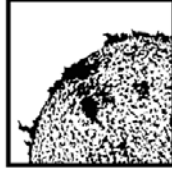


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THE TRUE COLOURS OF EVENTS

Presse release

Karben, August 2008

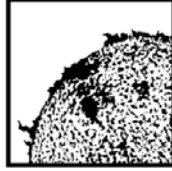
SATIS&FY INSIDE THE FORBIDDEN CITY

Frankfurt based production company in charge of organization, planning and realization of presentation of American sportswear manufacturer Nike's official Chinese Olympics team competition gear at the Tai Miao Ancestral Temple

On May 12th, 88 days prior to the beginning of the Beijing 2008 Olympic games, American sportswear manufacturer Nike presented the official competition outfit of the Chinese Olympics team in front of 500 guests and international media. Olympic athletes of 22 out of 28 Chinese sport associations will be clothed by Nike. Frankfurt based Production Company satis&fy was in charge of planning and technical realization of the presentation inside the forbidden city.

A 20 ft wide and 30 ft high stage setup for video playback was constructed by the special-event expert in the courtyard of the Tai Miao Ancestral Temple. Video playback, colour and image animation accompanied the in part very rapid show contributions of the Chinese athletes. "Model for the stage design was the world tour stage-setting of a well know British artist and composer" according to project manager Aleksandar Dojcinovic. For the slightly curved stage setup LED specialist mounted 2.000 BARCO MiSTRIPS-pixel strips onto a steel structure. Furthermore 30 BARCO O-lites were integrated in the stage design for an additional depth effect. Support for the crew of 27 satis&fy members on

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site was provided by local suppliers, there under Chinese AV-expert perfectus. At times more than 150 people were deployed.

For 10 days the company from Frankfurt/Germany was setting up on site. Besides the main stage the production company built four smaller Tai Chi stages, 22 satis&fy-planned and locally produced footwear-displays as well as two 4 ft. x 50 ft. BMX ramps. The ramps lay on two of the temples staircases that were elaborately covered with a rubber-cushioned and wood-encased metal construction. Two more mobile ramps built by satis&fy were used in the show. Guests and media entered the performance on a 100 ft. long and 13 ft. wide red carpet. Preproduction in this case was a particular challenge for the Frankfurt based company: logistics, monumental protection obligations, extensive talks with Chinese authorities, rehearsal schedules and lighting times of the temple had to be sorted out.

Weitere Informationen und Pressemeldungen unter:

<http://www.satis-fy.com/>

Fotos: satis&fy AG Deutschland (frei zur Veröffentlichung bei Namensnennung)

Die satis&fy AG Deutschland hat sich mit ihrem Konzept der „one-stop-solution“ als führende europäische Produktionsfirma für audiovisuelle Event- und Medientechnik etabliert. Die Leistungen umfassen Licht-, Ton-, Video-, Präsentations- und Bühnentechnik. Messebau, Dekoration, Grafik und 3D-Animation ergänzen das Portfolio. Das Unternehmen mit Sitz in Karben beschäftigt circa 200 Mitarbeiter. Neben Karben gibt es weitere Standorte im westfälischen Werne und seit 2006 auch in Berlin. Eine weitere Tochterfirma operiert in den Niederlanden.

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