



News Release

For Immediate Release

AV Concepts Supports PhotoshopWorld Conference

Tempe, AZ, September 1, 2004: The National Association of PhotoShop Professionals Conference (NAPP) recently brought together more than 2,200 Photoshop users and artists at the Moscone Center in San Francisco. With this year's theme, "Photoshop: built for speed", the event featured fast paced racing inspired content and creative scenic elements. For the second consecutive year, staging partner AV Concepts provided audiovisual support including video, audio, lighting, and project management.

In the spirit of the "NASCAR" theme, NAPP president Scott Kelby raced to the stage through a cloud of smoke in a fully outfitted race car. Once center stage, he greeted the crowd and led them on a challenge to see who would be the fastest Photoshop "driver" to modify their digital art. The stage was set with two 10.5x14 foot screens and four 42 inch plasma monitors all showcasing graphics created by award nominees. Graphics and IMAG were shown using Christie LX100 projectors, a high resolution Vista 1202 switcher and Folsom VFC-2200 scalars. RGBHV fiber optics provided data lines from computers to show screens and monitors, while two Sony D50WS triax cameras w/66:1 lenses captured the onstage action and recorded it to DVCAM format. Flown EAW KF650 speakers, multiple dual 18" sub cabinets, and JF80 speakers handled "race car effect" audio for the large audience. Lighting utilized a combination of Source Four conventional and MAC 600 moving wash-lights programmed to 'race' across the stage.

"Scott and his team presented the awards to the NAPP winners with their usual "over the top" energy; we set the production values to match their energy level," remarked Warren Tash, AV Concepts Account Executive. *"We look forward to the upcoming show in Orlando."*

About AV Concepts: AV Concepts is a full service supplier of audio-visual staging and technical support for meetings, conventions and trade shows. The company provides the latest in video, audio, and lighting equipment. With more than 17 years of industry success, AV Concepts specializes in peace-of-mind for corporate, convention and staging events.

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