

BAYER EXHIBIT

Challenges

- Illuminate (17) 7' wide x 18' tall structure from within and overcome ambient light levels.
- Maintain ability to change colors of all structures from a single control panel.
- Match and complement brand colors.



Design

- (51) Martin Stagebar 54L LED fixtures were used to light the (17) structures.
- City Theatrical Wireless DMX used in conjunction with a HES Hog Full Boar console controlled all fixtures from a single area.



Solutions

- The use of the high powered LED fixtures allowed ILC to overcome ambient light levels while maintaining even color from top to bottom.
- The (5) color LED fixtures (Red, Green, Blue, Amber, White) produced subtle color changes that complemented the booth space.
- Wireless control of all fixtures eliminated the need for cables and maintained the overall clean appearance of the exhibit.

