



For Immediate Release: Summer 2013 New Orleans, LA, New Orleans Convention Center

ArtsIsMedia would like congratulate Laundrylux for introducing their new revolutionary professional laundry utility service called Plus, using Electrolux equipment exclusively. ArtsIsMedia is proud to announce that they helped unveil Plus for Laundrylux/Electrolux at Clean 2013 with 3 simultaneous live Multi camera broadcasts. The broadcasts took place daily from the shared Laundrylux/ Electrolux booth and were the hit of the bi-annual trade show. ArtsIsMedia would also like to congratulate both companies on their success in polarizing and changing the laundry industry, leading the way by turning laundry into a utility and using the best technology available today to make this process seamless, easy and convenient. "What these two companies are doing is truly groundbreaking. I am thrilled we could help them launch their new platform that allows customers to install new laundry equipment with no capital expenditures and no maintenance costs." Said Michael Artsis, CEO of ArtsIsMedia.

Link: <http://vimeo.com/68927831>



ArtsIsMedia teamed up with Contour, the premier point of view/action sports camera company to create the videos on the show floor. "Most people relate Contour cameras to recording the adventures of action sports enthusiast; we felt they would also be perfect for this application as they are small, unobtrusive and had the technical capabilities we needed. We worked closely with Contour to ensure the success. I am extremely proud of what we did and how we did it. Our 15 Contour cameras performed flawlessly and ran 12 hours a day for 7 straight days while being plugged into continuous power and video switchers. We had zero hiccups and that's a testament to Contour. I love them! Most importantly the cameras looked amazing, the video and audio quality was ridiculous in full 1080p HD. They were great in the live broadcast environment and the mini HDMI output was a dream. Their reliability and consistency gave us the confidence we could run them hard and we did. This is why we chose them. No other camera could have done this so well or unobtrusively on a trade show floor. I am thrilled and love the results from Contour." Said Artsis

"Our amazing team worked efficiently, hard and did a phenomenal job but wouldn't have been able to do this without some help. We had a bunch of help to make this work, from

the great people at Contour like Greg Ashton, Kevin Wiegand at GES (who also designed the booth) Danny Quiles at Barbizon lighting in New York, Chris and Ben at Adorama, Richard Topan, III and Dick Van Dyke of Pro Sound Services of NY and NOLA and Matt at Nasty Clamp (his clamps held the Contours). We also used D-Pro Inc.'s brilliantly designed and strong Xtender arms and suction cups from Shawn Dennison to mount the amazing Marshall monitors, hooked up by Perry Goldstien, to washing machines for our multi view displays so the technical directors could monitor and switch live on the floor. Atomos's Ninja 2 made recording and playback simple and stunning. Every step of the way we got the right folks on our team. It allowed us to do everything slick and buttoned up from the low tech to the high tech.

Speaking of the high tech, we used a ton of technology to make this job work and also make it slick for our clients. One of the limitations was that our 3 technical directors had to be in the open on the show floor with the presenters due to lack of space. So we employed a great app called Strata Pro for iOS which allowed us to operate each ATEM video switcher from Blackmagic Design wirelessly from iPads including the new ATEM 4K to pull it all together. We worked closely with Strata Pro creator Mark Gilbert and his awesome team to make this work in such a demanding and wifi trafficked area." -Artsis



Look for a behind the scenes video laying this all out in August At ArtsIsMedia.com

ArtsIsMedia is a full service high end video production, photography and marketing company. We travel the globe to pull off stunning productions. We handle every aspect of your production job from concept and creation to completion. We are highly mobile, easily deployable and ready to go at a moments notice. Let us help you stimulate sales and help you reach and surpass your goals. With a combined 40 years of experience and 12 Emmy Awards, ArtsIsMedia handles all your needs. From films, documentaries, news and TV commercials to corporate videos, training videos and infomercials, we've got you covered. ArtsIsMedia's award winning team uses the latest equipment for the most beautiful shots. We have a full creative team to conceptualize, create and steer your project. We also offer multi camera live video broadcasts, mobile studio solutions, on camera hosting, casting, talent procurement, voice overs, visual displays, publicity, marketing, branding and social media exposure. We use state of the art equipment and storage to shoot and protect your videos.

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