

NEWS RELEASE

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ESPN Taps ELS to Light “X Games 13” Events at LA’s Staples Center

*Extreme games competition showcases ELS’s extreme live event and
broadcast lighting capabilities*

Los Angeles, CA – August 22, 2007 – From the “MotoX” to the “Big Air” events, ESPN’s *X Games 13* indoor competition at Staples Center in Los Angeles had everything an extreme games fan could ask for. And to bring it all to light for the live audience and television viewers, Entertainment Lighting Services (ELS) went to the extreme, deploying the very latest live event and broadcast-ready lighting gear.

With its extensive technical production expertise and deep inventory of lighting and production gear for televised and filmed events, ELS was tapped by ESPN Technical Director Sheri Sternberg to light the cavernous Staples Center. Staples was the venue for various motocross motorbike, BMX bicycle and skateboard competitions, including a 70-foot vertical drop ramp for the “Big Air” competition.

“TV productions often come to us for our lighting gear and expertise,” according to ELS Director of Rentals and Production Matt Talent. “For this production we trucked in and set up over 200 conventional and automated lights from manufacturers such as Martin and Vari-Lite, as well as the new Showgun™ from High End Systems. The job also called for over 1,500 feet of truss and 75 ½-ton chain motors.”

It’s a fine line between lighting the competition area for the athletes and lighting the ramps and the house for broadcast. When a motorcycle rider is hanging upside down 40 feet in the air, it is imperative that the TV lights don’t blind him, yet the audience at home and in the arena has to see the rider. Add to the lighting mix the dynamic and dramatic moving light effects used to create additional excitement for the viewers, and the *X Games* proved to be an extreme lighting challenge, says Talent.

The combination of light sources required very careful color mixing to create even color fields for the cameras. For obvious safety reasons, the athletes required a lot of light, both vertically (for the ramps and jumps) and horizontally. At same time, the ELS team was lighting a bigger set to help television viewers feel a part of the *X Games* experience.

To help create that atmosphere, ELS specified the new Showgun automated moving light from High End Systems.

“The new Showgun fixture from High End Systems is a high-powered moving light -- one of the brightest image projection lights on the market today,” Talent notes. “That allows the producer to create incredibly bright images with light and then move them around the venue.”

“Thanks to Marty Wickman and CW Productions of Los Angeles who pitched in with some of their Showgun inventory, we were able to meet the demand for this event,” he adds.

Lighting effects throughout the house created excitement for the live audience which helped to transfer that excitement to the television viewer at home. In addition, the lighting scheme created a lot of large-scale branding with gobos and painting of backgrounds for the TV cameras.

From the top of the 70-foot ramp to the dirt floor of the arena to the fans in the stands, lighting assured that the Staples Center was broadcast ready. And all the while ELS maintained optimal conditions for the athletes.

The *X Games* proved to be a very interesting mix of lighting styles. One might even say “extreme”.

About Entertainment Lighting Services

Established in 1991, ELS is one of the country’s leading suppliers of lighting and staging products, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals.

For more information please visit the Entertainment Lighting Services Web site at www.elslights.com.

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