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WRITING SAMPLES

Enclosed in this document, please find:

- Press release for Magnet Media announcing co-production with PBS Digital Studios
- Tip Sheet (gated whitepaper-style lead gen content): “5 Tips for the New Facebook Newsfeed” for Magnet Media
- Rock Our World Awards Nominees article published in PLASA's *PROTOCOL* trade technical journal, Fall 2012 (I also led and promoted this awards program)
- PLASA Focus trade show article for PLASA's *PROTOCOL* trade technical journal (I also designed the ad on the last page)

Interviews and other assorted digital pieces:

Articles and Interviews: StatedMag.com

<http://www.statedmag.com/articles/author/ryan>

Blog Posts: StatedMag.com

<http://www.statedmag.com/blog/author/ryan>

The Cast & Creators of *Orphan Black* Take a Final Trip

<http://insider.directv.com/2017/06/09/the-cast-creators-of-orphan-black-take-a-final-trip/>

5 Reasons to Watch *Hap and Leonard* During the SundanceTV Free Preview – DIRECTV Insider

<http://news.directv.com/2016/02/24/5-reasons-to-watch-hap-and-leonard-during-the-sundancetv-free-preview/>

Fred Armisen On Keeping Things Weird in *Portlandia* Season 6 – DIRECTV Insider

<http://news.directv.com/2016/01/20/fred-armisen-on-keeping-things-weird-in-portlandia-season-6/>

Younger's Hilary Duff on Feminism, Secrets & Her Dream Guest Star – DIRECTV Insider

<http://news.directv.com/2016/01/11/youngers-hilary-duff-on-feminism-secrets-her-dream-guest-star/>

Remembering David Bowie & Alan Rickman On Screen – DIRECTV Insider

<http://news.directv.com/2016/01/15/remembering-david-bowie-alan-rickman-on-screen/>

5 Great Football Movies to Get Ready For The Big Game – DIRECTV Insider

<http://news.directv.com/2016/02/05/5-great-football-movies-to-get-ready-for-the-big-game/>

Writer/Director Leslye Headland Plays with the Rom-Com Format in *Sleeping With Other People* – DIRECTV Insider

<http://news.directv.com/2016/01/12/writerdirector-leslye-headland-plays-with-the-rom-com-format-in-sleeping-with-other-people/>

Presentation: “Using Video at Every Step of the Customer Journey” – Magnet Media

(strategy and copy for Presentation deck, repurposed later as Tip Sheet)

<http://www.magnetmediafilms.com/blog/using-video-at-every-step-of-the-customer-journey-tip-sheet>

PBS DIGITAL STUDIOS AND MAGNET MEDIA ORIGINALS
UNVEIL ORIGINAL SERIES AT NYC EVENT

FOR IMMEDIATE RELEASE

Contact: Ryan Swearingen

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646-486-7109, x. 1021

NEW YORK (December 13, 2013)—PBS Digital Studios and Magnet Media’s Originals division held an official launch party to unveil two new original video series Wednesday night, December 11, 2013 at Magnet Media’s midtown Manhattan headquarters.

Both new series are geared toward PBS Digital Studios’ growing online audience of smart millennials seeking content that’s both entertaining and educational. The two series will join the PBS Digital Studios network of more than 30 Web-original series on YouTube.

“Bongo Bongo”—named after the linguistics term for imaginary languages—takes a look at the history of English-language words. Each episode focuses on one word, which is dissected by a fun and knowledgeable host who digs up the word’s unique and oftentimes humorous origins.

“Food Buzz” is a fast and funny look at the latest news in the food blogosphere, exploring food memes and getting to the bottom of the history, science, and psychology behind them.

Both shows will be exclusive to PBS Digital Studios and will be distributed on YouTube. The series are expected to launch by early 2014.

Senior Director of PBS Digital Studios Matthew Graham, Magnet Media CEO and Founder Megan Cunningham, and Magnet Media Originals’ Director of Content Development Drea Bernardi, will unveil the series.

Magnet Media and PBS Digital Studios recently co-hosted an interactive panel discussion, titled “Creating Smart Content Informed By Data,” at the 2013 Pivot Conference in October, sharing how the insights gleaned from an audit of PBS’s 16 YouTube channels led to the development of the two series. Graham, Cunningham, and Bernardi led the discussion.

“The next generation of storytelling demands smarter content decisions that are driven not by gut instinct, but by real data gleaned from audiences themselves,” said Cunningham.

“We’re honored to be producing fresh and exciting original video with PBS Digital Studios, one of the world’s most respected content creators,” said Cunningham. “We share a passion for creating compelling content for the Web, and are thrilled to share the first fruits of our collaboration.”

Added Graham, "We are excited to be collaborating with Magnet Media on these new series, which we think will be excellent additions to the PBS Digital Studios network. They promise to offer the same kind of intelligent and entertaining content that has come to be the hallmark of the PBS Digital Studios brand."

A recap of the launch event, including photos and teaser trailers for both shows can be viewed at: <http://www.magnetmediafilms.com/blog/pbs-digital-studios-and-magnet-media-originals-launch-two-original-shows-at-nyc-event/>

About PBS Digital Studios

The PBS Digital Studios network on YouTube includes more than 30 Web-original series designed to engage, enlighten and entertain online audiences. Combining an Internet sensibility with a PBS commitment to quality, the PBS Digital Studios network has more than 750,000 subscribers and has generated more than 50 million views. Series include the Webby Award-winning [PBS Idea Channel](#), as well as popular series such as [PBS Off Book](#), [It's Okay to be Smart](#), [Blank on Blank](#) and others, including several series produced by local PBS stations.

About Magnet Media and Magnet Media Originals:

[Magnet Media Originals](#) is a next-generation digital content studio founded in 2012 to develop and produce high-quality original programming packaged with talent, influencers, audience, and distribution—backed by data.

[Magnet Media](#) is the market leader in providing strategic and creative content solutions for brands. We specialize in telling brands' stories by producing and syndicating compelling video and interactive content through social platforms to share their stories, reach and engage their target audiences, and ultimately drive actions that deliver business results. Our strategic and creative capabilities have kept us at the forefront of digital media for over 13 years, working with top worldwide brands to help them derive true business value from content solutions.

Magnet's clients include Google, NBC, DreamWorks Animation, Amazon, Xbox, Showtime, Microsoft, ABC, The Associated Press, and many other world-class brands.

###

5 TIPS FOR THE NEW FACEBOOK NEWS FEED

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— TIP SHEETS —

On March 7, 2013, Facebook announced three major updates to the News Feed. Users now have more control over what appears in their feed, and the desktop experience is more consistent with the mobile Facebook app. Most importantly, there is a greater emphasis on pictures than ever before. So what does this mean for brands that rely on Facebook for marketing? Here are five tips for getting the most out of the new News Feed.

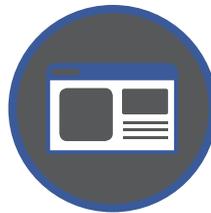
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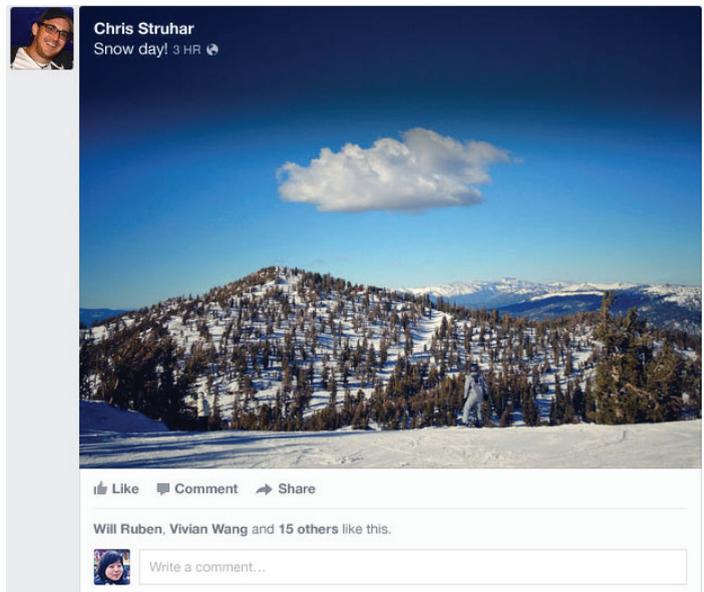


1 INVEST IN VISUAL CONTENT

With the new News Feed placing more emphasis on visuals, your brand should prepare by investing in professional quality picture and video content to publish on your blog and other networks. Cover photos now show up in a stream whenever a new person likes a page, making them more important than ever to attract new fans. They need to give a sense of what the brand its values in additional to looking gorgeous.

2 USE IMAGES IN EVERY POST

Even if you're just sharing a status update, each post should include a visual component. Consider graphically illustrating text. When sharing links, upload a picture rather than relying on the metadata and a thumbnail image. This will ensure that your updates will still appear if a user switches a "photos-only" feed. Image captions are different now, so keep any copy to a minimum.



3 INTEGRATE YOUR FACEBOOK AND PINTEREST STRATEGIES

Not only do 98 percent of Pinterest users have Facebook, but content shared through third-party apps (like Pinterest's) will have greater visibility in the News Feed. They will not only look better and show up more often, but Pinterest can be used to drive direct sales. Use the two in tandem to increase social media ROI.

USE FACEBOOK AND PINTEREST IN TANDEM TO INCREASE ROI.

4 REACH OUT TO TOP FANS

The new News Feed allows users to only see posts from friends while avoiding brand content altogether. To keep reaching fans, you need your top fans to repost and share your content. Hone in on things they enjoy the most and include them in your posts. This way, your content will still reach people that only look at their friends' content.

5 USE FACEBOOK'S CHECK-IN FUNCTION

Encourage customers, employees, and visitors to "check-in" on Facebook when they visit your office. Facebook's Graph Search allows users to search for a business by location, and also returns results based on proximity to the user. Check-ins are now easier to see on the News Feed, and is another way to reach people using the "friends-only" feed.



Magnet Media Tip Sheets are quick, practical cheat sheets with actionable tips on social media and digital marketing.

For the full library of tip sheets, guide books, and other resources, visit: www.magnetmediafilms.com/resources

MAGNET MEDIA is a production studio and interactive marketing services firm based in New York City. We shoot original video, grow online communities, and reach audiences through digital environments for top brands.

To learn how MAGNET MEDIA can help with your social media/interactive marketing or video solutions, contact info@magnetmediafilms.com, 646-486-7109, or visit www.magnetmediafilms.com/what-we-do/social-media-interactive/

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Testing transceivers and bias networks

The truth about grounding **30**

Think excellence, not difference **38**

Announcing PLASA Focus: Austin 2012

BY RYAN SWEARINGEN

Connecting the industry with a new style of regional event

THE RECENT MERGER OF PLASA AND ESTA to become a single global organization has brought with it many benefits and opportunities for members and the industry at-large. Programs once limited by geography are now in a position to benefit the industry on a more international scale.

One such area is PLASA Events, an operating division of PLASA, which has a remarkable history of successful events outside of North America. The PLASA show in London is one of the primary showcases for PLASA members and the wider creative and technical sectors each year. PLASA Focus: Leeds, which recently broke attendance records in its third year, connects a more regionally focused community to network and do business in the North of England.

Now, PLASA Events is set to bring that model across the pond with PLASA Focus: Austin 2012, its first regional event in North America, to be held February 22-23, 2012 at the Renaissance Austin, Texas.

PLASA Focus: Austin will bring together members of the entertainment technology community to do business and network in a relaxed and friendly setting.

The show will build on the success of previous PLASA Focus events to create a new style of event that is unique in many ways. As the first in an ongoing series of regional events, a PLASA Focus show will never be far from home, which means lower costs and less hassle for exhibitors and visitors alike.

Exhibitors will have a new platform to reach local customers who might not attend larger industry events. In addition, a unique European-style booth package—complete with hard

walls, furniture, power, lighting, and a materials handling allowance—will level the playing field for a simpler exhibiting experience. That means more availability to network and do business—the very reasons for attending a trade event. Exhibiting is competitively priced,

with substantially reduced rates for PLASA members.

Visitors will attend for free with registration, and have an opportunity to experience and interact firsthand with the latest entertainment technologies without having to travel far from home. A lineup of sessions and seminars, soon to be announced, will make PLASA Focus a can't-miss event for the Austin area.

Adam Blaxill of Stage Electrics, an exhibitor at PLASA Focus in Leeds this year, nicely sums up the appeal of the show: “The interesting thing about this event is that it’s not just a trade show, it’s much more about networking, seeing people, and talking to people. There are two halls in Leeds and the joke is that, although they are less than 100 yards apart, it takes you half an hour to walk from one to the other because you see so many people and stop and chat. It’s an excellent value and the attendance has been fantastic.”

The PLASA staff is likewise enthusiastic about its new endeavor. Lori Rubinstein, PLASA’s North American Executive Director, shares her thoughts: “These unique PLASA Focus events will provide regional opportunities for companies to give more of their staff a chance to see new products, receive training, and network with vendors and peers. They also offer dealers, rental houses, and production companies, as well as manufacturers, a terrific and inexpensive vehicle to reach new and existing customers in their own backyard.”

Jackie Tien, PLASA’s Media and Events Director, echoes that sentiment. “We look forward to offering our industry colleagues fresh, new business and networking opportunities through PLASA Focus: Austin and our ongoing PLASA Focus US events.”

PLASA Focus: Austin 2012 promises to set the stage for excellent business and educational opportunities in an upbeat and casual atmosphere.

For more information, please contact Jackie Tien at +1 212 244 1505 ext. 716, jackie.tien@plasa.org; Frances Thompson at +1 865 689 8864, frances.thompson@plasa.org; or email austin@plasafocus.com. ■

Ryan Swearingen is PLASA’s Marketing Communications Manager.

plasafocus AUSTIN | FEB 22-23, 2012



PHOTOS COURTESY CHRISTOPHER TOLLMIN



Visitors network at PLASA Focus: Leeds 2011 and learn about the latest technologies from exhibitors.



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plus training and events at  **LDI:**
2012

PLASA Technical Standards updates and The ESTA Foundation Seminars and Training Committee sessions offered during LDI2012 **12**

2012 Rock Our World Awards—Meet this year's finalists **26**

PLASA Members' Choice Product Awards **52**



2012 Rock Our World Awards BY RYAN SWEARINGEN

Meet this year's finalists—attend the PLASA Cocktail and Awards Reception, Thursday October 18, to celebrate our industry

PLASA ANNOUNCES SIX FINALISTS for the 2012 Rock Our World Awards. Now in the fifth year, the awards recognize outstanding and groundbreaking achievement by PLASA members in the entertainment technology industry worldwide. This year's winners will be revealed at the 2012 PLASA Cocktail and Awards Reception on the eve of the LDI 2012 show, Thursday October 18, at the LVH Hotel.

And the 2012 PLASA Rock Our World finalists are...

GLD Digital Mixer Allen & Heath Ltd.

With its new GLD digital mixer, Allen & Heath Ltd. has done the seemingly impossible by producing a user-friendly and compact live digital mixing system that offers



professional quality at an affordable price for both the professional engineer and the casual user. By lowering the barriers to entry, the GLD is likely to become a popular choice of rental companies, houses of worship, and beyond.

A standard GLD 32-input system offers 28 XLR microphone inputs with plug-and-play I/O expanders, which makes it possible to expand to a full 48 inputs (44 XLR mic inputs). Allen & Heath's GLD-80 mixer handles 48 input processing channels, eight stereo FX returns fed by iLive's FX emulations, 30 configurable buses, 20 mix processing channels, and DSP power for full processing.

The GLD-80 features analog channel processing control and a graphical 8.4" touchscreen with customizable drag-and-drop assignment of inputs and mixes to fader strips. Twenty fader strips are arranged in four layers, each with motorized fader, and a channel LCD display with color-coding and naming options. A rotary control offers direct access to gain, pan, and aux/FX sends and multiple local connections include XLR, RCA, SPDIF, and AES3. The GLD also integrates with plug-and-play racks to power 28-, 36-, or 44-microphone input systems. A primary AR2412 rack and up to two AR84 expander racks connect via 120m Cat5 with Allen & Heath's dSNAKE protocol, which controls the remote preamp.

Not content to merely mix live audio, the GLD can record and playback stereo sound on a USB flash drive.

Golden Gate Bridge 75th anniversary celebration IATSE Local 16

To celebrate the 75th anniversary of the Golden Gate Bridge, several San Francisco organizations came together to produce a host of events, including arts and performance exhibits, an artifacts museum, a naval parade, a sustainable technologies fair, historic auto show,



and four stages of live entertainment. The event culminated in an impressive grand finale, complete with automated searchlights, fireworks, 18 theatrical sequences, and a live radio broadcast.

IATSE Local 16, in cooperation with creative director producer Foghorn Creative, provided all entertainment labor (except for the fireworks), manning many of the lead positions with ETCP Certified technicians, including production electrician, barge lighting director, bridge lighting director, show programmer, bridge programmer, head electrician, and generator operator.

The production incorporated several technical and creative innovations that made it remarkable for reasons beyond its sheer size and spectacle.

As environmental restrictions made advance rehearsal impossible, six square miles of San Francisco Bay and surrounding terrain were pre-visualized using WYSIWYG. Automated searchlights and pyrotechnics were positioned on the Golden Gate Bridge as well as on moving barges, placing every attendee along its three-mile waterfront expanse front and center for the display. Moving barges allowed for potential changes to the show's path in the event of inclement weather or fog, and audio, lighting, and pyrotechnics were synced through a wireless network with 1/30th second accuracy, with audio adjusted to account for lag.

The bridge unions, workers, management, show management, and crew worked together to pull off a successful event with a crew of 75 working for two weeks to rig the unconventional show.

Eddie Raymond, Vice President/Training Director of IATSE Local 16 and North American Chair of PLASA, expressed his enthusiasm for the project. "This was a once-in-a-lifetime event, a collaboration between many entities, including the California Highway Patrol, the Golden Gate Bridge District, ironworkers, the maritime industry, and Local 16."

Green-GO Communication system ELC Lighting

ELC Lighting developed the Green-GO Communication system as a direct response to users who had asked why they couldn't use their wide-area Ethernet networks—in which they had already invested—as a communication channel, saving the expense and onerous task of building a proprietary network of cabling and central exchange matrix. ELC Lighting's Founder, Joost van Eenbergen, drew on his background in audio engineering and Ethernet systems to develop this new approach to conventional live performance communications systems.

Already recognized with the 2011 PLASA Innovation and LDI Debating Product awards, the Green-GO system places a copy of the network's full routing and setup information on each user's local outstation, rather than maintaining it in a central communications

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matrix. A single outstation design is packaged as a single-channel backpack or a multi-channel desk, with the system accessible from anywhere on the Ethernet network. It offers a broad



array of features, including cue lights, text messaging, and show relay audio distribution, and, remarkably, there is no degradation in network speed or bandwidth when running at full capacity with 3,000 users and up to 250 groups or rings.

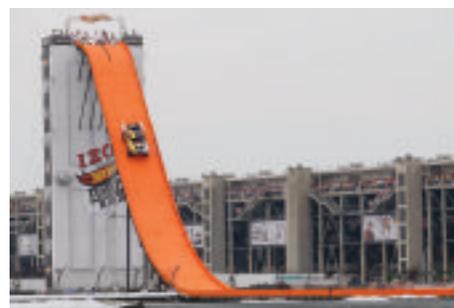
The new 2012 Green-GO system now offers backstage wall panel outstations as well as the ability to connect Green-GO two- and four-wire analog intercom systems and to incorporate dedicated Green-GO PoE Ethernet switches into stand-alone communications networks.

Hot Wheels Fearless at the 500 Applied Electronics, Entertainment Structures Group, Staging Dimensions

Team Hot Wheels is the stuff of every boyhood fantasy, bringing together some of the world's best drivers, handpicked to execute death-defying stunts in life-sized Hot Wheels cars.

For its appearance at the 2011 Indianapolis 500, the team set out to break the world record for jumping a truck 298', a goal that came to fruition when the yellow driver jumped a full 332'. The

stunt was the result of over a year of planning, design, engineering, and execution. To accomplish the jump, Applied Electronics, Entertainment Structures Group,



Staging Dimensions, and Murphy Productions joined forces to erect a structure combining stock components and custom-fabricated structural elements. The 100' start tower was one of the tallest aluminum truss structures ever built for an entertainment event, and was engineered to ANSI E.21-2006 to withstand full design wind speeds of 68 mph. The driving surface was designed to withstand the approximately four G-force of acceleration for takeoff and landing.

Entertainment Structures Group's Richard Nix summed up the excitement of the event, commenting on how the video of the stunt "blasts you back to childhood dreams; it is an exhilarating reminder that grown-ups still know how to play for real."

MA onPC command wing MA Lighting International GmbH

With the MA onPC command wing, MA Lighting International GmbH has packaged the power of the grandMA2 control system into a compact 2,048-parameter control console that can be used in nearly any location at an affordable price.

The MA onPC command wing interfaces with the free grandMA2 onPC software to reproduce the look and feel of a full grandMA2 console as closely as possible. All inputs of a grandMA2 console are made available to the user by connecting the onPC command wing via USB to a computer running the onPC



software. DMX, MIDI, time code, and analog remote are all available directly through the MA onPC command wing.

Parameter count can be expanded in adherence to two simple rules: MA 2Port Node onPC counts only once (that with the most parameters is added), and the maximum parameter count is 4,096. This makes the following three combinations possible:

- grandMA2 onPC + MA onPC command wing = 2,048 parameters
- grandMA2 onPC + MA onPC command wing + MA 2Port Node onPC = 2,560 parameters
- grandMA2 onPC + MA onPC command wing + MA 2Port Node onPC PRO = 3,072 parameters

The company says that, given its size and flexibility the MA onPC command wing is an ideal backup; and a powerful controller on the road or in smaller theatres, shows, and clubs; or as a programming solution.

2011 Pan American Games – Guadalajara

Production Resource Group

PRG provided a complete production solution for the opening and closing ceremonies of the 2011 Pan American Games in Guadalajara, Mexico, including audio, lighting, scenic elements, automation, and projection. The technical challenges of the games required PRG's R&D team to develop entirely new features and ways of using technology, which included the Commander motion control console, Mbox EXtreme v3 media server, the V476 lighting control console, Bad Boy Spot luminaire, and Series 400 power and data distribution system.

At the center of the production was the "Halo," a 98' tall, 165,350-

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lb., cylindrical structure suspended over a circular stage, from which aerial performers descended and a 360-degree projection screen was raised and lowered by a PRG Commander motion control console. The Halo also housed a catwalk, automation mechanics, aerialist winches, lighting, pyrotechnics, and special effect.

Suspending the enormous structure safely in the center of the open-air Omnilife Stadium was a particular challenge, for which PRG used suspension bridge technology with wire cables and rope not typically used in entertainment technology to rig The Halo, which could withstand winds of up to 72 miles per hour.

Projection was integral to the spectacle, and PRG supplied a system to address image distortion and blending on the rounded projection surface, track with the moving screen, and map directly onto the aerialists. Set up around the stadium's concourse level were 18 Barco FLM HD 20 projectors with projection content driven by PRG Mbox EXtreme media servers and controlled by a PRG V476 lighting control console.

David Grill's lighting design, which was made up of three systems—the Halo rig, the roof truss layer, and the field level—employed Martin MAC 2000 XB PC wash lights, Vari-Lite 3500 spot and wash units, and PRG Bad Boy Spot luminaires to light the performers on

the field and stage, all powered by a large Series 400 power and data distribution system. The lighting rigs were controlled by five networked GrandMA consoles



which provided 58 universes of DMX512 over a fiber backbone for distribution around the venue.

Multiple audio systems included L-Acoustics dV-DOSC speakers controlled by Yamaha PM5D consoles, in-ear monitors for each of the 600 cast members, 40 monitors for the aerialists, and 40 more monitors for the primary talent, musicians, and singers. A Riedel RockNet digital snake and signal distribution system handled all inputs, outputs, and runs from the amp rack, the house PA system, and wedge monitors.

The lineup of this year's finalists certainly doesn't disappoint, and the judges have their work cut out for them in choosing the winners of the fifth annual Rock Our World Awards. ■

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The winners of the fifth annual Rock Our World Awards will be announced and presented at the PLASA Cocktail and Awards Reception on October 18, from 5:30 p.m. – 7:30 p.m. at the LVH Hotel. To make your reservation, visit plasa.me/LDI2012