

PRG Corporate & Tradeshow services provides technical support to transform a stark white booth filled with oversized medical equipment into an inviting interactive space.



Photos: Courtesy PRG

PRG STRETCHES VIDEO IMAGERY TO NEW LENGTHS FOR PHILIPS MEDICAL AT RSNA

The Challenge: Provide state-of-the-art audiovisual technology to transform the Philips Medical booth from a large white canvas into a colorful inviting space for their clients.

The Solution:

When Czarnowski needed someone to bring life to the custom structure they built to showcase Philips Medical's booth at RSNA, they turned once again to PRG, who in the past has brought stunning results to their set designs.

PRG stretched video imagery to new lengths in an amazing 10ft x 90ft billboard that displayed constantly changing images from nine blended projectors. In addition, PRG used 19 projectors systems to exhibit images on every white space imaginable bringing texture, movement, warmth and vitality to an otherwise sterile and stark hospital environment. The result was a very inviting booth that seem to move around you as the images changed throughout the space.

The logistics of the Philips Medical booth were another challenge. Because the heavy and oversized equipment was actually functioning

in the space, the floor was raised to accommodate the power sourcing underneath. So, all the booms and equipment for lighting and projection had to be suspended, rather than floor-mounted. Once in the air, the equipment could not be adjusted during the convention. Exacting and delicate maneuvers were needed to get the equipment in the right place.

PRG's knowledge of and trust in the reliability of the equipment played a large role in the success of this show. Like previous years, this client continued to be impressed by PRG's technical expertise and confidence in the product.