

Our Solutions | Product Launches

BMW

CLIENT

Jack Morton Worldwide

EVENT

BMW Australia E60 Launch

CHALLENGE

This launch was eagerly awaited following the success of the previous model. The selected venue had space and rigging limitations while the schedule required the turnaround of two separate events per day. A high amount of vision content was required for onscreen as all guests needed to feel they were behind the wheel and encapsulated within the brand.

SOLUTION

Precise rigging plans were produced to enable a safe working load as a large amount of equipment was required to be flown from the roof.

With the need for nine sources to screen (four computers, three DVCams, two DVDs), Haycom used their specialist audiovisual equipment, Montage – the best vision mixing equipment – to deliver a show of this nature.

Although limited space dictated three separate operating areas, the crew and show ran seamlessly.

PROJECT MANAGER

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