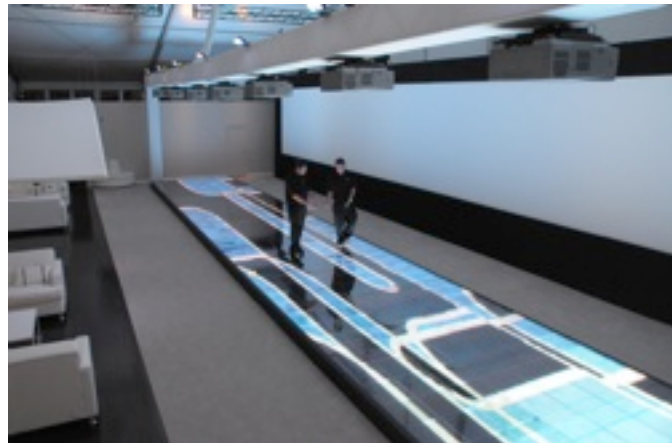


Upstage Video builds LED floor with Element Labs Cobra V8

Lee Baldock - 17 November 2009

USA - Upstage Video has created a 60ft x10ft (18m x 3m) LED floor for premier Canadian event producers The Aileron Group, using the next generation LED display developed by Element Labs. Making its debut with Upstage Video is the Cobra V8 LED display, which forms a 'video carpet': the LED floor design had 315 Cobra V8 panels with a total of over 725,000 virtual pixels.



Doug Murray of Upstage Video says: "We had been considering an investment in Element Labs' new Cobra products given their light weight, slim

design and fabulous video capabilities. The timing and design of the Aileron Group event made it a perfect opportunity to invest. We approached Element Labs with the concept drawings as we knew they would cooperate with us in providing their engineering capabilities. All in all, it was a great example of combining our companies' strengths. The LED Floor we've built for this event can quickly be reconfigured into different shapes and sizes for future deployment. Our designers worked with the Element Labs engineers to create a system that will be used for fashion, auto or award shows.

Upstage Video created the 18m x 3 m LED floor using 315 of Element Labs' new Cobra V8 tiles

The result was absolutely stunning. We could not be happier with our move into the Cobra V8 line of LED products. The sheer versatility of this new tile is going to have it in high demand for years to come."

Marc van Eekeren of Element Labs adds: "We first met with Upstage Video at a show where we introduced the Cobra platform. We both knew the Cobra products have great advantages over existing LED products in the market. Element Labs is happy to see Upstage Video recognise the power of the Cobra product and their decision to become a partner of Element Labs. Pushed by the challenge of this really creative project, we gave our partner Upstage Video complete support from event concept to delivering an exciting product installed at a high end corporate event, supported and supplied by Upstage. The weight and depth of the panels of the Cobra product are only a few of the

key differentiators of the product that made this project possible. And then of course, we worked with one of the most professional companies in the business,"

Van Eekeren concludes: "The Upstage Video team knew the time pressures we were under and supported us all the way - it was a well orchestrated team effort."

According to Element Labs, its Cobra range of LED video display panels is the result of an extensive research and development effort to create a next-generation display technology that renders existing alternatives obsolete. Cobra technology boasts no less than seven industry firsts - including a revolutionary panel design less than 70mm deep and weighing as little as 40kg per sq.m, extremely low power consumption, full IP66 rating front and back, no cooling fans, an extended RGBC colour gamut, and true 100,000-hour lifetime. "The result is an industry first: a truly environmentally friendly LED display technology that offers superior visual performance," the company says.



10' x 60' Video Carpet can be reconfigured to any shape or size.