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Velocity AVS featured in *Rental & Staging Magazine*

San Diego, Calif. (January 10, 2008) – Velocity AVS, San Diego’s premier owner-operated audio visual company serving corporate and non-profit organizations nationwide, was featured in *Rental & Staging Magazine* for its high-definition production at the University of Pittsburg Medical Center green-themed Hillman Cancer Center fundraiser.

Using a large-as-life high definition video production, Velocity’s visual magic transformed the cold hard corners of a newly-built hanger at Pittsburg International Airport into a scenic California dream of beaches, mountains and flower fields.

Velocity showcased its new high definition capabilities and employed 140 feet of technology in the front of the room to bring nature to life and accommodate the multiple layers of video clips and live performances. A 60-by-15-foot screen centered the room, flanked by two 40-by-15 foot blended screens, and four 10-and-half-by 14-foot screens on side walls.

To convey the event’s theme “Destination Hope...A Future Without Cancer,” layered video provided a fluid and continuous story telling medium that included a series of acts by Broadway performers, a 40-piece orchestra, the songs of music legend Nancy Wilson, and video vignettes of cancer survivors.

A 2007 recipient of the San Diego Better Business Bureau Torch Award for marketplace ethics, Velocity AVS was established in 1999 when San Diego natives and industry frontrunners Toby Russell and Dave Howell merged their businesses. Velocity is the in-house AV provider for the Dana on Mission Bay and is an active member of Meeting Planners International, the International Special Events Society, The San Diego Convention & Visitors Bureau and the Greater Phoenix Convention and Visitors Bureau.



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