



Audiovisual and Event Technology Terms Made Simple

The event technology experts at PSAV® Presentation Services can help you understand audiovisual lingo before your next meeting. PSAV makes sense of top industry terms and acts as a translator so you can talk intelligently to your technology provider and choose the best services for your next meeting. Please note that in addition to these terms and others, PSAV can also provide many useful tips for meeting and event planners on dozens of topics such as recommended screen size, space needs for equipment such as rear projection or ways to incorporate meeting tools like High Definition.

Video Terms

- **Blended Image Technology:** This state of the art technology allows multiple images to be placed on a single screen with extremely high resolution for wide screen application. The result is a seamless presentation that merges input from one or more devices. Audiences see a clearer high-resolution image that incorporates multiple images on the same real estate. Screen size is limited only by budget!
- **High Definition:** Generally defined as any format other than NTSC video. The improved resolution, clarity and crispness of the image meets consumer demand from home. While HD comes in a variety of formats, the two most common are 720p (1280x720) and 1080i (1920x1080)
- **Plasma and LCD Display Devices:** The emergence of flat panels and high definition technology has reinvigorated the relevancy of display technology. Plasma and LCD display information in a 16x9 aspect ratio and provide the modern look necessary for today's consumers and meeting guests. These provide extremely flexible devices to communicate sponsorship, advertising, signage, video – a full array of creative options.
- **I-Mag:** Short for **I**mage **M**agnification. Video camera images (typically broadcast quality) which enable the audience to see the presenter's image more clearly on a large screen.
- **XGA:** This is the current standard for professional presentations today, allowing for seamless translation of all forms of computer resolution and video.
- **Double Stacked Projectors:** Using two projectors focused on the same screen providing the same overlapped image for extra brightness. Valuable for back-up security on crucial events; if one experiences a problem, the image remains on the screen.
- **Rear Projection:** Projector sits behind the screen (like a movie theater), so all equipment is hidden from the audience. Allows presenters to walk in front of the screen without obstructing the view.



Audio Terms

- **Line-Array System:** Line-Array speakers use advanced new audio technology with multiple speakers hung in vertical rows. This provides an extremely accurate sound to the audience throughout the ballroom and reduces audio reflections from floor to ceiling.
- **Mixer:** Mixes all the sources of audio (microphones, DVD, CD, video, etc) into a signal that can be run through the speakers. A mixer is to audio what a power strip is to electricity. It lets you plug multiple microphones into one outlet.
- **Delay Speakers:** If the room is a large one, you need another set of speakers further away from the stage for the people in the back. Their sound runs on a very short delay (fractions of a second) after the stage speakers, to avoid audio interference.
- **Sting:** Short burst of music or fanfare, often used when someone approaches the podium.

Lighting and Staging Terms

- **Gobo:** A pre-cut etched pattern fabricated from glass or metal that fits in the focal point of a lighting instrument to form projected light into a shape (logo, graphic, or even scenery)
- **Intelligent Lighting:** Lighting instruments that can be computer controlled to move light around the room and project color and patterns on screens, scenery, walls or floor.
- **LED or Light Emitting Diode:** A solid state diode rectifier whose atomic properties cause it to emit light when electric current is passed through it. Current technology allows the emission of light from infrared through to green frequencies and visible light LED's are available in a variety of colors and can allow color changing capability
- **Leko:** Type of adjustable spotlight used to light lecterns, signs, and areas that need a tightly focused pool of light.
- **Par Can:** This is a lighting instrument that acts like a floodlight providing an even light over a specific area. These are simple wash lights.



PARTNERS IN SHOW



What is PSAV® Presentation Services?

PSAV (www.psav.com) is the leading provider of audiovisual and event technology support to hotels, associations, producers and meeting planners worldwide. Serving over 600 US and 200 international locations, PSAV is totally committed to making every live event an unforgettable experience. PSAV mixes creativity with the right technology so the message lasts. PSAV guarantees an exciting, stress-free and effective communications experience.

PSAV is a privately held company with over 3,400 full-time employees (2,700 in the US) and 2,800 part-time US employees. PSAV maintains offices with regional equipment warehouses in 27 key convention cities throughout the United States and 5 international cities.

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