

NEWS RELEASE

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Anaheim Arena is Transformed into a Dazzling Display of Light and Motion for Honda Motorcycles

Dealer Show Launches Honda Motorcycles' New Model Year; and it's all about branding with light

Sun Valley, CA – The 2007 Honda Motorcycles' dealer meeting to launch the new model year line-up was a dazzling visual feast, made possible with latest automated moving lights and digital video projection. With all the high-tech lighting wizardry, Honda's motorcycles were clearly branded the star of this event

Produced by Martin Brinkerhoff Associates (MBA) for Honda, the corporate event took place at the Anaheim Arena in Southern California. For the lighting portion of the production MBA turned to LD Gregory Cohen of Unlimited Visibility Lighting Design to oversee lighting design and production, and to Entertainment Lighting Services (ELS) for advanced automated and projection lighting equipment and related gear.

“ELS has extensive technical production expertise and a deep inventory of lighting and production gear for live events,” according to Craig Teague, Senior Account Manager for Rentals and Production at ELS. “Our volume of work in automated lighting and digital video projection for corporate events and business meetings on this scale is evidence of that.

“For the Honda show, we provided the equipment, prepped and programmed the gear, installed gobos, and made the lighting equipment show-ready, ensuring that it fulfilled the lighting designer's vision for the event.”

The client was looking to generate excitement and electricity for its new model year line of motorcycles and ATV's, therefore the event had to be a high-energy, dynamic, sensory experience – and memorable. The resulting production featured a

combination of tightly choreographed live action, high-production video, and live video and lighting effects that brought attendees to the edge of their seats and the Honda logo image to the forefront.

Says Teague, “The design vision that LD Greg Cohen had for the Honda dealer event is a perfect example of the convergence of lighting and video into a single digital offering. This kind of application takes lighting from being just an illumination source to becoming a valuable scenic element.”

For the Honda dealer show, ELS provided a combination of traditional lights, strobes, automated moving lights and the latest digital video projection lights, in addition to providing trailer-loads of trusses and motors, cable, custom gobos and control equipment.

“A key element in this production was the use of the new DL.2 Digital Lights from High End Systems. These fixtures’ keystoneing capability allowed Greg to throw still images and video onto walls, ceilings, floors and backdrops. These digital lights are extremely versatile, and create a highly dynamic look and feel.”

The DL.2 is the latest generation in the evolution of automated movement of video projection and digital lighting. Providing the ability to project onto any surface, convex or concave, multiple units can be used in tandem to create a sweeping panorama of moving light and images. This collage feature creates seamless vertical, horizontal or central panoramic media projections controlled from a lighting console, and was used to great effect in the Honda Motorcycle event, Teague notes.

“The DL.2 collage feature aligns pixels, while it controls and balances light across all of the units used in creating the collage. The lighting team was able to fly images in and out of the main stage, disburse and reassemble them, and overlay digital video projection onto other video images – all from the control console,” he adds

Lighting effects throughout the arena created excitement for the live audience, and drew them into the center of the action on the show stage. In addition, the lighting scheme created tremendous amounts of large-scale branding using projected video, gobos and color wash.

The Honda Motorcycle 2007 model year roared to life thanks in part to a show that brought its brand to light.

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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