



*PRG's extensive inventory and expertise make it easy for clients to pull together complex events.*



photo by M. Vince Suhr

## HP'S AMERICA'S PARTNER CONFERENCE AND AMERICA'S STORAGE CONFERENCE

**The Challenge:** Create a meeting environment that seamlessly accommodates a varied agenda — from corporate presentations to rock and roll.

### The Solution:

Computer giant HP packed a lot of activities into a five-day session at the Mirage Hotel in Las Vegas: two complete corporate conferences for different groups, punctuated by a concert starring classic rocker John Fogerty.

To ensure swift and seamless transitions, Sean McCarthy of Staging Solutions — the event design and production management company hired by HP — designed a versatile set flanking a rear projection screen and specified the lighting rig. PRG built the set, supervised its installation and provided lighting and audio systems, including separate control consoles for moving and conventional lights. PRG also operated the lighting and audio.

Chief among the requirements was a 6-foot stripe of color that spanned the stage, changing hues to match the concert lighting or corporate slide presentations. Incorporating the company

logo, the “HP Stretch” needed to be visible at all times. To create the effect to McCarthy’s specifications, PRG supplied 34 LED Colorblaze fixtures, embedded into the sides of the set. A video feed of the color stripe across the rear screen created a continuous image linking the two sides. To synchronize color changes in the portion crossing the rear screen, PRG used the Mbox Extreme™, its proprietary media server, to display the media created by Staging Solutions.

“No other company could supply the mix of fixtures and other capabilities we needed,” observes McCarthy. “It all looked great, the client was happy — and we had a lot of fun.”