

Excelsis & Bosch Team Up For Singapore Summit 2015



SINGAPORE: Excelsis Conceptz, a regional Audio-Visual rental, staging and production company, prides itself on being a one-stop solution that houses in-house inventory capable of delivering almost any type of event, such as Ministerial Meetings, Corporate Conferences and Gala Dinners. Working with the Singapore Summit** organisers since 2013, the Excelsis team was involved again this year to provide technical consultation and management for Singapore Summit 2015, which was held at the Marina Bay Sands (MBS) Ballroom, S.E.A.'s biggest ballroom.

In order to enhance the networking experience for delegates at this year's event, the Singapore Summit organizers wanted to feature short videos as well as live photos at the MBS ballroom foyer. Excelsis Account Director, Bernard Heng was highly involved in the specification of the different systems and explained the technical set-up required. "We placed 3 x LCD screens within the reception area that were interactive and showcased the "Welcome Reception Experience" videos and animation," said Bernard. "The main highlight of the foyer was the large LED wall that featured the Tweets and photos uploaded by various delegates. It was a nice way to get everyone involved while allowing them to remain up-to-date on the latest information."

To support the Singapore Summit proceedings, Excelsis also supplied a wide screen projection system, multi-camera live-feed production, automated LED wash, moving spot and profile lighting fixtures, truss structures as well as audio systems from Yamaha. For the panel sessions, Excelsis used Bosch's DCN Conference Solutions, namely the DCN Interpretation units along with Discussion units. "This was our 3rd year using the digital systems which have much better clarity when compared with analogue. They have proven to be very good in getting the messages across clearly and with little delay," said Bernard.



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To deliver the high visual quality required for projected images, Excelsis deployed 4 x large projection screens to provide guests with a comprehensive view of the activities on stage. The screens were made semi-transparent for better image brightness, according to Bernard. The images were projected via Panasonic Full-HD DLP Projectors, which were placed behind the screens, an unusual arrangement for events such as the Singapore Summit. “We placed the projectors behind the screens, instead of in front, as this allowed the projection to optimize the sharpness of each image and achieve a higher colour resolution. We wanted the colours to be more 'real' so the images looked more natural, giving a life-like image of the people on stage,” explained Bernard.

Besides the Bosch DCN systems, the Excelsis team was most excited to use their new CCS1000 units from Bosch for the Summit Roundtable Discussions. This was the very first live event that they would employ the systems, which took the team just one day to learn. “[The CCS1000] has

an easy learning curve, mobile device control and great audio response,” shared Bernard. “On top of that, it is a voice activating system with a futuristic look and feel, and is an update to the current DCN Next Generation Conference series. It also comes with recording capabilities and control via a built-in web browser.”

“We [Excelsis and Bosch] have been working together for a while now. Gordon Lee has been very helpful ever since my very first enquiry about conference systems available at Bosch.”

Gordon Lee, Sales and Marketing Manager, Bosch Security Systems added, “The feedback from Excelsis is not surprising as the CCS has built a reputation for itself as a user-friendly system that allows control and playback, simultaneously. It has become a very attractive system to users everywhere.”

www.excelsisconceptz.com.sg
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*** The Singapore Summit, co-led by the Singapore Economic Development Board (EDB) and the Monetary Authority of Singapore (MAS), and supported by GIC, Temasek, the Ministry of Trade & Industry and Ministry of Finance, is organised to bring together business and thought leaders from around the world to engage in frank discussions on ideas, partnerships, and opportunities arising from the confluence of Asia and the world. The inaugural Summit was held in September 2012. Attendance is by invitation only. More information on the Singapore Summit can be found at www.singaporesummit.sg*