

THE CONCEPT:

The IRi 2015 Summit open will be an uplifting and exciting interactive experience. **The Accelerate The Path To Growth** theme will be underscored with live musicians (drums & saxophone) playing a prepared music piece synced to a high-energy video. Silhouette lighting effects on stage will match the pre-produced video on a 45-foot projection screen. Fast paced time-lapse footage of various cities throughout the world will be part of an exciting collage of images.



THE STAGING:

The staging will be similar to the 2014 staging, with one exception. Two small (8' H X 8' W) scrims will be positioned to the left and right of the main video screen. A rear projection system behind each scrim will illuminate a pre-produced high-energy video. The video will cast a silhouette lighting effect on musicians placed behind the scrims. A live video feed will capture the excitement and be presented on two large screens on stage left and right.

THE OPTIONS:

In addition to the open sequence, it is suggested to produce introduction video pieces aprx. :30 in length. Images on these pieces will be customized to match the speaker, with his name and title, as well as graphics that match the individual's professional focus. The video will play on the scrim with the subject standing in front of the projection unit creating the same silhouette effect that was on the musicians.

THE VIDEO:

The video will be an up-tempo call to action, with images of consumers, key text, and time-lapse footage. One main theme throughout the video will be a bar code element. With each live drum hit, a section of the bar code will illuminate on the video. As the tempo increases, drum fills, snare hits, and cymbal crashes will fill cue aprx. one hundred video cues a minute. The bar code, combined with silhouette and full color images of consumers will establish the idea that behind all the collected data, resources, and research is the valued customer. *A detailed storyboard of the video is attached.*



THE MUSIC:

The live music element will bring the audience to its feet. Inspired in part by the recent Academy Award nominated film **Whiplash**, the performance will be reminiscent of a Buddy Rich solo. The addition of the saxophone will give the piece a hot jazz musical style. The musicians will be playing to a click track (metronome) that will insure that every note is perfectly in sync with the video. Additional musical elements can be on the video's track, which will be pre-recorded. An edit version of the drum performance will be used to edit the video, then removed to allow for the live drum performance. To insure consistency in the performance, the same musicians who arrange and record

