

# FESTIVAL AND EVENT PRODUCTION

## Video Guide

Basic Outline - Full Page Coming Soon:

### Types of Video Options available

#### LED Walls

LED (light emitting diode) walls are very modular and can be built to almost any dimension you may need.

LED Walls have some specific attributes and terms:

nits

dot pitch

brightness

resolution

LED Walls are normally meant for outdoor usage due to their ability to be seen in direct sunlight.

#### Projection Screens

Projection screens and projectors have come a long way in terms of being able to be used outdoors, and in very small areas.

Projectors have some specific attributes and terms:

lumens

You would normally prefer to use a projection screen when the budget can't call for an LED wall, and/or it's not too bright for the content to be washed out.

### Types of Video Production

iMAG - stands for image magnification - this is the standard for live video broadcasting

Various terms for video production

switcher

dolly

jib

Various ways to produce a video signal - SDI, HDMI, etc

### Types of Video / Streaming

What sort of bandwidth needs, video setup, and requirements from the performer are needed to make a successful live video stream?

Refer to future article about streaming options and best practices

### Other Elements to Consider:

Proper size given the event and expected attendance - what's a good dimension (and resolution) for 5,000 people vs 20,000 people

Power needs - how to best tie in, how much power do a few examples of LED walls draw

How to deal with syncing audio / video so there isn't any delay

Tying in with the video team - what do they need to properly advance the show?



Inside the Mobile Video Production Trailer at Let Freedom Ring

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