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Network AV drives Max Power success

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14 July 2004

UK - Network AV, a specialist in large-scale exhibition features, delivered fully integrated in-house production solutions to the Cruise Strip at Max Power Live at the NEC last weekend (2 - 4 July), including sound, light, staging and a number of creative components.

The event saw the launch of Network AV's new arch roof staging system that featured as the central focal point for all the arena action. The stage, an 8x8m area, was the base for the main MC, promotional models and the show's live DJs. This new Network AV stage is expected to be in strong demand for festivals, city centre entertainments, fashion shows and exhibition stands, with flexible steel deck flooring and independent truss structure. For this event, the roof was undressed to increase light flow, although it does come with full roof and side covering for weather protection, say Network AV.



The Cruise Strip was placed in Hall 5 at the NEC and had a per show capacity of nearly 4,000. With grandstands facing three out of four sides of the arena, sound distribution was critical in the undressed hall. Nick Halliday, Network's head of production and technical director Patrick Hocken, specified a 40kW system to give a dance festival feel. Halliday explains: "This was the largest ever sound installation at Max Power Live and to ensure a true representation of in-car entertainment systems, we placed 40 18" sub-bass units on the floor front-of-house, while flying the mid/high cabinets on the main truss." Hocken continues: "This system, when running at full show level, truly shook the grandstands and all their occupants during the 45 minute show."

Lighting was also delivered in-house by Network AV, ensuring total continuity between the show soundtrack and the lighting design. The company's lighting engineer Paul Fisher created a dynamic blend of colourful washes and blinding scenes. Over 100 moving heads ranging from MAC 500s to 2000s were in use, alongside more generic floods. Network AV completed the production with the application of specially-composed production music and audio, created at its Southampton edit suite, with live mixing from their own DJs 'Outbreak' and 'Hypnosis'.

This event was a milestone for Network AV with the launch of its new stage, the installation of a record-breaking sound system for this fixture and the successful completion of a totally in-house production. The company's next major project will be the installation of large-scale sound systems for nine arenas at the Urban Games on Clapham Common.

(Lee Baldock)

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- www.networkaudio.com

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