

Videowaves organizes workshop on AV equipments

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Videowaves, a company specializing in AV equipments, organized its own workshop called 'The AV workshop' earlier this month at Juhu Club in Mumbai. The workshop was for professionals involved in the AV industry and was organized and executed by Videowaves itself.

Commenting on how the workshop was initiated, Kunal Bhatia, Founder and Director, Videowaves said: "The workshop was initiated due to continuous requests made by various agencies asking us to update and train their executives about the technicalities associated with audio visual equipment. The objective behind conducting such a workshop was to make the executives feel confident in terms of offering the right product for the required solution, and to help them make a proper inventory list and communicate with AV technicians."

The setup for the workshop was designed in order to be able impart information in the most effective manner. It consisted of an 18 x 6 foot Watchout screen with three projectors sporting short throw lenses, Watchout servers, one 5 mm pitch LED wall, and one 10 mm pitch LED wall. This setup was used to show participants live geometric correction using Watchout, live mirroring of images, use of different font sizes on 5 mm and 10 mm LED walls, different kinds of aspect ratios and image distortions, and cross projection.

The workshop started off with registrations followed by the welcoming of the guests and the introduction of Kunal Bhatia. After that a four hour interactive session took place where Kunal Bhatia gave in-depth information about various aspects of AV equipment and its usage. This was followed by a question and answer session, and then dinner to end the workshop. Some of the topics covered at the workshop were aspect ratios, different kinds of projectors and lenses for various applications, possibilities and technicalities associated with Watchout software, single and multiple camera setups etc.

The AV workshop, which was promoted through email invites to some of Videowaves' clients and agencies, was attended by over 70 professionals including company heads, production and client servicing executives from various agencies etc. Some of the agencies that attended were Percept, Seventy Seven Entertainment, Showbiz, Candid Marketing, Three D Events, Sheer Management, and Horizon WIE to name a few.

Shedding some light on the challenges organizing the workshop brought up, Bhatia said: "Since such content is not readily available in

any book or on the internet, Kunal Bhatia, along with his technical team put in immense efforts in creating and compiling the content. The response to our initial mail invitation was tremendous. Most agencies wanted to send groups of 10 to 20 executives for the workshop. As it was initially planned for about 50 to 60 people, we had a tough time convincing them to restrict the team size to five executives per agency. We still ended up having 84 participants."





VIDEOWAVES

Greetings from **VIDEOWAVES**. We had been receiving continuous requests from various agencies to update and train their executives about technicalities associated with Audio Visual equipment. This prompted us to conduct '**THE AV WORKSHOP**'.

Over 70 Professionals including Company Heads, Production and Client Servicing executives from various Agencies attended this workshop.

It was a 3 hour interactive session by Mr. Kunal Bhatia, founder Director Videowaves giving an in-depth information about various technical aspects.

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PARTICIPANTS' FEEDBACK:

"It was truly helpful and did give a brief insight to my team and am sure would have to the audience present there..."

Appreciate your efforts for conducting such a seminar and a big Congratulations to the entire Videowaves Team and Mr. Kunal for pulling off such an informative event..."

- *Viral Jatin Shah - Manager - Technology Services - SHOWBIZ*

" It will help us to provide good services to our client about AV. It was a good set up.

The main points of interest were:

1st what types of projector to be used when & where

2nd types of Led walls to be used from what distance

3rd how can we use watch out technology for event "

- *Dipesh Chauhan - Asst. Manager Operations - Candid Marketing Pvt. Ltd.*

" Setup was excellent, the concept of having different mm led was nice, the point was well expressed with this. The content was very informative and awareness about the new technology was interesting."

- *Smita Kharat - Creative Partner - Vani Entertainment & Events.*

" The seminar was a good initiative and we hope you will continue the good work."

- *Suhaeb Khan, Executive Director - Viscomm+*

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" We are indeed glad to have been invited for such a useful and important workshop which has helped us in many ways to improve on our skills & Knowledge regarding AV - LED screens and projection.

- *Rohit Chheda, Manager, Horizon WIE*

" The workshop was quite informative, valuable and a great initiative by Videowaves."

- *Kedar Mulay - Client Servicing (Corporate) / Content Writer - Sheer Management*

"The content was quite enriching. We could understand in detail about the latest developments in AV industry, technical aspect related to AV set up and varied uses of latest AV equipment in events.

Please continue such initiatives at least once a year."

- *ALOK TILWANKAR - CEO - Fusion Events Pvt. Ltd. Mumbai.*

" Extremely professional approach from a quality vendor. The complete workshop was organized in a very professional way and Mr. Kunal Bhatia's presentation skills were par excellence.

Content was very helpful, all the complexities of the technology and software were made in a very user friendly format.

The complete team of Videowaves did a fabulous job. and all the queries were handled and answered in a very precise and professional way.

Kindly keep arranging such workshops year on year and help the event manager sharpen his skills with your expertise "

- *Founder & CEO Back Benchers Production Management Pvt. Ltd*

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