

# **Location↔Connect**

**T·K Media Services**



*We networked this whole ballroom. Can you see it? No? Good!*

***THE LOCATION CONNECT IDEA BOOK***

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# What can we do for you?

**Location Connect** provides services for dozens of firms, spanning the special event, meeting, festival and motion-picture production industries, among others. Those assignments cover the spectrum: Sometimes, we hook up four dozen computers in a hotel ballroom; others, we wire a complete on-set phone system for a \$100 million motion picture. One day, we might provide an outdoor Cyber Café for 100,000 people; another, hands-on computer support for 50 CEOs and their guests. And, occasionally, we get a call to provide satellite service for a \$750,000 event—on 45 minutes' notice. Whatever the job, we're always looking for new ways to assist the event producer.

Because we provide so many different services, for so many different sorts of firms, we thought you might appreciate a more complete list. So, we've compiled a short list of some areas we might help you with at your next event. Following this list is a more complete discussion, including examples, of how we've worked with clients over the years.

## Some of our Specialties:

- Cyber Cafés
- On-site computer networking and support – **anywhere**
- Multi-site event networking and satellite hookups
- Webcasts (Local, nationwide, worldwide)
- Tradeshow booth networking, presentation support and consulting
- Hospitality tent tech (Corporate suites, golf tournaments, sporting events)
- Electric Power (planning, layout, routing, safety, grounding)
- Internet connections (via all sources, like phone/DSL, satellite, cable)
- Emergency communications and public safety interface
- Radios (system design, configuration, frequency and system coordination, interoperability)
- Communications support in all forms, including:
  - Radios
  - Satellite
  - Internet
  - Wireless networking
- Telephones, phone systems, wiring, ordering service for events
- Site surveys: Networking, Wiring, Radio and Power Planning
- Video production for events, Electronic press kits
- Need something else? Ask!

***This list is intended as a guide, and a starting point.*** Many areas of production interrelate, and so experience in (say) local system networking means our crew has experience with electric power issues. Similarly, we can help you use the Internet as part of your complete event, not just for Cyber Cafés. In short: If a client throws you a technical curve ball, we can field it.

***Challenge us.*** Let us find new ways to help you make your next event distinctive, by *using* technology to your benefit. We're here to work with you on your event, not just use the latest technology, and we welcome your questions. Not just the *toughest* questions—but also the most off-the-wall, unusual, unique, even “strange” ones. That's the kind we love!

***How Can We Help You?*** This list is a starting point, an idea book. We hope it will inspire you to call us with your creative ideas, and let us help you make your events even better.

# Cyber Cafés

Corporate events, such as product launches, sales training and marketing premieres, all can benefit from a cyber café (alias an Internet breakroom).

In the past, cyber cafés were standalone, rather than being part of the overall event. We believe that a Cyber Café should be well integrated into the décor, the planning, and the event's scheduling, not just sitting in a side room where it might just be a distraction. And a Cyber Café can include other amenities: An espresso cart, a place to print out digital pictures from the event, or a complete business center.



## *Example: Destination Cyber Café.*

UCLA re-dedicated Dixon Plaza, the historic center of the campus. As part of this event, we provided computer kiosks, on-site networking, staff people, website access, and a satellite connection. There were additional wheelchair-friendly computers, too. The event planner,

King Dahl Event Design, used the kiosks as the centerpiece of the décor plan, which included Spandex shapes, backdrops, wrapped tables and decorated chairs. The overall effect was high-tech but very approachable, and attendees learned more about UCLA's many educational and community programs—online and on-site.

# On-site Computer Networking and Support – Anywhere

Planners are always looking for distinctive event sites, unexpected places to give their clients the “wow” factor. Such sites may lack water, shelter, catering, or power—planners know who to call. What about when a site lacks communications, such as telephones, fax, phone lines or an Internet connection?

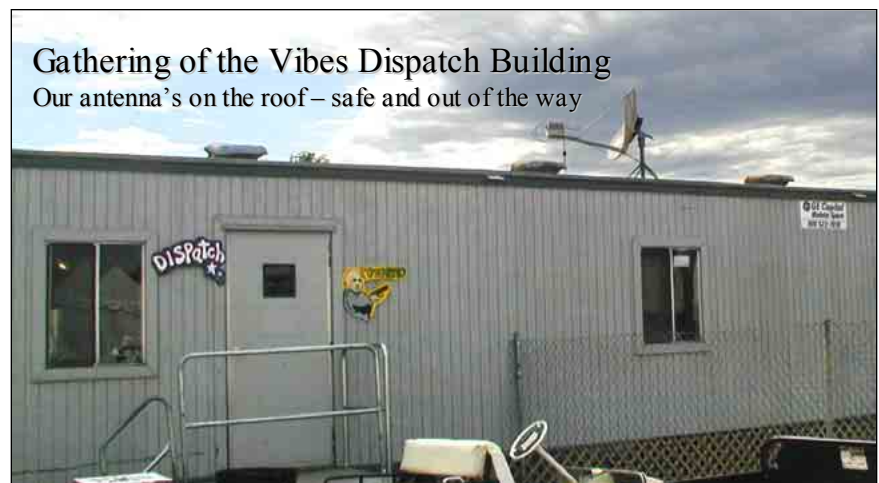
We can help, quickly and unobtrusively. Our basic satellite connection go-kit can travel as checked luggage, can set up invisibly in a back corner, on top of a generator, or on a roof. We can and will fly wherever you need us, wire all the connections, and provide wireless hookups, too. And we’re not just about satellite technology; we recommend and use whatever’s available and appropriate, as we’ve also described above.

## *Example: Have satellite, will travel.*

Big festivals and football games often include related events, such as parades, contests, activity areas, and luncheons. The organizers want to provide a filing area for print media to upload stories and pictures. We can set up our satellite connection and host a press hospitality room that moves with the event, setting up and tearing down multiple times a day if necessary. The result: happier journalists, more coverage, more pictures.

## *Example: Music sharing, with permission.*

The annual “Gathering of the Vibes” music festival in Upstate New York has a Cyber Café just for attendees to share the music with others—with the cooperation of the bands. The country club is remote; even cell-phones don’t work. We bring in our satellite dish, wire the back-of-house and cyber café locations, and support everything while there.



## Hospitality Tents

Golf events can be pretty serious about avoiding the distraction of cell-phones and pagers. PGA-sanctioned tournaments actually search attendees for contraband electronics! This creates an opportunity, though, to curry favor with the bandwidth-starved at big events.

### *Example: Corporate Hospitality Tent with Connections.*



Big events mean corporate sponsors who want to attract attendees. They may set up a hospitality tent on the back nine, with meeting areas and corporate demos. Consider these extras: Plasma screens can be used as message boards (“Mr. Brown: Call your office from here”), stock tickers, and leaderboards. We can bring a cyber café to the location, with computers and phones, and staff it. The hospitality tent is more than just a stopover—it becomes a destination.

## Computers for Fund Raising

Many non-profit organizations have websites where members can make easy donations. (And if your client needs help here, we can assist.) Some fund-raisers take credit cards at events, a more immediate alternative to processing checks. Here are two other ideas.

### *Example: After-dinner appeal.*

After a great opening act, dinner is served. The featured speaker makes an impassioned plea for donations for the worthy cause. On cue, the back doors fly open, and ten stylish kiosks are wheeled over to the banquet rounds. Smiling attendants assist the attendees in sliding their credit cards through the slot, and process their donations on the spot. Attendees can run, but they can't hide.

Or: instead of full-fledged kiosks, handheld cellphones with credit-card readers do the same thing.

## Multi-Site Event Networking and Satellite Hookups

Events that span multiple locations often need to ‘bridge the gap’, connect sites, and draw people together. Product premieres, press conferences, annual meetings, brand announcements, and other big corporate news can also merit such attention.

Whatever the occasion, such hookups need to be integrated into the event at all locations, with the A/V crews able to switch between local and remote feeds just as they would dissolve between camera 1 and 2. Hookups should include both audio and video, with provisions to eliminate feedback, hum, and breakup.



Usually you'll want to plan backup media in case the link fails. All sites should have “dead roll” material, in case the link does go down. There are dozens of other details which need to be worked out ahead of time, to best support the overall event, avoid pauses, and eliminate confusion. If it's an event that will broadcast to multiple locations, you might want to add a public satellite video feed *in addition* to the site-to-site connections.

We can plan and produce all the elements which go into multi-location production, including all the pre-ordering, equipment siting, cable routing, electrical, satellite time, signal interfaces, technical rehearsal, etc. We will work with your A/V crew, or take responsibility for the entire electronic production—whatever you feel comfortable with.

# Webcasts (Local, Nationwide, Worldwide)

Webcasts are another great way to extend the reach of one event to multiple locations, particularly corporate sites. Branch offices, staff on location, or the CEO at his vacation pad may all want to watch the event. A live webcast can be viewed through any high-speed connection—but your client probably wants a select audience. To complement a site-to-site connection, corporate events may wish to broadcast to additional locations, such as branch offices.

The webcast “front door” website should be accessible only by the intended audience, and should be integrated with the company or organization’s main website. The webcast itself requires planning and testing; it should be integrated with the rest of the event’s look and schedule.

## *Example: Interactive Q&A plus Webcast.*



The Society of Automotive Engineers (SAE) wanted to make their “Digital Car” seminars interactive during the SAE World Congress. We helped set up 350 laptops for attendees, who could surf to the event website, view associated material, and type in questions on a feedback form.

Selected questions were displayed for the presenter on a plasma screen.

Also, attendees

were polled with yes/no and multiple-choice questions via the laptops; results were tabulated and projected at the end of each session. Research data was also used to plan the next event.

People who didn’t attend (but who’d paid for the event) could watch the entire event on their computer, through a portal on SAE’s website. They could also participate in the Q&A. The Digital Car Conference combined top-flight presentations, A/V tools, computer technology and a Webcast into a single, memorable event. **Result:** A better event, using technology.

# Tradeshow Booth Networking, Presentation Support and Consulting

Whatever the show, a company has at most five seconds—two, if it's a crowded floor—to attract the attention of attendees. If the company's message isn't clear, if the booth doesn't give attendees a reason to stop, their eyes will slide to the next one. The opportunity to present a message or make an impression will be lost.

Technology can help. From plasma displays to in-booth videos to large-format prints, visual impact is a good attention-getter. When the client wants something more—interactive displays, Internet-enabled presentations, wireless sign-up tablets, a Cyber Café—we can help.

## *Example: An oasis of calm in an overpowering event.*

Large tradeshows are noisy and wearing affairs; attendees appreciate a place to sit away from the noise and haste. European companies often have a private hospitality area for select clientele right in the middle of the booth. A “destination” Cyber Café, complete with refreshments and some measure of calm, can complement a booth. As with everything else related to an event, such Cyber Cafés need to be reliable, supported, and relevant. We can provide the people, the equipment, and the support to make a stylish addition to any booth.

## *Example: Big tradeshow, small venue.*

The Association of Film Commissioners International (AFCI) has their annual show at the Santa Monica Civic Auditorium, a comfortably sized venue the exhibitors love. The one thing it lacks, however, is an Internet connection. We bring in our satellite connection—the same technology we use for remote events—and wire the entire venue for Internet service, all the way to 10-40 individual booth drops. We also set up wireless Internet service, so selected vendors can show their wares “on the move”. Result: A complete tradeshow network, for a highly competitive price, with on-site service.



# Electric Power Planning, Layout, Routing, Safety, Grounding

If you're using a generator at your event, the rental company is usually in charge of planning everything electrical, from generator siting to running the cables. However, if you're using the venue's power, you may need capacity planning: Will you have enough power? Is it in the right places? Lighting (especially large fixtures) needs to be isolated from computers, A/V, other sensitive equipment. All audio gear should share a common ground. Events with lots of display tables may need power at each one. At the same time, cables (both electrical and networking) need to not be a trip hazard, not detract from the event décor, not block access and not overheat. Every event should be safely wired. A little planning can help with all these things.

## *Example: Power Distribution, On Demand and on a Budget.*



Power distro, tech support and Internet—in the heart of Manhattan, in record time.

In addition to our usual on-site computer networking, we were asked to provide power to a 50-table high-tech evening reception in New York, using the existing electrical service. The venue was distinctive but crowded, with power situated all over the room's edges—almost no outlets in the middle of the room. The venue had no accurate circuit maps and the breaker panels were in three different places on two floors. Just to make it more exciting, the

venue had a 7AM load-in the next day for another event, so everything had to be removed that night.

In one day, we traced and mapped all the circuits, balanced the planned load across the available supply, ran 10 Amps electrical service to every table, and hooked up all the client equipment. Meanwhile, we routed all cable to maximize safety and minimize trip hazards, using clear tape for visibility. During final set-up, we found extra surprise electrical loads, including lights, amps, and cooking gear, which we managed on the fly.

**The result:** Even when the 100-cup coffee maker and the TV camera lights got plugged in without notice, no breakers popped, no equipment went dark, and we got compliments from the caterer on our power management. Afterward, we tore down that evening and were clear before Midnight.

# Internet Connections

## Phone/DSL, Cable, Wireless, Satellite

A Cyber Café or computer breakroom needs an Internet connection to work. You may know us as “the satellite guys”, but we use whatever the facility might have, including DSL, cable modem, T-1, wireless, fiber optic, microwave—and satellite. We suggest and use whatever is appropriate. The same goes for telephone services.

And, if the connections are critical to the event—say, the presentation is going to be live and online—we’ll arrange backup connections and make them completely transparent. We plan ahead, and bring all the standby and extra components just in case.

### *Example: A “temporary” location shoot.*

The motion-picture industry relies on the Internet for pre-production, as much as any other business. A major motion picture, now in production, is building a set of an entire airline terminal in a surplus hangar. The location is too far from the phone company office for DSL and doesn’t have cable modem service available. A T-1 was very expensive, but they absolutely needed high-speed Internet service for the duration of the production.



So, we arranged for a local wireless Internet provider, minded the entire wireless-gear installation, wired the entire building for Ethernet (computer networking), and hooked up all the computers. Meanwhile, we did the same for their phone service, including dozens of adds, moves and changes.

**The Result:**  
A “temporary” installation that’s run flawlessly for months.

## *Example: Sign-ups, Anywhere.*

AOL has a 53' sign-up trailer (shown below) that they bring to every NASCAR Winston Cup event, all over the US. It has 48 computer kiosks; attendees can surf the Internet and sign up for AOL's service on the spot. Instead of arranging a different Internet connection at every track, we provided them with a high-speed, two-way satellite dish. Now, they get a single, predictable monthly price for the service, and can set up at any track, with no pre-ordering or notice required, in hours.



In this picture, the AOL trailer is set up in a New York City park, providing free E-mail and Internet access to the citizens of South Manhattan in the wake of the September 11, 2001 terror attack, which destroyed regular communications services for much of New York City.

This deployment was requested by the New York City Mayor's Office of Emergency Services, and was supported on-site by our staff.



# Site Surveys & Documentation: Phone Systems, Networking, Wiring and Radio Planning

Every planner knows how to walk a site—not merely to see where everything goes during the event, but to get a feel for the facility. But you might need a hand on the technical planning for a site.

## *Technical Questions, Understandable Answers.*

We'll help answer things like: Will wireless mics work without interference? Are there enough phone lines for everything, and are they in the right places? Is the building's wiring ok, or does new wire need to be pulled for networking the Cyber Café? Does the venue *really* have the T-1 the client demanded, or just a fax line? Are there ISDN lines for the radio station remote crew? Where can the uplink truck be parked so it has a look angle at the satellite, and still get a video feed from the switcher? Will cellphones work everywhere? How about the crew radios? Is the electrical supply reliable, and in the right places? Should you rent a generator? How big?

We'll inspect the site's phone and Internet connections, to ensure they're up to snuff. From a simple radio check through a full spectrum analysis, we'll identify interference for wireless mics, crew radios, and ClearCom wireless—then suggest alternatives, such as changing frequencies or equipment types. We'll document our findings and coordinate everything from ordering circuits to pulling the wire. We can even talk to the cellular companies, to see about increasing coverage for bigger events.

## *Example: Remote Shoot, Local Connection.*

The last season of "The X-Files" shot at remote Shaver Lake, California, which has no cell coverage. On two days' notice, we arranged the use of existing phone lines and pulled wire for them. Result: The production company had what they needed, without paying a 6-month minimum on new lines.

# Emergency Communications Coordination and Public Safety Interface

Larger events, especially with the renewed emphasis on public safety, need to interface with Law Enforcement, Fire, ambulance/EMS, and other government contacts, from municipal to Federal. Our staff have decades of experience with these matters, from both the government and the event side. We can help your team interface with the locals, to ensure the event is safe, contingency plans are in place, and that law enforcement's concerns are met. We will work with all parties to ensure communications are completely planned, from pre-planning and radio frequency coordination through a full interoperability study, if necessary.

**Have We Sparked Your Creative Side? Contact Us!**

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