



The Giant Foods event featured inspiring words from key management. View from behind the scenes.

GIANT FOODS STORE EVENT IS A GIANT SUCCESS WITH WATCHOUT



The WATCHOUT show made the intended, big impact on the 2000 store leaders.

The audience had never seen anything like it: a huge, 120-foot seamless screen with a constantly moving parade of images, all enhanced by 7.1 audio media and choreographed to theatrical lighting. The whole event was, well, “giant,” says Jason Menicheschi, JPL Meeting and Events Director. “We created an amazing experience that had the audience on their feet several times, whooping and applauding. The visuals and high tech presentation combined to perfectly present the business message. And the only way we could have pulled it off was with the WATCHOUT system.”

Read on...

EACH SPRING, Giant Food Stores, LLC, headquartered in Carlisle, PA, holds a day-long meeting for approximately 2000 store leaders from across the mid-Atlantic. The purpose of the annual meeting is to celebrate the previous year's achievements and roll out the business objectives for the coming year.

JPL's Meeting and Events Team, a division of JPL, has been creating and executing the meeting for more than 10 years. But this time around, event producers, Michael Horgan and Menicheschi wanted to make the event bigger and better than ever. With Dataton's flexible WATCHOUT system, they knew they had the key component and designed the entire show around its capabilities.

WATCHOUT is a multi-screen digital production and display software system. In short, it lets you put together a show with high quality images, video, graphics and live feeds and then output it across multiple displays. The Giant technical setup included a 15 ft by 120 ft screen, seven Christie 16K Lumen DLP projectors, a Barco Encore switcher for inserting hundreds of PowerPoint presentations, hundreds of HD-IMags, 14 videos, and countless animated graphic sequences – all controlled and manipulated by WATCHOUT.

Seamless Video Jumps off 120-foot Screen

For a program this ambitious, JPL brought in three partners with extensive event expertise: Anderson Audio, Premier Lighting, and Prestige AV & Creative Services out of Ohio. "Prestige provided the screen, projectors and extra WATCHOUT display computers, as well as the technical

knowledge involved with operating a screen of that size," said JPL's WATCHOUT programmer, Scott Harvey.

With JPL leading the creative content and show design, the team created a show that was giant in every respect. At the Giant Center in Hershey, PA, they set up the ultra wide screen that stretched the length of the arena. A custom-designed set with glowing colored lights framed the bottom of the screen. Eleven WATCHOUT computers controlled the fast-paced AV program. WATCHOUT's renowned flexibility and user-friendliness allowed producers to have complete control over the creative content up until the last minute – which was a good thing since client changes were still arriving on show day!

So, what did the client think?

"The effort that JPL put forth was first class and first rate. The creative was exceptional, and the audio visual imagery, choreography, and coordination of a complex 6 hours of presentations were exceptional," said Peter Labbe, Executive Vice President, Giant Food Stores, LLC.

"By the end, the audience was totally pumped up. They really believed in the business message because of the way it was communicated," said Michael Horgan. "I don't know how we're going to top this year, but you can bet whatever we do, we'll be using WATCHOUT to make it happen!"

JPL is a strategic, integrated communications company with a track record reaching back to 1989. Clients include The Hershey Company, Harsco, Giant Food Stores and the Commonwealth of Pennsylvania. www.JPLcreative.com



Venue: **Giant Center, Hershey, PA, USA**
 Client: **Giant Foods Stores**
 Event: **Annual meeting for 2000 leaders**
 Creative Content: **JPL**
 Technical Solutions: **Prestige AV**
 Show software: **Dataton WATCHOUT**