

TAKENAKA

The T2 iDDR takes center stage at live events where high-definition video plays a starring role

CUSTOMER:

Takenaka 

has provided services based on the visual image since 1926, evolved into a highly diversified enterprise specializing in the planning and production of live events, incorporating video and graphics production, creation of online content, ICT services, and systems development.

www.takenaka-co.co.jp/10english

APPLICATION:

The T2 iDDR was chosen as the playout center to ensure smooth management and projection of HD content for video performances at The Star Festival 2009, a dance music event held in Osaka on December 30, 2009.

CHALLENGE

Takenaka offers a unique brand of event staging—called *LiveTechnical*—which uses state-of-the-art technology to create mind-blowing visual extravaganzas. The *Star Festival 2009*, an event co-produced by Takenaka in Osaka, was one of their most spectacular events of the year, perfectly demonstrating their technical and creative prowess in this field.

When planning this prestigious event, the LiveTechnical team wanted an exciting stage show enriched by more high-definition imagery than they'd ever used before. They wanted to use video in new and exciting ways. The team drew up specific criteria for equipment to help them realize this:

- Smooth playback of HD-quality video
- Flexible control by Video Jockeys (VJs)
- Seamless switching between recorded video and live feeds
- On-demand playback from specified positions
- Reliable operation over extended performances

SOLUTION

In addition to providing crystal-clear HD video and rock-solid performance, the solution also had to be easy to use and compatible with the other equipment they were using. T2™ fitted the bill perfectly.

One of the key features of the T2 iDDR is its intuitive user interface. This meant that VJs at the event had live control over two independent HD playback channels. Compatibility with switchers, professional projectors, and other staging equipment is also no problem, thanks to HD-SDI connectivity.

The T2 deck also offered significant advantages when preparing for the event. Easy importing of video material from a wide range of editing systems and automatic conversion to the T2's native HQ format streamlines production considerably.

BENEFITS

Takenaka were particularly impressed with the T2's price/performance—destroying the industry preconception that HD equipment must be expensive.

In times of difficult economic conditions and shrinking budgets, the T2 deck is the perfect solution to realize the extraordinary stage spectacles envisioned by LiveTechnical. The unit is affordable and makes it easy to work with HD material.

As LiveTechnical continues to explore the potential of their T2, the team hopes to use the iDDR in 3D video applications and video performances with multiple units operating in sync.

LiveTechnical

A new facet of Takenaka operations that applies a human touch in effectively combining the vision of performers and creative professionals with advanced technology for innovative stage performances. 

The Star Festival 2009 Final

One of the largest dance music festivals in western Japan, held on December 30, 2009. Besides attracting an audience of nearly 3,000 fans, the event also drew rave reviews from critics and industry onlookers, thanks to work behind the scenes by LiveTechnical that helped showcase new directions in stage performances enhanced by HD video.

Q & A

What technical factors influenced you when you selected the T2?

The decisive factors were image quality and the user interface. The HQ Codec delivers top-class image quality.

Any other advantages?

We're very pleased with the variety of inputs the T2 accepts, which makes it essentially a multi-format solution. Compatibility with other staging equipment and solid performance are also advantages. Many of us in the event industry have balked at moving to HD, but this deck promises to shake things up considerably. The T2 is set to make waves.

Shinzo Sato, Technical Director,
Event Video Production



The T2 is highly compatible with and easy to connect to other equipment.

What were your goals in introducing the T2 iDDR?

We wanted to add a new dimension of expression to events using HD video. That's what led us to introduce the T2 as the centerpiece of our system.

Now that you have used it, what's your impression of the T2 iDDR?

Two independent playback channels make the T2 perfect for live events. And for video output, standard HD-SDI ports provide HD-SDI connectivity with other equipment. Video importing goes very smoothly, and it has simplified our workflow.

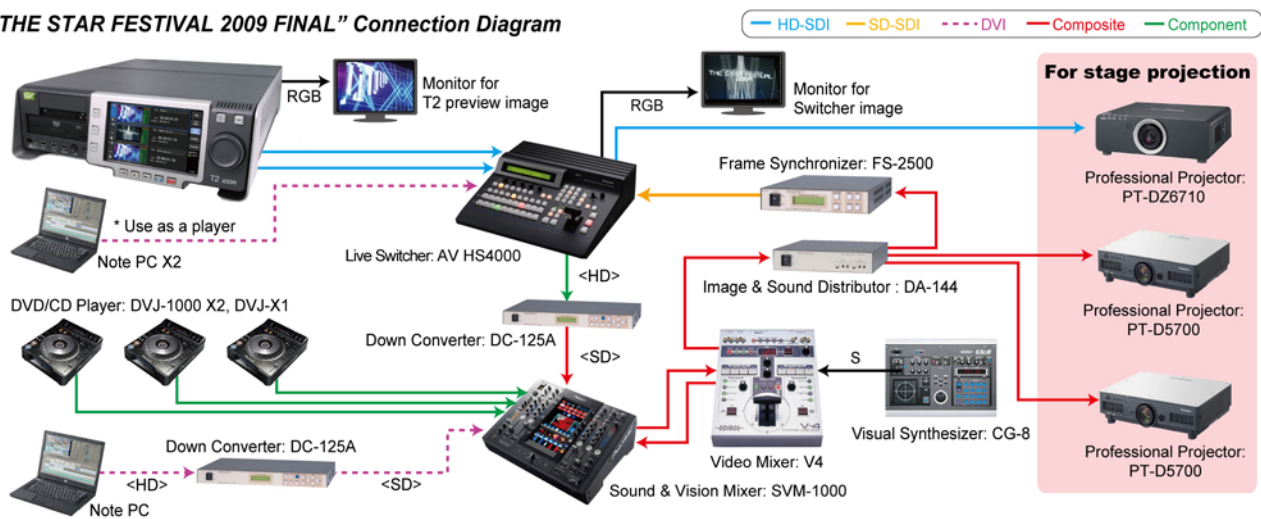
How have customers and the industry in general responded?

Incorporating the T2 has made LiveTechnical performances even more special. Audiences have been thrilled. Many people hold up their phones to take shots of the events. The response has also been great from the VJs and creative professionals we work with. More of them are saying they'd like to move to HD, too, and they'd appreciate our advice.

Mitsuharu Tanida,
Creative Director



"THE STAR FESTIVAL 2009 FINAL" Connection Diagram



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