

Paramus, NJ



76 F, Overcast
Wind: N at 0 mph



Browse Album

- Watchdog Group Blasts Apple Withdrawal From EPEAT
- Gordon, Wagner & Eustace Announce Grant to Help Bolster Security at Fair Lawn Jewish Center & Synagogue
- White House Honors Two Local Advocates As "Champions Of Change" In The Fight Against Youth Homelessness
- N.J. Assembly Panel to Consider Prospect of Casino Gaming at the Meadowlands
- Former Foster Child Defies Statistics. Author Shares Journey To Self-Love, Personal Grow
- The Allendale Community for Mature Living Honored at NJBIZ Event
- Hackensack University Health Network and LHP Hospital Group
- Board Of Health To Conduct Low Cost Blood Chemistry, Psa, Thyroid, Vitamin D And A1c Screening
- Midwest Corn Belt Disaster Spreading North
- Essence Music Festival Taps GoVision for Superdome Spectacular

Ads by Google

- [LED LCD](#)
- [LED Displays](#)
- [TV Samsung LEI](#)

Username:

Essence Music Festival Taps GoVision for Superdome Spectacular

SHARE

By [mel fabrikant](#) Friday, July 13, 2012, 03:25 PM EDT

One of the biggest music festivals in North America filled the New Orleans Superdome over the weekend with an electrifying line-up of R&B, soul and gospel artists – and an array of giant LED walls that gave every music fan in the house a virtual front-row seat. The 2012 Essence Music Festival rocked the Big Easy from July 5-8 with a cast of chart-topping performers highlighted by Mary J. Blige, Chaka Khan, gospel legend Kirk Franklin, Platinum-selling R&B artist Keyshia Cole, American Idol winner Fantasia and The Queen of Soul, Aretha Franklin.

Sharing the stage with these world-class artists were state-of-the-art modular LED screens provided by GoVision, one of the nation's premier suppliers of customized modular LED walls and turnkey mobile LED units. GoVision constructed two 41' x 26' walls comprised of Lighthouse 8mm LED tiles on each side of the Main Stage. In addition, three 42' x 20' vertical screens made from Daktronics PST-1 2HD LED tiles provided a dramatic upstage backdrop for the performers.

The festival was the latest platform to showcase GoVision's extensive array of common-inventory, color-matching LED panels. No other company in the LED rental business can match GoVision's vast inventory of the highest resolution outdoor LED tiles.

"Once again, GoVision was the company we trusted to provide the large-scale screens needed to deliver the experience we envisioned for our audience," said Stefan Beese, who served as the Production Designer for the Essence Music Festival for the fifth consecutive year. "We wanted the vertical screens to give the stage a cutting-edge look, and GoVision had the ideal equipment to bring that vision to reality. Together with their production team, we made the integration of graphical content for the artists and the festival's sponsors seamless and truly eye-catching – just the way it was rendered out and designed!"

The ideation behind the 2012 festival's stage design was to pay homage to grand theater design – like those seen on large-scale Broadway productions.

Beese developed the "big city lights" design aesthetic for this year's festival by using vertical screen formats to evoke a feeling of greatness and height in the Superdome. "The vertical format allows a much larger artist presence during the close-ups, as well as a visually larger height appearance than the typical horizontal 'letter box' format can deliver," said Beese. "In addition, we replaced many of the usual scenic elements with vertical lighting rigs in order to emphasize the vertical appearance in height, scale and greatness."

GoVision partnered with Event Producers of New Orleans to coordinate all of the show's set-up and integration. GoVision also provided Event Producers with a 17' x 30' Lighthouse 10mm LED screen for Walmart's exhibit at the New Orleans Convention Center. Walmart was a major sponsor of the festival.

"We have worked with GoVision on other projects over the years and have found that things just go more smoothly when they're involved," said Keith Quick, president of Event Producers. "The Essence Music Festival required a tremendous amount of equipment integration, so it was key that both our team and theirs were on the same page throughout the set-up process."

Beese and GoVision also worked closely with Matt Webb of Unlimited Visibility (UVLD) to incorporate the media servers needed to drive the graphical content on the LED walls. Beese had previously worked with Webb on other large-scale productions.

"This was a very complex show that incorporated some comprehensive graphical elements with the vertical video feed to create a unique atmosphere for the show's sponsors and the audience," said Webb. "Since we had just come off of a similar undertaking with GoVision at the H2O Music Festival in Dallas, we were totally in sync and combined our efforts to put on an amazing show."

"We're always excited when we're invited to be an integral part of a leading-edge production like this," said Chris Curtis, CEO of Argyle, TX-based GoVision. "We thrive on breaking new ground in the LED arena, and it's always gratifying to see our industry-leading inventory of Daktronics and Lighthouse LED panels at work in such a spectacular setting."

For more information about the 2012 Essence Music Festival, visit <http://www.essence.com/festivals/2012/essence-music-festival>

About GoVision™

GoVision L.P. (www.jumbo.tv) is a full-service LED screen provider that specializes in state-of-the-art video solutions, from the most complex modular configurations, custom-built to any size, to its fleet of turnkey mobile units. The company prides itself on delivering "More Ways to Get Noticed" through exceptional customer service, creativity in modular LED design and its relentless pursuit of perfection in the unpredictable event business. GoVision has provided broadcast and production support for countless national events, including the 55th (Bush) and 56th (Obama) Presidential Inaugurations, Major League Baseball and NBA All Star Games, the 100th Anniversary Scouting Jamboree and the Gaylord Opryland Grand Reopening. It is the screen provider of the NCAA Final Four, TCU, Dallas Cowboys Stadium Plaza, the North Texas Super Bowl XLV Host Committee, and several college football programs and PGA tournaments.



Fab. Join Now! Save up to 70% daily

Top 10 Stories in 30 Days

- Seidio Releases Line Of Signature Accessories For The Popular Samsung Galaxy S3
- Evangelicals Stand Up for the EPA on Climate Change
- Young Adult With Autism Competes In Olympic Distance Triathlon
- Paramus 4th of July Fireworks The Best Thanks To Westfield Garden State Plaza Shopping Center
- CWA Allies Call on CEOs on Verizon's Board of Directors to Take Responsibility for Role in Contract Dispute
- HHS Announces Health Care Innovation Awards in New Jersey
- Food Democracy Now! Mobilizes Over 300,000 to Stop the Monsanto Backed Bill
- AOC Unleashes the Aire iPlay, the First Monitor with Built-in iPod/iPhone Docking Station
- House GOP Votes Against Considering Call Center Bill, Aligns Itself Against American Workers & Consumer Safety
- Amgen Drops Heartland Institute Under Public Pressure

Trinity Presbyterian Church

Join the purpose driven church exercising faith, hope, and love because nothing else matters...

www.TrinityFamily.org

Spivak Lighting

Lamp Repairs, Chandeliers, Track Lighting, Outdoor Lamps, Recess Lighting, Paddle Fans, Consultation

www.spivaklighting.com

StoneMicro Web Technologies

Dynamic Website Development, Content Management System Blogs, Web design, Web hosting services

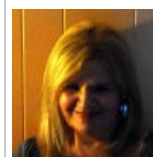
www.StoneMicro.com

Sponsor ParamusPost

Trinity Presbyterian Church



Marilyn Smoke - Dream Specialist



2011 hyundai elantra alpine learning group autism auto word [automobile review](#) bergen community college calmare [car review](#) chinese antiques chinese culture chinese new year chris brook [fashion](#) food