

April 2022



**CREATIVE
TECHNOLOGY**

NEP Live Events

CT APAC

Introduction Presentation

VERSION 1.2



**GLOBAL REACH.
LOCAL TOUCH.**



SIZZLE REEL 2020

Video link:

<https://vimeo.com/440743700>

ABOUT US



INTRODUCTION TO CREATIVE TECHNOLOGY

Creative Technology provides innovation, technology, project management and operational support to the global events market.

We lead the industry by exceeding customer expectations & delivering creative technological solutions globally, engineered by the world's leading minds.

CT GLOBAL REACH.



ASIA PACIFIC

ASIA PACIFIC
EUROPE
MIDDLE EAST
NORTH AMERICA



- CT ASIA PACIFIC Founded in 1986 as a provider of AV & media services.
- CT is a wholly owned subsidiary of the NEP Group, a broadcast and live event network of businesses.
- Approximate turnover is \$250 million with over 520 employees.
- Approximate annual spend of \$30 million in rental inventory.

SERVICES

SERVICES



• VIDEO

- Cameras
- Production Systems
- Record/Playback
- Automated Remote Cameras
- Content Capture
- Media Servers



• AUDIO

- PA Systems
- Digital Processing
- Radio Mics
- Immersive Environments



• CREATIVE

- Content Creation
- Virtual Environments
- Design & Pre-visualization
- LiveLink



• DISPLAY

- Indoor LED
- Outdoor LED
- Projection Systems
- Mobile Screen Trucks
- Flat Panel & LCD



• LIGHTING

- LED Fixtures
- Control Automation
- Rigging
- Distribution



• INTEGRATION

- LED Video Walls
- Projection
- Digital Signage Display
- Immersive Audio
- Control Systems

MARKETS

MARKETS



VIRTUAL PRODUCTION

From the most suitable LED tiles to technical consulting, CT provides powerful ICVFX (In Camera Virtual FX) tools to make your next production up to the high standard of the industry.

**MOVIE | TELEVISION | MUSIC
VIDEO | COMMERCIAL**



CORPORATE

CT provides a bespoke solution to every client, tailored to suit the specific needs of the customer, the event, the venue, the technological challenges and the budget.

**PRODUCT LAUNCHES |
CORPORATE EVENTS |
SYSTEMS INTEGRATION |
RETAIL APPLICATIONS**



EXHIBITION

Internationally recognized as a leading provider of event AV, our activities span the world's leading Automotive, technology and IT shows and manufacturers; all of whom demand the highest quality of imagery, uniformity and interactive AV technology and service.

**AWARD WINNING BOOTH
DESIGNS | ESPORTS | GENERAL
SESSIONS | CONVENTIONS**



SPORTS

The Olympics, The Wimbledon Championships, The Ryder Cup, Athletics World Championships and Formula 1 Grand Prix events are a few of our regular and repeating clients.

**VIDEO & DATA DISPLAY |
EVENT PRESENTATION |
ICONIC EVENTS | BROADCAST
INTEGRATION**



ENTERTAINMENT

CT's experience of LED, projection and media server technology in live concerts and events allows us to play a key role in the development and delivery of truly integrated visual solutions.

**TELEVISION | THEATRE | CONCERT
TOURING | FESTIVALS |
CEREMONIES & SPECTACULARS |
CULTURAL EVENTS**





CORPORATE

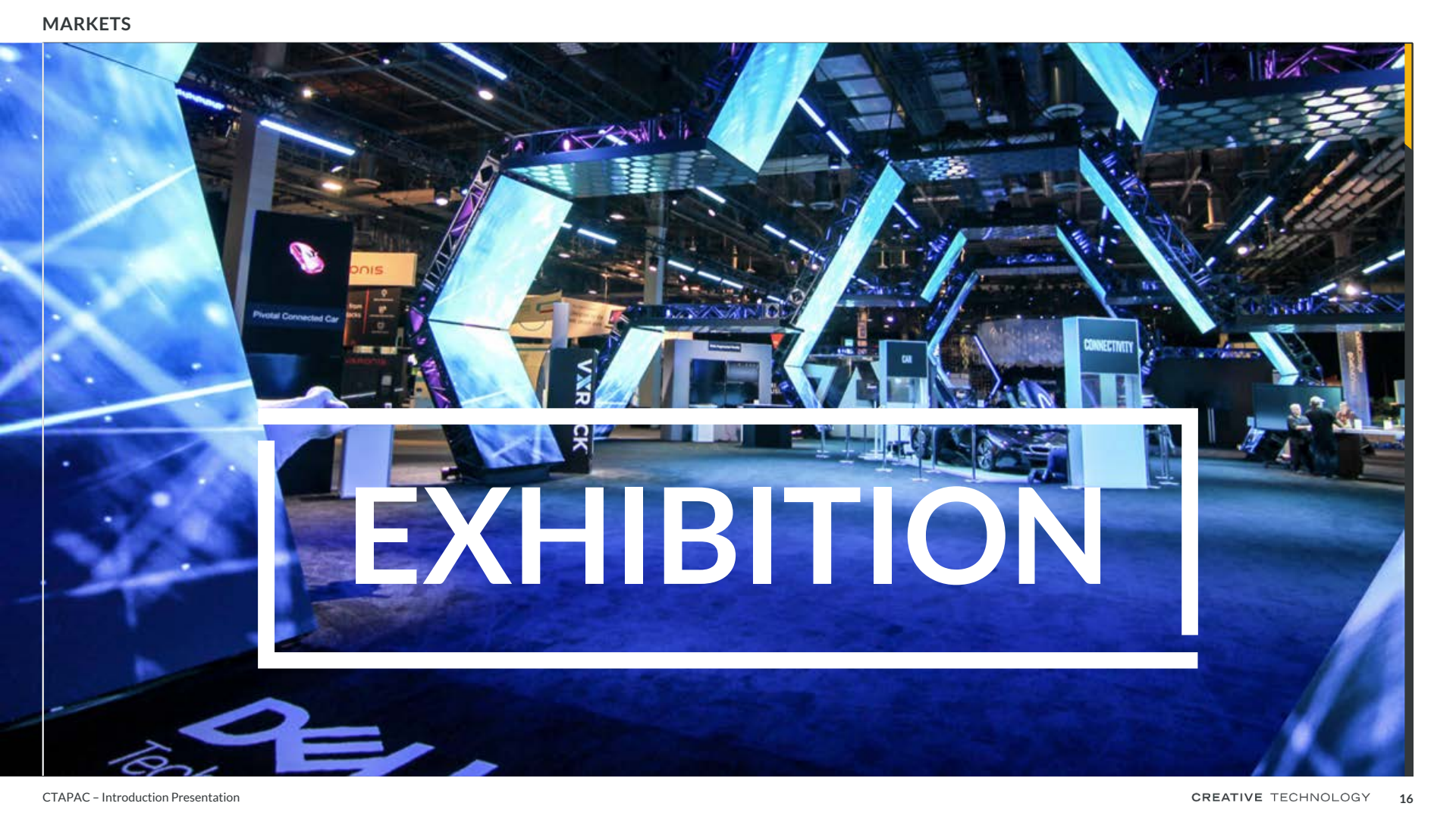
An evolving market where agencies and clients are having to adapt to an ever changing Landscape. Innovation and technology are seen to be pivotal pillars to drive the customer and brand experience.

New spaces are opening up where the event/ retail and brand experience blur and clients are looking at new ways to showcase and experience their products and services. Clients are asking for a more seamless offer where their is better communication and delivery of content alongside the technology and innovation service they are already getting from CT.



CORPORATE CLIENTS





EXHIBITION



EXHIBITION

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EXHIBITION CLIENTS







SPORTS

Thriving sector that Creative Technology has a good foothold in. A client base that is open to forging new content and production partners. We are already creating work within this sector around content.

Growing market where innovation and technology are seen to be driving forces behind creating new audience experiences. Brand activations around sport are becoming more popular as ways to engage audiences instadia and outside. 5G VR broadcasting isn't far away.



E SPORTS CLIENTS





SPORTS CLIENTS







ENTERTAINMENT

Like Broadcast, this is an Industry where content is driven by the artists and Channels. It is an extremely difficult market to break into. There might be possibilities on certain tours and live experiences. However, the ability to tap in to the talent pool of entertainment and its content creation companies is a strong offer to our other clients.



ENTERTAINMENT CLIENTS

ADELE

P!NK

Elton John

LORDE

BASTILLE

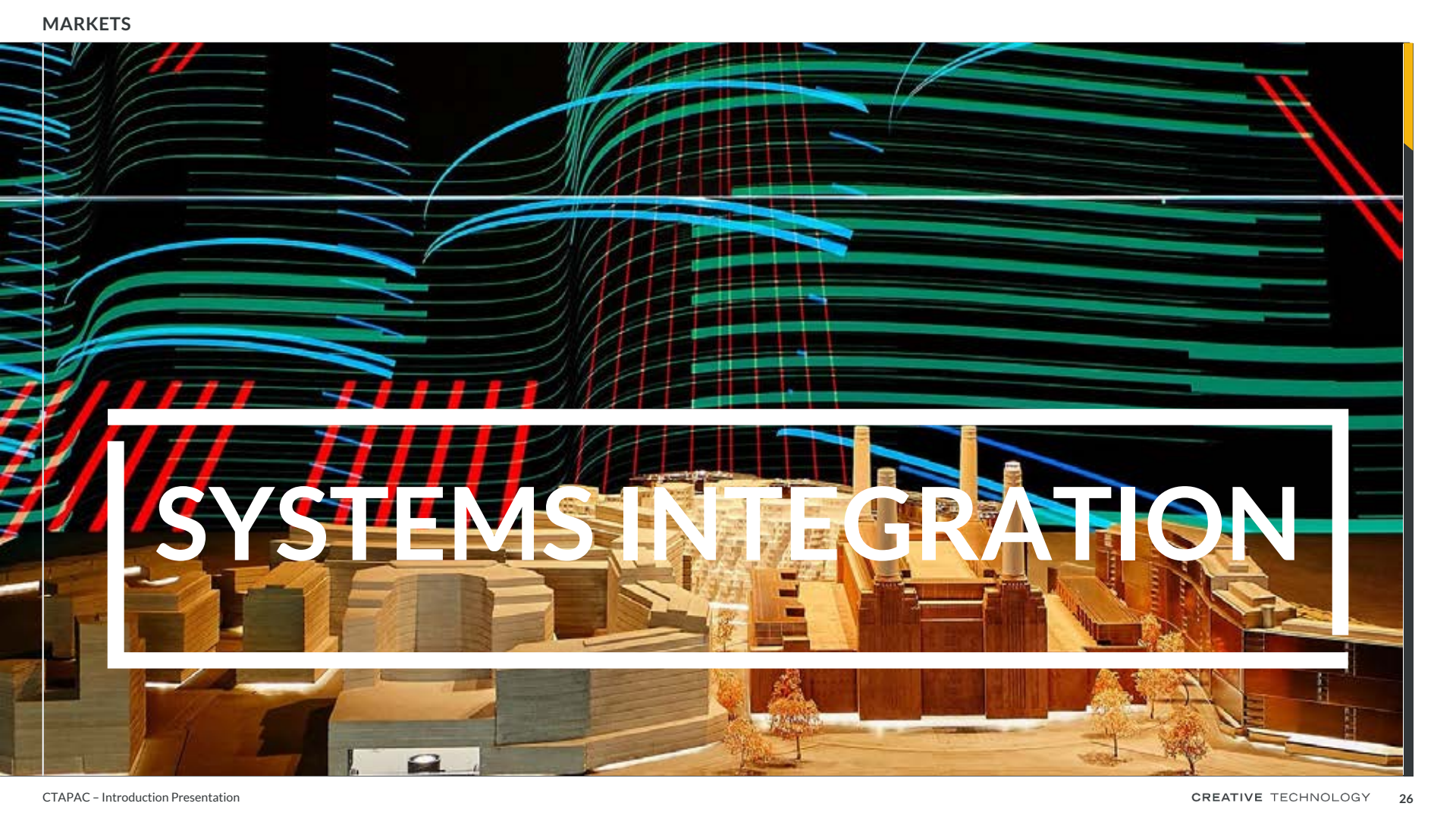
ROD STEWART

ISLE OF WIGHT
FESTIVAL 2016

Ed Sheeran

«READING
LEEDS»





SYSTEMS INTEGRATION



SYSTEMS INTEGRATION

We are committed to providing excellence to our clients with cost-effective solutions that use the latest, yet proven technology. Delivering LED Video Walls, Permanent Installations, Experiential Activations, Control Systems, Digital Signage, Managed Services.

Creative Technology System Integration (CT-SI) is a global operation within the CT Group; our SI division has offices in the Middle East, USA, Europe, and Asia.

SOLUTIONS



VIRTUAL FIRESIDE CHAT

Video link:

<https://vimeo.com/569151382>



GLOBAL XR STUDIOS

Video link:

<https://vimeo.com/505295309>

CASE STUDIES



Jean-Marc Creissel

Vice President, Cook Medical, Director, APAC

Joy Choi

COO, Cook Korea



LANCÔME GÉNIFIQUE VIRTUAL FLAGSHIP

Video link:

<https://www.youtube.com/watch?v=NvloRmj10I&t=426s>



HONG KONG E-PRIX

Location of Project:

Hong Kong

Service / Technology Deployed:

LED Rental and Setup

Year of Completion:

2019



LUMIERES HONG KONG

Video link:

<https://vimeo.com/250587829>



















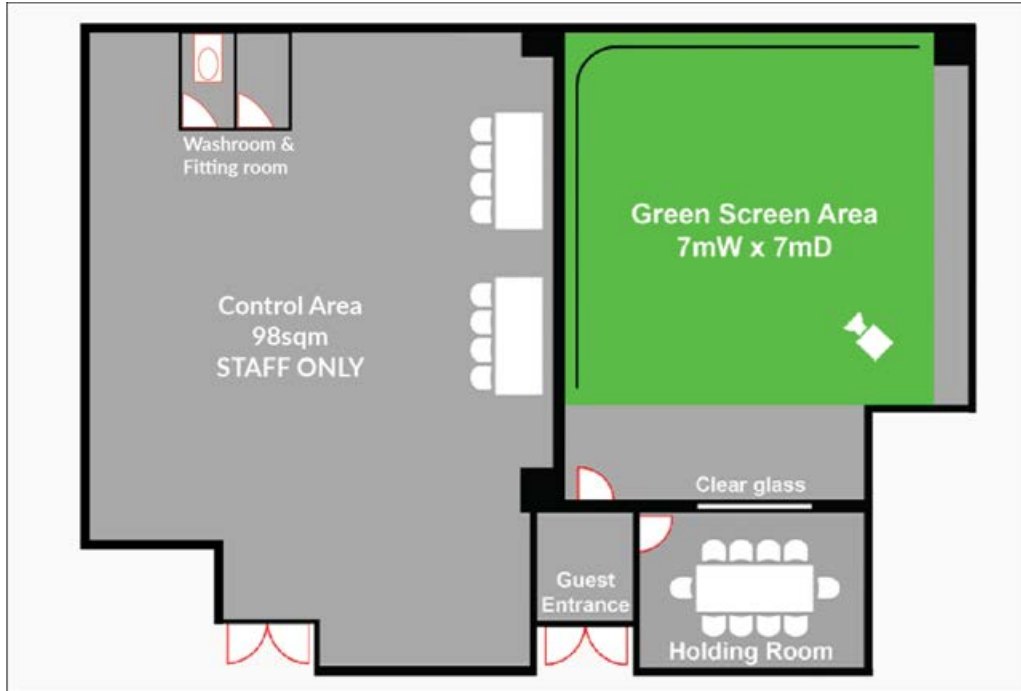


STUDIO 12

STUDIO 12



FLOORPLAN & HOLDING ROOM





Programmed content on monitors



In-camera prompter

SPEAKER'S SUPPORTS

- Speaker monitors:
 - Multiple monitors displaying the video feeds, such as presentation slides, camera, live program, timer or remote presenters dialling into the studio.
- Speaker Presentation:
 - In-camera prompter – Using a through-the-glass system, presenters can have their script appear in the glass while looking directly into the camera lens. This makes it less obvious to the viewer that there is a script being read.



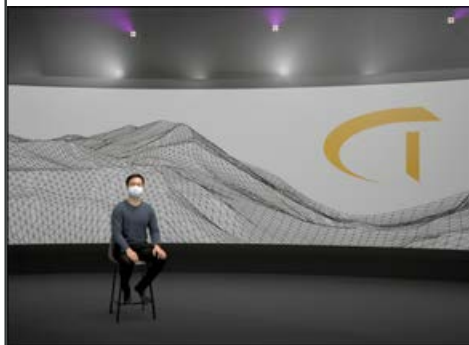
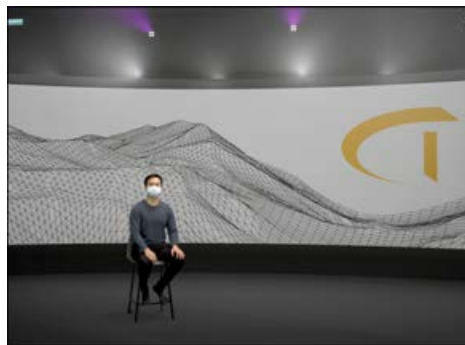
BRANDED STUDIO

- Customise our Branded Studio with your logo, corporate colours and the background.



AUDITORIUM

- Includes 1 Curved LED for HD contents (1920pxW x 628pxV)
- Support Presentation slides, videos and remote speaker(s) display.



AUDITORIUM (GALA)

- Includes 1 Curved LED for 3 HD contents (48:9)
- Support Presentation slides, videos and remote speaker(s) display.
- Allows Maximum 3 AR graphics appear at one time.
- Supports changes on lighting colour.



FEATURES

- Allows Maximum 3 Individual AR windows at one time, they can be placed on the background windows or pop-ups on stage.
- Supports Presentation slides, videos and remote speaker(s) display.
- Supports scenery changes on the background windows, and changes on lighting colour.
- Allows Maximum 3 AR graphics appear at one time.

THANK YOU

WWW.CT-GROUP.COM