Video Projection

[**THERE'S MORE TO KNOW THAN YOU THINK**]

More than ever before, we live in a visual world. "A picture is worth a thousand words" sums it up well. Every day, a multitude of images silently scream out their messages to you. Whether you are happy with this trend or not, you must fulfill the expectation of your audience and recognize the value of video at your events.

Video is fast becoming one of the most creative mediums in event production. It's now used at even the smallest events. It allows for vast possibilities when delivering a message, sharing information, tapping into emotions or dramatizing an event. Video projection is a great way for you to visually connect audiences with your messages and your mission.

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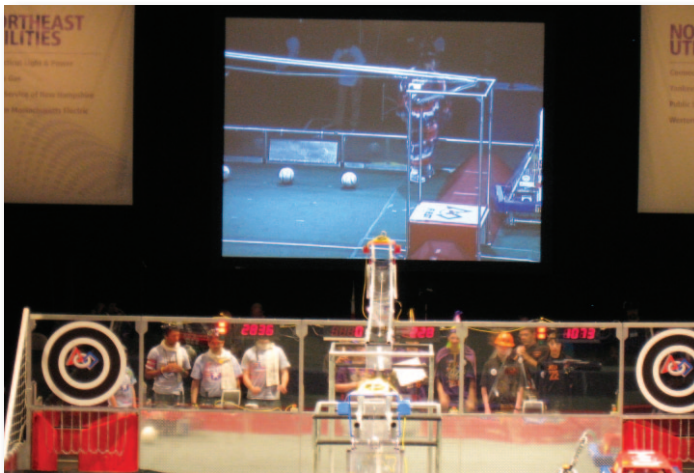**www.eventresources.com**

Video Projection

USE VIDEO PROJECTION TO:

- support a verbal presentation with visual interest (data, graphics)

- ensure that everyone in the room can see your presentation

- bring your message to life

- acknowledge your sponsors and guests of honor

- illustrate elements into the room that cannot be physically brought in. (For example, at a fundraiser gala you may want to show children on a playground; for a corporate event, you may want to show a real-world application or a product in use.)

2 screens are used here, 1 for information, the other for image magnification. (Note the speaker is projected on the screen.)

This screen projects live action . . .

. . . and this screen projects data.

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TYPICALLY, THERE ARE 3 VISUALS THAT ARE PROJECTED

1. PowerPoint Slides – Use a big font, skip the animation and keep the content to a minimum.

2. Videos and DVDs – High definition brings images to life.

3. Image magnification – (better known as IMAG) When a presenter is projected live on a large video screen.

If you plan to project images from more than one of the above sources, you will need a switching device. With this device, you can easily switch between images and video sources.

HOW MANY SCREENS, HOW BIG AND WHERE SHOULD I PLACE THEM?

To answer these questions, you must consider these 3 factors:

1. Amount of people in a room

Generally speaking, the more people you have in a room (or the further away your audience is from the images you're projecting) the more screens you should have and/or the larger they should be. BUT, you also must consider the…

2. Size and layout of the room

If your room is wide you probably will need 2 or more screens across the front so that people on both ends of the room have a good view. If you only have one screen, there's a good chance that some of your audience will be off to the side, at a sharp angle to the screen. Have you ever watched TV from the side? It's not a great viewing angle. If this is the case, make sure you have multiple screens so people have a view that is relatively straight on.

If your room is narrow and you have a small crowd, one screen will probably do. Make sure your image size and/or screen size is adequate for all to see. If your hosting a large crowd in a long and narrow room, put additional screens midway in the back of the room, overhead, or along the sides.

3. Content and size of image to be projected

What's being projected will help determine the size and number of projection screens. If you're showing mostly images, sponsorship logos and large format text, your screen can be smaller. If your presentation is heavy with data and text, you want a larger screen to ensure everyone in your audience can see it.

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HOW BRIGHT SHOULD THE PROJECTORS BE?

Projector brightness is rated in lumens, which indicates the overall brightness of a projector. Achieving the correct brightness for your projection depends upon these factors:

- **Event space lighting** – You won't need maximum brightness if the room is dark and you're not fighting ambient light. On the other hand, if there's any kind of light in the room, your projector needs to be brighter. Or, you need to darken the room! Find out how light the room will be. Is there light directly over the area where you will project an image? Will you be dealing with ambient light? Will you need lights for note taking? Will there be uncovered windows?

- **Subject matter** – If you're projecting detailed, intricate work, then a bright projector is necessary so everyone can see the details. But if you're projecting large, bold words or images, brightness will be less of a priority.

- **Image size** – The larger the image you project, the brighter the projector will need to be to overcome ambient light and still see a nice, vibrant visual.

In all cases, the brighter the projector you get, the better your projection will be. But, since budgets often dictate purchasing decisions, get at least the minimum brightness required for your needs and the brightest projector you can afford.

WHAT SCREEN IS RIGHT FOR YOU?

The traditional square projection screen is becoming a thing of the past. Unless your event is a straight-forward business meeting, there are other options to consider. More and more organizations are going with stretch fabric screens…the unusual shape adds punch and visual appeal to their events. There are also alternatives that include projecting onto tents, sides of buildings or other surfaces.

Although it looks like a backdrop, it's a video-created projection.

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REAR VS. FRONT PROJECTION

Rear projection

Projecting your images from behind the screen is typically the most desirable way to go. Rear projection eliminates the potential noise to your audience, doesn't take up floor space and you don't have to worry about someone accidentally walking in front of the image. The one downside is that you'll need a lot of room behind the screen.

Front projection

Projecting your images from the front will probably enhance your image quality slightly, but you need to consider the logistical obstacles.

• Since the projector will be in the audience, chances are that those sitting near to the projector will be distracted by its noise.

• You will have to adjust the seating so that the projector is properly placed.

• You will need to tape down the wires carefully to prevent the possibility of people tripping.

• Realize that at some point people will probably be walking in front of the projected image.

If front projection is your only option, you can avoid these obstacles by hanging your projector overhead. However, not all event spaces have this flexibility.

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Get some sleep the night before your event. After producing over 11,000 events, we've got everything covered. From initial creative development and planning, to every behind-the-scenes staging and sound detail, you will have peace of mind that your event will run smoothly and worry free.

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For a free consultation about your next event, call us at 860-528-1343 or email events@eventresources.com

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