

PRESS RELEASE

3-dimensional communication within and throughout a room

At the Interzum in Cologne LIGHTEVENT installed a LED-room for GRASS.

The German-Austrian producer of movement-systems for exclusive furniture took part in this year's world's leading trade fair for suppliers of the furniture industry. With their spectacular exhibition appearance Grass presented itself and its internationally renowned brand as a modern, dynamic company.

LIGHTEVENT Veranstaltungstechnik GmbH helped GRASS with an impressive show that many visitors will remember: a multimedia, walkable LED room measuring 9x4x4 metres, which was covered inside and out with LED panels, offered unique music, picture and light events.

Light Event's technology specialists gave a remarkable 3D performance with over 60 LC Frames 2140 by Martin Professional, captivating every spectator. The half-transparent LED modules were treated with different animations, effects and video contents via a Maxedia Media Server by Martin Professional.

Harald Klüh, Global Brand Manager at GRASS, was thrilled: "We knew about the fantastic effect of large-scale LED Panels, but the Light Cube at the GRASS stand has exceeded all our expectations."

The strikingly bright appearance GRASS was able to attract a lot of interest. The stand itself had the effect of a futuristic temple inspired by the Antique places of worship. Whereas the outside of the temple was purist and open, the inside of the enormous LED Cube was glowing green.

"The realization of the GRASS Light-Cube was possible thanks to the cooperation with a leading event technology specialist in Germany", the GRASS brand manager adds. "From conceptual planning to operation of the stand equipment at the trade show - Light Event of Cologne convinced us particularly as a highly productive partner who is ready to take up new challenges and who considers unusual requirements as a challenge. The cooperation was enthusiastic and dominated by the will to jointly create something special based on a simple idea. Uncomplicated, target oriented and professional. "



Caption: appearance of GRASS GmbH at the Interzum in Cologne
Photo: LIGHTEVENT (photo free for use with indication of company name)

LIGHTEVENT Veranstaltungstechnik GmbH was founded in 2001 by Klaus Schmitt, an accomplished executive producer and experienced lighting technician specialised in theatre. LIGHTEVENT provides lighting, PA, stage and media technology for companies as well as cultural events nation-wide. The company looks after presentations at tradeshows, corporate events or stage shows and is in charge of the technology maintenance and service of several event locations.

Mai 2009 / Light Event Veranstaltungstechnik GmbH

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