
AV CONCEPTS

VIDEO • AUDIO • LIGHTING

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News Release

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For Immediate Release

AV Concepts and Event Eleven Team up to Kick off the Super Bowl ESPN "The Magazine's Next Event" Pre-Super Bowl Party

TEMPE, AZ, Feb 4, 2008: AV Concepts and Event Eleven combined forces again to get Scottsdale, Arizona into high gear for the Super Bowl with the ESPN "The Magazine's Next Event" Pre-Super Bowl Party at the Scottsdale Center for Performing Arts. Rapper Ludacris headlined the ESPN VIP event on Friday night while rapper Soulja Boy performed on Saturday. The event was a fantastic success with both performances being well attended and enjoyed by thousands - VIPs and local residents alike.

Over 2,500 people shared an unforgettable experience in the main stage tent and the spacious lawns surrounding the Scottsdale Center for Performing Arts, with an amazing live rap music performance by Ludacris and a special duet performance with Cierra. The two superstars brought the crowd to a fever pitch as they sang together onstage and danced with audience members. AV Concepts provided live High Definition video signals and distribution, as well as a multi camera KAYAK high resolution switching system to HD plasma displays mounted throughout the main tent and in groupings of VIP cabanas and garden areas. This tight video coverage ensured no one missed anything on the stage or anywhere on the party grounds.

Warren Tash lead AV Concepts' team in partnering with Event Eleven designers to optimize the technical infrastructure of the 2 shows allowing the same package to be used for both performances. AVC further assisted with video distribution of recorded material for ESPN PR agencies to insure the media success. They also provided services for other pre-super bowl events including the 50 Cent concert at the 944 Super Bowl Village hosted by Jimmy Kimmel Live for Pontiac Garage.

AV Concepts is a national, 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. Celebrating 20 years of industry success, AV Concepts specializes in peace-of-mind for corporate, convention and staging events.