

PRG takes care of the details so clients can focus on the big picture



photo courtesy of Production Glue and Empire Entertainment

DISNEY-ABC TELEVISION GROUP 2007 PREVIEW OF CHILDREN'S PROGRAMMING

The Challenge: Provide the margin of confidence when there's no margin for error.

The Solution:

Playing to a select audience of 600 top advertisers and media buyers, Disney-ABC Television Group's 2007 preview of children's programming at New York's Hudson Theatre packed high expectations into a crisp and lively production format. To make sure it all came together perfectly and on time, technical consultants Eric Tetuan and Tom Bussey of Production Glue, L.L.C., called on PRG.

"We got into the venue at 8:00 p.m. and had to be ready for rehearsal at 8:00 the next morning," recalls Tetuan. With The Cheetah Girls and Miley Cyrus as Hannah Montana slated to take the stage first thing in the morning, Tetuan knew he could rely on PRG to have everything up and running within the tight deadlines.

Working with Tetuan and Bussey, PRG assembled a compact and efficient video package featuring a Di-Ventix™ high resolution switcher and two Digital Projection, Inc., Lightning 35HD projectors on a 15-foot by 20-foot screen — ensuring a presentation that was both seamless and high impact. PRG also supplied, installed and operated an audio system for the show as well as audio and video systems for the party afterward.

When the young stars arrived for rehearsal, everything was ready. "There were a lot of moving parts and not a lot of margin for error so I had to have people I could count on," says Tetuan. "PRG's team made all the difference for us in that space."