



New kinetic technology sets Luna Park alight

cievents produced an incredible night of entertainment for Flight Centre's annual NSW retail ball, bringing a different kind of circus to The Big Top at Sydney's iconic Luna Park. Over 1,500 of Flight Centre's management and staff gathered to recognise its high-achieving team members, and celebrate in grand carnival style. cievents once again engaged the technology services of newly rebranded Encore Event Technologies, who used the opportunity to pull out all the stops for their progressive client, featuring their latest lighting innovation, kinetic lighting. Responsible for the technology solution, Encore Event Technologies amplified cievents' theme with creative lighting design for a flawless, high-impact experience. Visitors were welcomed at Luna Park's Big Top by a visual feast of dynamic, colourful lighting, using kaleidoscopic "dancing" kinetic spheres suspended from the ceiling as guests were absorbed in the carnival atmosphere. Hexagonal panels were configured in a dynamic formation and dramatic content projected as the backdrop for the stage performances. Six supersized-screens also projected with custom designed visual content to create a cohesive visual experience for the stunning event. The kinetic lighting technology was choreographed to change colour and move in sync with a breathtaking opening performance by well-known aerialist, Debonair, leaving the crowd mesmerised. The esteemed annual awards were presented to recognise the team's achievements, broadcast across the room via the large-screens underneath the festoon-lighting, bunting and animated projections. Jonathan Leggett, from cievents, says the production team are ecstatic with the night, "We trust Encore to understand our brief and deliver seamless technology every time. We are constantly impressed with what the Encore team bring to the table." Michael Magafa, National Sales Director, Encore Event Technologies, agrees the team outdid themselves, "Using our newest technology offering, kinetic lighting, gave us the opportunity to really elevate cievents' vision for this event. We're thrilled with the positive feedback we've received." This event represented Encore Event Technologies' first major foray under the new brand since it was announced last week. For media enquiries please contact: Sammy Dalglish, Group Account Director, Zadro 02 9212 7867 | sammy@zadroagency.com.au Tracey Hoffman, Account Coordinator, Zadro 02 9212 7867 | tracey@zadroagency.com.au Images: High resolution images available upon request. ABOUT ENCORE EVENT TECHNOLOGIES Encore Event Technologies is a leading global provider of audiovisual, event technology and production services at over 460 hotels, resorts and convention centers worldwide. With roots in staging and production services, Encore delivers comprehensive and innovative audiovisual and staging services that cater to the unique needs of hotels, hotel-casinos and resorts across North America, including Mexico, and throughout the Asia-Pacific region, and is the premier one-stop shop for event planning, design and staging and production services. For more information, visit www.encore-anzpac.com ABOUT ENCORE EVENT TECHNOLOGIES IN ASIA Encore Event Technologies in Asia is on site at many of the premium hotels in China, the Philippines, Singapore, South Korea and Thailand. The Beijing head office also services many major corporate clients and offers full event production services, from event design and production management to audiovisual, technical, video, creative and digital services. Our teams know how to convey your message and deliver the most compelling event solution possible. For more information visit www.encore-asia.com ABOUT FREEMAN Freeman is the world's leading brand experience company. We help our clients design and deliver immersive live experiences for their most important audiences. Through comprehensive offerings including strategy, creative, logistics, digital, and event technology, Freeman helps increase audience engagement and drive business results. What makes us different is our collaborative culture, intuitive knowledge, global perspective, and personalized approach, which we've gained from our 90 years as an industry leader. For more information, please visit <https://www.freeman.com/> ABOUT THE FREEMAN COMPANY The Freeman Company helps create meaningful connections for global audiences. A family-owned organization, it is comprised of leading brand experience company, Freeman; venue-based audio-visual and production company, Encore Event Technologies; and Alford Media, a boutique event technology specialist. With more than 90 locations globally and over 7,000 employees we are dedicated to delivering the best experiences and business outcomes possible for our clients. For more information, visit <https://www.freeman.com/>

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