

High End Systems working in Arena

Under the roof of the Bud Walton Arena in Fayetteville Arkansas is one of the largest corporate shareholder meetings in the US for the world's largest retailer, Wal-Mart. Over 20,000 Shareholders attended the multi-day event which included a live concert performance from Britney Spears and Brandy that was broadcast live via satellite. The meetings



are directed by Mike Flagler of Flagler Productions. Lighting was designed by Donnie Brawner and supplied by Downhome Productions Inc out of Springfield, MO.

The lighting system consisted of over 1,600 feet of trussing for more than 750 conventional fixtures including ETC source fours, Mole Richardson fresnels and Thomas par units. The automated lighting system included 74 High End Systems fixtures including 36 Cyberlight luminaries, 10 Technobeams and 28 Studio Color wash luminaries controlled by a Status Cue console.

"Wal-Mart's Corporate meetings have become very video intensive and increasingly complex," said Brawner. "We use large format video screens for image-magnification of the presenters and for power-point. The meetings are recorded for use later by Wal-Mart and are often broadcasted. The stage is basically lit for television but in addition we light the entire audience area for wide shots and last minute presentations that happen in the audience area. The shows format includes typical business meetings, theatrical fashion shows, live concert performances and theatrical productions requiring the lighting design to be very versatile."

High End Systems automated lighting was able to help Donnie with multiple elements of the production. "The studio colors were impressive. The intensity performed very well from the 45' trims we had. Beam shaping is one of the greatest elements of the light that stands out for me. We were able to just paint the set in soft ways and manipulate the light as needed to get what we wanted. The Cyberlights litho patterns and some of our own customs provided nice background texture as well for the set with plenty of punch. The Technobeams were positioned on low vertical hanging trusses behind the concert band stages as camera candy giving the shots from the floor cameras some concert style excitement" said Brawner. Donnie Brawner lights three meetings a year for Wal-Mart.

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