

grandMA Magazine

– autumn 2005 –



First choice to control shows at the Wynn Resort Only grandMA consoles meet all network and performance requirements

With building costs of approx. 2,7 billion dollar, 2,716 rooms, suites and villas, as well as 10,000 m² (108,000 sq foot) for gambling, a height of 156 m (512 foot) and an extra flamboyant interior as well as exterior design, the Wynn Resort is the first place to be in Las Vegas!

Mogul Steve Wynn has incorporated a curved front to this magnificent hotel which is also the setting for the attractively designed free spectacular shows. The most important ones are the shows "Lake of Dreams" and "Club Lake". The MA consoles are the only ones that meet the complex demands necessary for these multi-media shows. The "Lake of Dreams" show uses lighting and video projections



Spectacular multi-media shows

(on a 5-floor high water-screen) and LED-effects of 4,008 LED fixtures with RGB colour mixing system and mounted underwater as well as the use of elements such as the robotic puppets, all set as a counter-point to the virtual images.

The lighting system of the "Club Lake" consists of more than 150 moving lights and more than 1,000 conventional luminaires. It is linked with the installation of "Lake of Dreams" via network. Everyday 20 shows take place each lasting 30 minutes. They are programmed as SMPTE time code for the so called "Major" shows and as looped sequences for the "Minor" shows. The lighting control system had to meet the following requirements:



Giant ladies head emerging from the lake

All single shows have to be stored in separate cuelists and then organized in only one showfile to avoid reloading the file during the evening. The shows have to be protected against accidental overwriting and secure live-access for further programming has to be guaranteed.

There must be sufficient memory capacity on the RAM and high speed data transfer on the net-

All single shows in only one showfile

work. The control system must be able to work with different network protocols and output them simultaneously in real time.

grandMA consoles are able to store 500 time code shows organized in independent single cue

lists. With additional features such as "User Rights" and "User Profiles" and the "Lock" function defined and limited access to the system can be given.

The grandMA consoles come standard with 256 MB RAM. To control the attractions at the Wynn Resort Hotel & Casino 16 DMX universes are required and therefore MA's Network Signal Processors (NSPs) were used. NSPs also help to increase the systems overall capabilities and the calculating speed.

The grandMA consoles, replay units, NSPs and onPC controls are Ethernet linked together and 100 Mbps rate. To communicate they use MA-Net that enables the system to output all data across all DMX universes synchronous and in real-time without any delay.

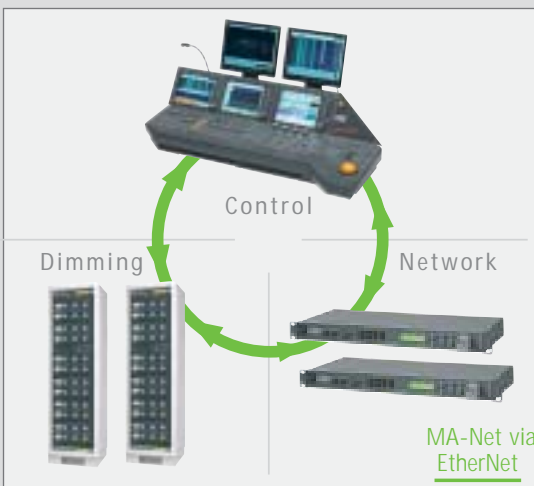
The MA system solution

With the grandMA lighting consoles, the Network Signal Processor (NSP) and dimMA, the digital installation dimmer, MA Lighting offers a fully integrated system that offers unrivalled solutions for sophisticated projects with complex system requirements.

All system components communicate via MA-Net (Ethernet), so that the different types of signals do not need to run on diffe-

rent systems. (However, the components of the integrated MA system are also extremely powerful when used as stand-alone products each having their own direct DMX output.)

Next to the products and system elements, MA Lighting offers a variety of further reknown products for control, dimming and DMX processing.



Fully integrated system

From Westend to Broadway -

More than 2,300 grandMA sold

Since 1999 MA Lighting have sold over 2,300 grandMA consoles worldwide. grandMA is more than just a lighting control desk. grandMA was able to set a new standard and grew up into a complete product family. Moreover together with the dimmer systems and the network equipment MA's lighting controls form a closed system, all coming from the same manufacturer.

Digital Dimmer WM

With their digital dimmers MA Lighting produced a legacy, especially for the touring business. This is mainly based on



the reliability of these "busy workhorses" sized 19"/3HE.

For the first time MA Lighting is now also offering their first-class dimmer technology for fixed mounted installations in a robust housing to be able to mount it on the wall (WM).

Best interference suppression, rock-solid construction and a large graphic display listing status values and special functions are typical for MA, a new feature is a phase control display. Versions with RCD, mains breaker with earth leak protection or real two-way breaker and special wiring for cruise ships (delta-network) are also available.

grandMA - the DVD

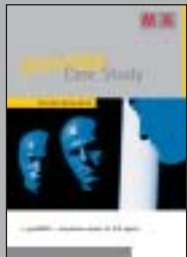
The best entry in training

grandMA - the DVD is invaluable as a reference library for the grandMA system, covering all consoles in the range. It contains a Quick Start introduction, and has advanced tutorials so you can work at your console or on the offline software while viewing the DVD. The DVD also contains software downloads, manuals and other helpful documentation. Order your free DVD online: www.malighting.de



Case Studies

The MA Case Studies inform you about the practical use of the MA products. They present the way of a project from the requirement to the realisation. Especially the networking solutions with MA products take centre stage. The following case studies are available:



- Blue Man Group Show, Berlin
 - Vasco Rossi Tour (Italy)
 - QVC Studios, Philadelphia
 - Wynn Resort Hotel & Casino, Las Vegas
 - Time Warner Center, New York
 - Expo 2005 – Koi Pond (Japan)
- Order your case study online: info@malighting.de

Roadshow

To optimize the presence of its product range MA Lighting has recently organized a roadshow through the UK. The grandMA lighting control desks took centre stage during these presentations. With this activity MA will also strengthen its presence in the market as well as the support and communication.



Time Warner Center, New York

grandMA multimedia consoles provide unique bitmap effects for the extraordinary architectural lighting

With an area of more than 260,000 m², the Time Warner Center in New York is an exclusive workplace for employees of CNN and Turner Broadcasting Sales, working there. Located at Columbus Circle and Central Park, the building complex is rightly regarded as a new Manhattan landmark. The 37-meter-tall glass structure is the main feature of the architectural design and lit in many different ways by an outstanding architectural lighting system.

Designer Ted Mather said about the concept: "Time Warner representatives did not want the brightness and glamour of LED installations at Times Square, but to create a sculpture which would be a kind of gateway to Central Park or to the city, depending on which way you are going." The sculpture was created from LED colour changers installed in a linear length of 222 meters and mounted behind 36 translucent light panels of different sizes, all controlled by a grandMA full-size console.

To create particular special effects, programmer Paul Sonnleitner made good use of a feature that is only available on the grandMA consoles: The capability to create bitmap effects via the "layout view", without the need for additional hardware.

"The first specified lighting console did not run long enough without crashing to patch eight universes of LEDs. So we were

looking around for alternatives. grandMA's track record of stability and reliability as well as the new bitmap effects convinced us to use it", explains Sonnleitner. "The Sculpture is running approximately 6 to 7 hours every day of the year. So a rock-solid control desk was necessary. No lighting console out there deals with LEDs as well as grandMA. The virtual intensity channel, used in conjunction with the colour picker, makes manipulating LEDs as simple as any other kind of desk channel. The networking layer of the console is very well designed. It enables us to change the programming from anywhere in the world, to ftp-transport numerous bitmap files between the programming desk and the playback unit, to keep the file server in the same LAN and also to program wirelessly from a penthouse at the Trump Tower Hotel across the street.

The beauty of the bitmap effects is, that programming vast colour changing and intensity changes



The impressive Time Warner Center

for two or three minute loops without repeating itself after ten seconds runtime can be done so easy and saves a lot of time, too. For instance: I designed a variety of different layouts, I used one for images to scroll smoothly from top to bottom and several other for random applications of colour, that allowed us to take Ted Mather's conceptual images (e.g. digital photos taken in Central Park during different seasons and Mather even used a Kandinsky painting as inspiration for one of the sculpture's lighting designs) and quickly apply a movement effect and get a non-repeating effect of abstract colour and intensity nearly instantly. It was brilliant. The sculpture could serve as a clock, too: The larger, pink light panels indicate the hour, with smaller, yellow rectangles indicating five-minute increments.

MA Lighting control desk for Operaen

New Opera house in Copenhagen

The main part of the technical equipment of the new Opera house in Copenhagen, Denmark was delivered by MA Lighting: The control is grandMA consoles.

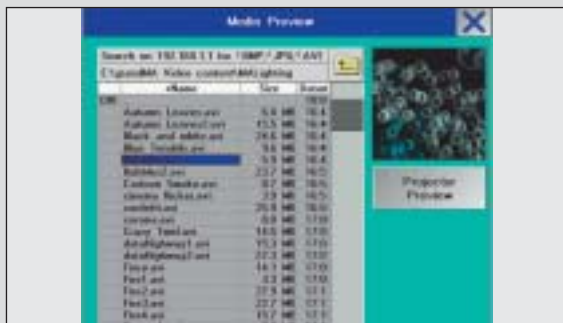
The Danish MA distributor, Gobo Lighting, was the service company for the control system on-site. 2 x grandMA full-size, 1 x grandMA light, 4 x Network Signal Processor as well as 1 x grandMA replay unit were installed in the opera. Moreover 8 grandMA remote control packages (one package consists of a handheld pocketPC and WLAN access point) are in use. In addition, the reliable Rainbow colour changers products are

used for the conventional lighting. In total 45 Rainbow 12" PRO, some 8" and 6" PRO units as well as PSUs were delivered.

The new Opera house in Copenhagen was made as a present to the Danish state from the president of A.P. Møller and the Chastine Mc-Kinney Møller Foundation. All the detailed instructions and ideas of Mr. Maersk Mc-Kinney Møller could be realized and on the 15th January 2005 the opening ceremony was celebrated. The Opera house is located out of town on an artificial island near to Queen Margarete's Castle as well as the Frederikskirken. With its remarkable architecture the Opera house is a landmark for



the city of Copenhagen. It can hold up to 1,400 visitors who can enjoy a programme in a building which has one of the world's most unique acoustics.



grandMA content browser



grandMA smart view

grandMA video - the fully integrated media server

Much more than "just another" media server

grandMA video is a software based media server that runs on any commercially available PC. With the same graphic user interface and command structures familiar to grandMA operators, programming, image and video manipulation can easily be done in the same manner as programming a moving light on your grandMA console.

Created as a powerful tool for lighting designers and programmers, grandMA video is

fully integrated into the MA-Net network protocol instead of being triggered via DMX512 - an outstanding feature of only grandMA video. Fully bi-directional communication between grandMA consoles and grandMA video is possible.

The advantages are:

- A minimum set up and configuration time is required - a real plug-and-play solution

- The grandMA console has direct access to the server and

previews the content for browsing as thumbnail images in the preset-view: easier file management, less paperwork!

- 3. Scalability: A maximum of 15 grandMA video applications can be linked via network to any grandMA console (except grandMA micro: maximum of 4 applications video, 3D or both). To increase the system's performance it can easily be set up with selective function and layer parameters.

- 4. The server can be placed close to the projector - long video cables are no longer necessary. Therefore grandMA video is much more than "just another" media server.

Last but not least: in co-operation with Publitec, Germany's leading manufacturer for moving video beamers, MA Lighting also offers an integrated system solution, including special 19" server hardware and moving video lights.

New software release: grandMA 5.6

Many new and innovative features were added to the new grandMA software, version 5.6. In conjunction with additional tools such as grandMA 3D, grandMA onPC and grandMA remote the grandMA console becomes a much more powerful multimedia control tool. Users from all around the world contributed to the new software ensuring these improvements determine grandMA's role as market leader. The major new functions are:

- The grandMA video software can be controlled with advanced features like browsing, previewing bitmaps of video footage

and pictures as well as arranging the content of the media server directly on the console via MA-Net. The "Channel Value" organisation within the "Fixture Editor" has been redesigned and it will support channel values with 16 bit resolution for every single fixture.

- The installation dimming system dimMA can be remotely configured from the lighting console via network. This includes the monitoring of dimmer feedback and error messages.

- New Content Sheet & Compact Content Sheet: This is for displaying the content of specific cues. Modes are as follows:

- Auto Scroll to display the last and the next Cue of selected Executor or manual scroll for manual scrolling through the cues or selecting a specific cue.

Advanced system capabilities

- New in Fixture/Channel/DMX sheets: now showing changes in Tracksheet colours (blue/magenta/green/red)

- New Filter in Fixture and Channel Sheet to display Parked Channels, Selected Sequence, and Programmer only.

- Executor Sheet: Now 5 editable view tabs. All columns except Cue number can be moved and sorted. Tabs can be labelled individually.

- New User Right "Designer". This feature was created to enable users to view everything, and make selections to see specific channels and fixtures without being able to change anything or operate any kind of playback.

- New Smart View. Fixture Function Sets can be called and modified faster.

In addition many user friendly improvements to some of the existing features have also been added.

Paul McCartney

"US"-tour kicks off with grandMA lighting control

"Chaos and Creation in the Backyard" is Paul McCartney's latest record release and on 16th of September 2005 he will kick off his world tour with an already sold out show in Miami at the American Airlines Center. "US" will lead him at first through 37 cities in the USA until the end of November. The all-new tour will be highlighted by the classics from McCartney's Beatles,



Wings and solo career, as well as songs that have yet to be or haven't been performed on American soil in nearly 15 years. The fans can expect to see another groundbreaking production and only McCartney can top McCartney. Having seen grandMA consoles, supported and with help from A.C.T. Lighting, the creative lighting team for the Paul McCartney

world tour "US" decided to use grandMA's multimedia consoles. The show will run on two grandMA full-size and NSPs. Roy Bennett is the lighting designer and the programming will be done by Troy Eckerman. Wally Less joined the team as lighting director.

Technical Director MA Lighting UK

To optimize the presence of MA products in the UK market and to strengthen the support and communication MA Lighting has found its own UK subsidiary. For this, Richard Lambert has just joined the MA team as Technical Director UK. He will support

the UK sales and project business, especially for tenders and complex system integrations. Richard is both a product and system expert and he will become an active part between MA Lighting and the market. With a BSC (Hons) in Electrical and Electronic Engineering, PGCE (Physics) and senior management roles with previous employers such as Walt Disney's World on Ice and ETC Europe, Richard Lampert has gained longstanding experience in managing, training, commissioning and supporting many large projects.



MA Technical Manager for Latin America

For better communication and a faster response to customer needs MA Lighting has appointed Daniel F. Ridano as technical manager. His responsibilities include answering all technical questions about the grandMA range and other sophisticated solutions from MA. In addition, he will support customers regarding up coming projects. Furthermore, he'll be organizing workshops for grandMA consoles, grandMA video, MA digital dimmers and other MA products. As a specialist with a Bachelor's degree in digital electronics, Daniel F. Ridano has a broad technical knowledge and more than 12 years of practical experience in the lighting business. Being one of Latin America's first-call grandMA operators, he worked for musical productions as well as being in demand as a moving light technician.



Sir Elton John rocks with grandMA

Around the world with his new album "Peachtree Road"

As part of his world tour and with his new album "Peachtree Road", Sir Elton also gave two open air concerts in Germany (Museumsmeile - Bonn, SchücoArena - Bielefeld). The rig for the show consisted of more than 140 Moving Lights, mainly Vari*Lite products. They are controlled by two grandMA full-size.

All in all they used 50 x VL3000 spots, 20 x VL2000 wash, 10 x VL6 as well as 12 x VL1000 AS. The lighting design is characterized by interesting asymmetrical pictures which – thanks to the high performance Vari*Lite moving lights – could contrast with the backdrop projections of the LED curtain. Also, the colour mix systems of these State-of-the-Art products

enabled an easy integration into the overall video projection. Two grandMA full-size consoles and three NSPs were used for the control of this high quantity of DMX channels. Although the lighting designer Kevin "Stick" Bye is not used to working with the grandMA he was full of praise for the console and its safe and stable operating features. He had also great

confidence in programmer Demfis Fysscipulos, a first call grandMA operator. Once more this proves the superiority of the grandMA compared with its competitors. In

December the German fans will also be able to visit one of the "Peachtree Road Tour" concerts of Elton John.



Two grandMA full-size and three NSPs run the lighting show

A Portrait of Coral Cooper

About the beginnings of the LCD90

Coral Cooper toured at the end of the 80s as operator of the first hour with a LCD90 console. It had to pass its first practical test at a concert at the London Astoria Theatre for Bob Geldorf and his band. Coral Cooper accepted this challenge and passed it with flying colors. The more she made herself familiar with this new technology, the more she loved working with the LCD90. From that time forward she rarely used anything else on the shows.

A long and happy relationship with MA Lighting and their re-know products followed. One great feature on that console was the "Help" button she remembered. "When it was pressed, the display showed the name, address and telephone number of the Service Engineer in Germany", she laughed today.

With the introduction of the Scanc Commander lighting control desk Coral Cooper finally was convinced by the technology "made in Germany". She specified the MA consoles on the tours with The Pogues and 10CC to name just a few. In later years she worked with them in theatre and televi-

sion. The cooperation between her and MA Lighting respectively Lightpower became more and more closely.

In 1998 Coral Cooper joined Vari-Lite Europe (now PRG). As Head of the Education Department the Scanc Commander is still at her side assisting with some training courses. At the end of last year she celebrated her 60th birthday.



Coral Cooper

Her last show was the production of "Frankenstein". This show was lit with Vari-lite VL6 moving lights run from a Scanc Commander console. Indeed, at the beginning of her career there was a little bit of convincing necessary, but Coral Cooper remained true to this technique of MA Lighting till this day.

Kronberg

dimMA – fixed installations dimmer system at the municipal hall Kronberg



For the modernization of the lighting technology of the municipal hall Kronberg a system was needed that could fulfil all the different requirements of the varying events. Especially for the Cello festival taking place every year in the hall very "low noise" dimmers were required that were able to reduce the "lamp sing" to a minimum.

dimMA is perfectly covering these features. In Kronberg dimMA is also used as Ethernet-DMX-node for the control of the new 4 Vari*Lite VL1000TS as well as 6 Rainbow 8" PRO. Thus the

grandMA ultra-light console can be used at different connection "places" in the hall without any problem – even with only one necessary Ethernet connection. The grandMA pocket PC remote control offers a lot of possibilities to the operator onsite, he can now make modifications or choose new luminaries directly on his wireless remote control, without requiring direct access to the console.

Using dimMA's internal cue memories, the complete lighting system of the hall can also be controlled by Pulsar Masterpiece Status Outstations and enables access to 12 of the 1000 stored moods in the dimmer without using the lighting desk.

One dimMA dimmer cabinet includes 48 dimmer circuits as well as the complete DMX- and Ethernet-distribution.

From Westend to Broadway

Latest grandMA references and projects in progress

- Live8 Show America
- Tori Amos America
- Oriental Art Centre Project China
- Mark Knopfler UK
- Orpheus Centre UK
- Monsterjam Belgium
- NRG Dance Event Belgium
- Emilia Romagna Teatro Italy

Miss Universe 2005 Slovakia

To find out more: www.malighting.de



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