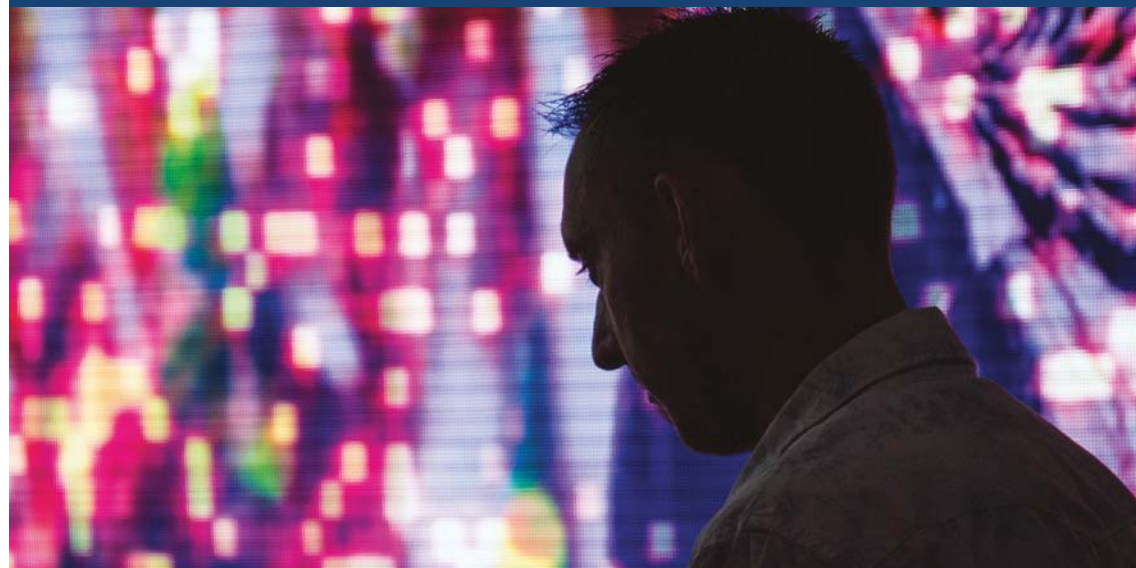
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Frances Thompson, Membership Co-ordinator (NA)

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PLASA is the lead international membership body for those who supply technologies and services to the event, entertainment and installation industries. The association, which operates from offices in Europe and North America, provides a wide range of business resources, technical support and commercial benefits to its members. PLASA currently has over 1200 members and acts as the worldwide voice for the industry - driving up standards, improving skills and tracking issues of concern. The organization owns the PLASA Show and is actively building on its highly successful PLASA Focus events with new regional shows in locations across North America. PLASA is the publisher of industry-leading magazines *Lighting&Sound America*, *Lighting&Sound International* and the quarterly journal - *Protocol*.



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Frances Thompson

PLASA is an ANSI accredited standards making body whose goal is to promote safety and efficiency in the entertainment industry through the development of a variety of standards. The PLASA Technical Standards Program was developed to meet this goal and is almost entirely volunteer driven. Whether you are interested in the latest standards or interested in learning about volunteer opportunities, visit the PLASA Standards booth to learn more.



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Protocol is a quarterly journal featuring articles and columns serving professionals in the entertainment technology industry on cutting-edge technology, safety, business, standards, certification, PLASA initiatives, and industry events. Since 1994, Protocol has grown to become the leading source of information for businesses in the field of entertainment technology. Protocol articles discuss all aspects of business, technology, industry developments and industry news.

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MainStage, 13

booth 417

booth 201

booth 409

booth 512

booth 310

booth 100

booth 303

Martin Professional, 33

PLASA Events, 35/41

PLASA Media, 7

RC4 Wireless, 37

Robe, Inside Back Cover

Techni-lux, 5

Ultratec, 45

booth 513

booth 310

booth 310

booth 503

booth 108

booth 309

booth 308

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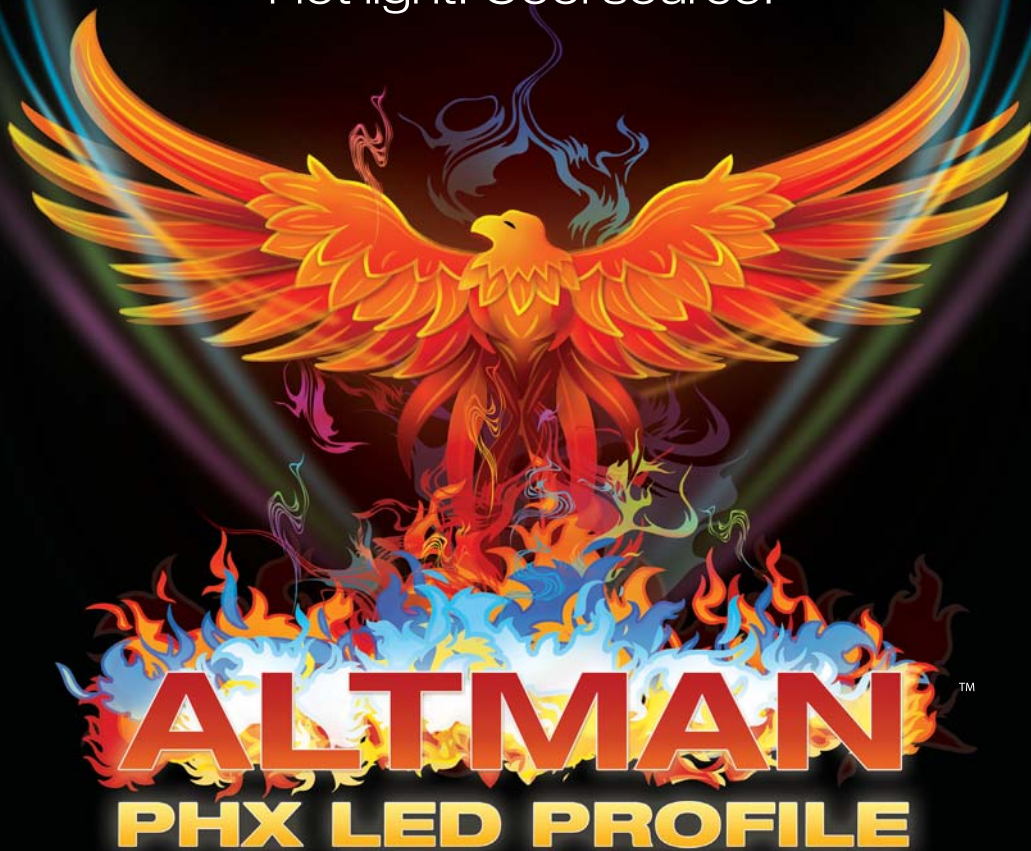


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