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Thank you for your consideration and interest in Crossfade Design.

Crossfade Design is committed to providing entertainment design consultation and supplying complete turnkey lighting, projection/LED video, audio and scenic systems.

At Crossfade Design, we specialize in inventive solutions for your creative project. Our robust portfolio includes a wide-range of applications including live performances, television, motion picture and architecture/install projects. Our design team provides targeted solutions including kinetic (automated) architecture and scenic elements, lighting, multi-media creation, projection and LED video design, audio and production management – packaged in turn-key solutions.

While well-versed in the latest technology, our design partners have the creative training and production experience to integrate this technology in the most innovative ways. Our design and support staff, programmers, production managers, video and graphic artists have years of experience on the highest-level projects. By partnering with Crossfade Design, you ensure your production will run smoothly from start to finish, combining the creative savvy and technological innovations you can only find in an industry leader.

At Crossfade Design, you will find a perfect combination of industry knowledge, innovation with high quality and cutting-edge design utilizing state-of-the-art products to support the experience.



Sincerely,

Michael Nevitt
Senior Partner
Crossfade Design, LLC

Eric Wade
Senior Partner
Crossfade Design, LLC



3 Company Profile

Crossfade Design, LLC is a creative design firm providing design services for sports, touring, television, theatre and live entertainment. We provide all aspects of design from concept to installation for lighting, video and scenery. We work in conjunction with a team of designers to provide the highest level of service to all of our clients. Crossfade Design, LLC is a turn-key company for all entertainment needs, as well as being a dealer for Clay Paky, Ayrton, Chain Master, Chroma-Q, Lyntech, Pathway Connectivity, Elation Professional, Robe, Chauvet and numerous others.

Crossfade Design offers full 3D rendering and pre-visualization software to illustrate the look of the design and offers preprogramming from one of our programming suites in New Albany, Indiana and Dallas, Texas.



Creative Production

- Lighting Design and Production
- Scenic Design and Construction
- Production Management
- Projection Mapping
- 3D Visual Design & Rendering
- Remote Programming via 3D Visual
- LED Video Screens & Content Creation
- In-Arena and Broadcast Production



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Pre-Visualization Suites

Crossfade Design's dual pre-visualization suites in Dallas, Texas and New Albany, Indiana offices offer 3D software with real-time visualization, simulation and cutting-edge lighting controllers to create looks, lighting cues and virtual kinetic scenery in an offline environment. The ability to program your production in a remote studio, saves time and rental equipment costs. Once your production moves to 'on-site' touch-up programming and artist rehearsals your show is well on its way to be a masterpiece.

Crossfade Design's suites offer a comfortable climate-controlled environment with amenities such as computer workstations, printers and D-size color plotters, high-speed WIFI, console networked computer terminals and of course plenty refreshments. Why not pre-program your show in Crossfade Design's comfortable studio instead of over-night hours on a hot, dirty rehearsal stage?



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Rendering & Content Creation

Crossfade Design offers high quality 3D rendering and content creation for your project.

Crossfade's team uses Cinema 4D, Vectorworks, Sketchup and other popular graphic programs to create cutting-edge visuals for your production. Our team creates animations and fly-thru videos to better illustrate and promote your designs. We use Vectorworks to create 2D and 3D technical drawings and lighting plots to be assured that the tech crew has a complete understanding of the engineering required to achieve your event in the most efficient and cost-effective manner possible.

Our team creates graphical images for LED screens for live production as well as graphics for television and other electronic media. Crossfade's images have appeared in countless concert tours and the background of televised events. We pride ourselves in content creation that completes the client's vision for the production and serves the show in a theatrical style. Whether the artists want to work hand and hand with our team or simply says make it look fantastic, Crossfade Design can take your production to a new level of creativity.



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Live Events

The Crossfade Design team brings a wide range of live event experience including: theatrical, concerts, live cruise ship productions and many other projects. Our designers adapt to any size one-off or tour, from an intimate theatre tour to a large-scale stadium spectacular, Crossfade Design has the experience to make your production a reality on budget and on-time. By teaming with Crossfade, it's equivalent to getting an insurance policy that your production will go off without a hitch and will look amazing.

Our process includes, first and foremost, incorporating the artist's vision with the overall concept of the show. Whether it's kinetic scenic design, projection or LED video, special effects, audio or lighting design; our designs are always complementary to the performance and accentuate the artist while serving the story being told live on-stage.



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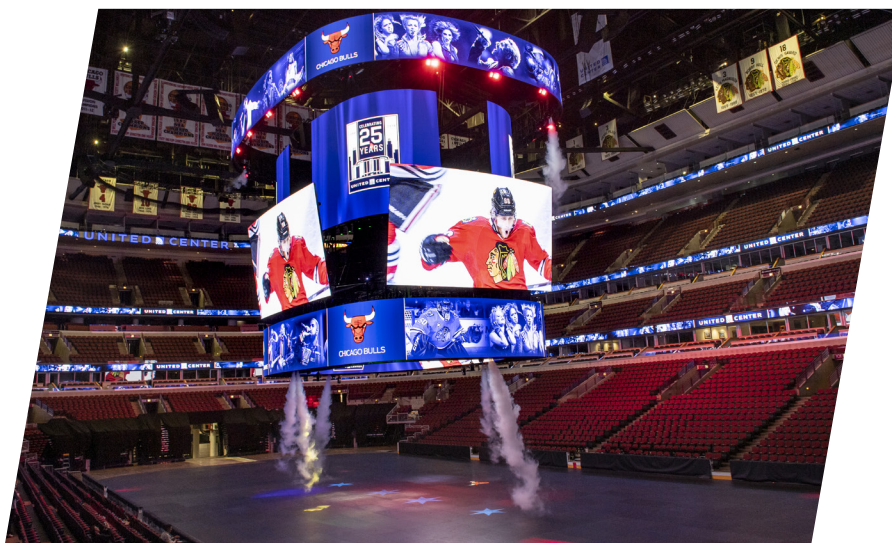
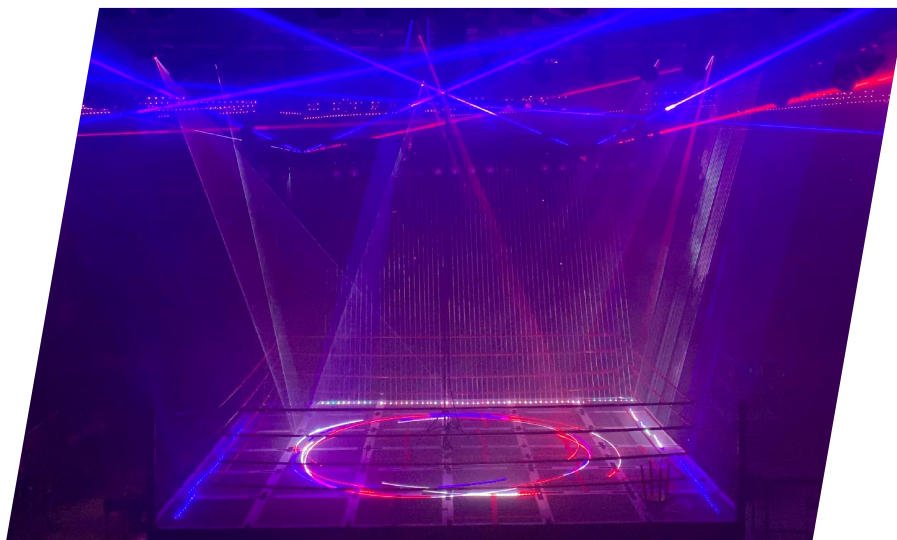
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Special Effects

Crossfade Design has extensive Cyro product experience which include CO2 jets, confetti cannons, dry ice effects, fog and theatrical haze. All our products are remotely controlled and intergrated into your event. Our CO2 jets offer 'cold' blasts of air to amaze your audience and provide stunning visual elements to your production. CO2 jets are safe and you can rest assured our team will keep it that way. We have provided CO2 jets for Usher's most recent concert tours and many other events. Crossfade also partners with several licensed pyrotechnic companies to provide any scale pyrotechnic show.



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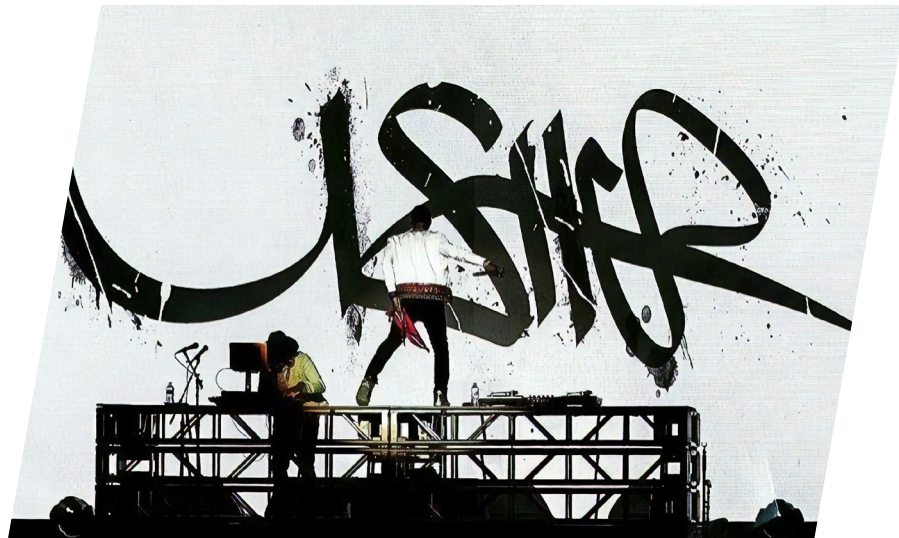
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Kinetic Scenic & LED Video

Crossfade Design is on the forefront of fixed and kinetic scenic elements. Whether it's computer controlled, movable scenery for a stage productions or a moving massive scoreboard in an arena, our Scenic Designers have the experience to create a creative, safe solution. United Center arena in Chicago turned to Crossfade when wanting a cutting-edge solution to their new scoreboard. Our team created numerous renderings to illustrate to the United Center decision makers exactly the look and function of their new design. In the fall of 2019, the new kinetic, movable scoreboard made its debut for the Chicago Bulls and Chicago Blackhawks.



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Motion Pictures

Crossfade Design's designers have a board range of experience, including designing and/or programming theatrical lighting for a number of major motion pictures. Crossfade Design's senior designer helped bring automated lighting to motion pictures for the first time during the 1990's. When Hollywood cinematographers wanted to add theatrical elements like on-camera color changes, automated lighting and projected images they turned to our senior designer. Before this period, the motion picture industry had somewhat been hands-off on using the new automated technology, but we helped change the industry. Today these techniques are commonplace. *The Grinch*, *Batman and Robin*, *The Flintstones in Viva Rock Vegas*, *Miss Congenitally* and *Danny Collins* all show our theatrical work.



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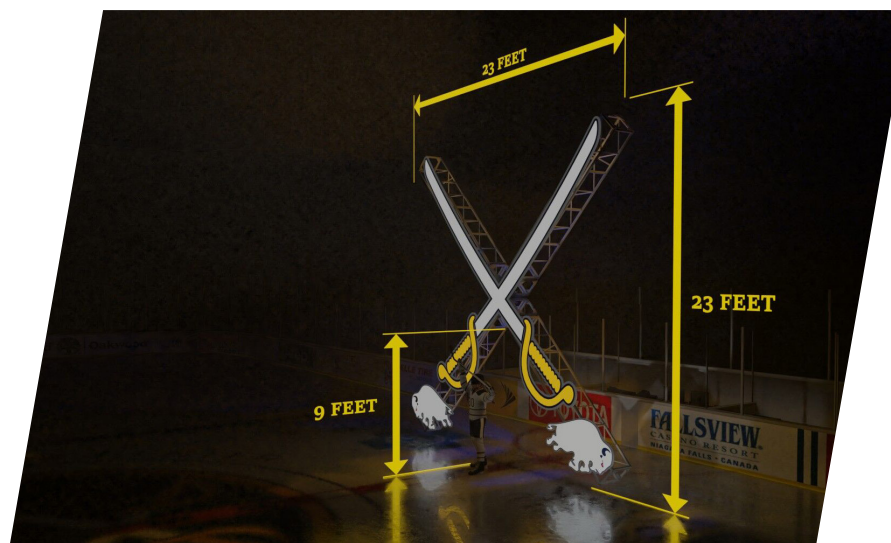
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10 Projects & References

Hockey Western NY Key Bank Arena Buffalo Sabres

Crossfade Design worked with Buffalo Sabres management to install a design plus control system featuring the 3D visualizer, which facilitates remote programming. All programming is set to a timecode. Whenever new looks or additional seasonal, special event programming is needed, a file is sent to Crossfade, who then strip in a new timeline. We now program all of their shows remotely from our studios and upload to an onsite file folder for their operators. The local operator receives a 30-minute run through task program to ensure all cues are being hit. For the 2017 season, Crossfade designed a custom Crossed Swords LED entrance scenic element.

"Working with Michael Nevitt and the Crossfade team has made programming the various light shows we use throughout the hockey season a smooth and easy process," says Kelsey Schneider, the Sabres' director of game presentation. "They have been great with taking our vision and making it come to life on game nights."



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11 Projects & References

Cavaliers Holding Company Rocket Mortgage Arena Cleveland Cavaliers

Crossfade Design took over the Cavaliers design for the 2017 season and installed a temporary lighting package. The system functioned for the season as well as a test for a permanent lighting design to be purchased and installed in time for the 2018 playoffs. The success of the Cavs season lead to Crossfade designing lighting all the way to the NBA finals in 2018. With the new system fully installed, Crossfade Design continues to provide remote design and programming via 3D visualization studios in New Albany and Dallas.



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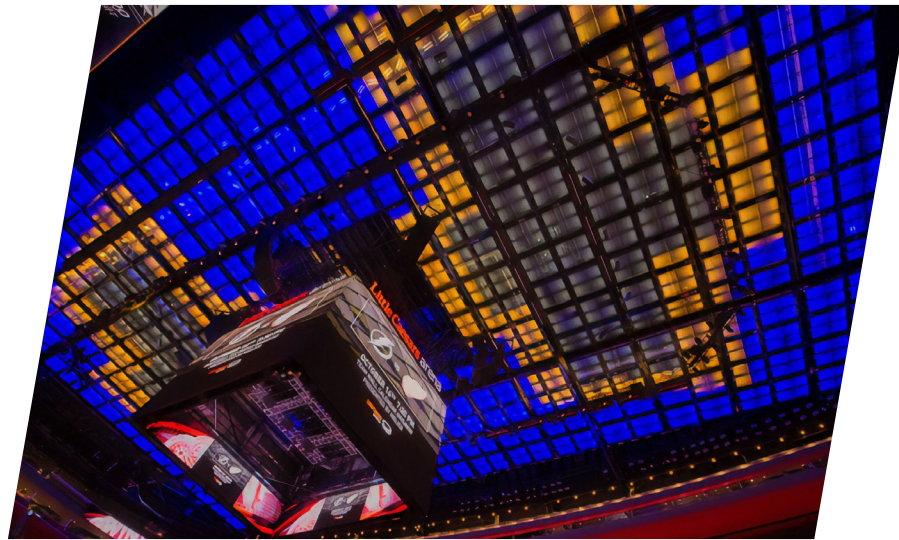
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12 Projects & References

Olympia Entertainment Little Caesar's Arena Detroit Redwings Hockey

The owner of the Little Caesar's Pizza chain, Detroit Redwings, Detroit Tigers and Olympia Entertainment set out to help transform the Detroit downtown area. The new Little Caesar's Arena was to be the centerpiece of the city's revitalization and so it came to be. Eric Wade quickly became directly involved with the ownership creative process and Crossfade Design's involvement in the project expanded. Michael Nevitt, Sam Brown and other Crossfade members joined in. Crossfade's team helped design, install and create content for all ice projection and Jewel Wall projection (600ft aluminum projection surface wrapping the lobby of the building). The lighting design included a system of automated lighting on computer-controlled truss/motors, rooftop lighting and a cutting-edge LED grid ceiling over the arena floor. Crossfade also handled completion of the lighting network and projection system integration – designing all the system network and processing along with the building's IT team.

Mondo DR magazine awarded the project the "Sporting Venue" design for 2018.



13 Projects & References

United Center Joint Venture United Center Chicago Bulls/Chicago Blackhawks

When the United Center wanted a creative design to upgrade their current scoreboard and audio system, they turned to the Crossfade Design team. Crossfade Design has extensive experience in state-of-the-art arena projects, combined with years of live entertainment design. Looking for a solution that delivered to fans a unique gameday experience, Crossfade's team conceived a cutting-edge lighting, LED video, audio and special effects integrated solution.

The scoreboard is quadruple the size of its predecessor and mimics the shape of the bowl for maximum viewing ease. It has 8,600 square feet of 4mm pixel pitch displays which makes it the largest center-hung screen display in the NBA and NHL. Six independent hoists give the board kinetic movement and the first-of-its-kind continuous inner ring display will delight patrons in the first 12 rows. This stunning design takes the in-game experience to another level.



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14 Projects & References

Princess Cruises Stardust

Crossfade Design partner, Eric Wade, created the lighting design for Princess Cruises' production of Stardust and many other productions over a 15-year period. The successful production of Stardust garnered high praise and he remounted the design on 6+ ships. Eric's experience in lighting and multi-media was the perfect match for this show which included automated lighting and LED video elements. His ability to both design at a high level while also serving as a top-notch automated lighting programmer also appealed to Princess Cruises.



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15 Projects & References

Kentucky Center for the Arts Paristown Hall

Old Forester's Paristown Hall, managed by the Kentucky Center for the Arts, hosts events from today's hottest indie rock bands to orchestra concerts to business meetings. When Kentucky Center's team wanted a consultant for the venue lighting design, they turned to Crossfade Design. With its incredible flexibility and versatility, Old Forester's Paristown Hall allows for a broad range of events. The in-house lighting design uses popular high-tech equipment and packages it in a system that allows total flexibility for visiting productions. Given Paristown's club environment without fixed seating, our team designed a fully color changing house light design. Instead of 'dimming' the house lights when the show starts, operators can simply change the color to a less distracting blue, red or magenta. Allowing the patrons safety and comfort while not taking away for the event. With 100 LED house lights, staff can control the various levels and areas independently or even create effects if so desired. Whether they use only the venue's system or integrate Paristown's system with their own tour package; Crossfade's design allows either option seamlessly.



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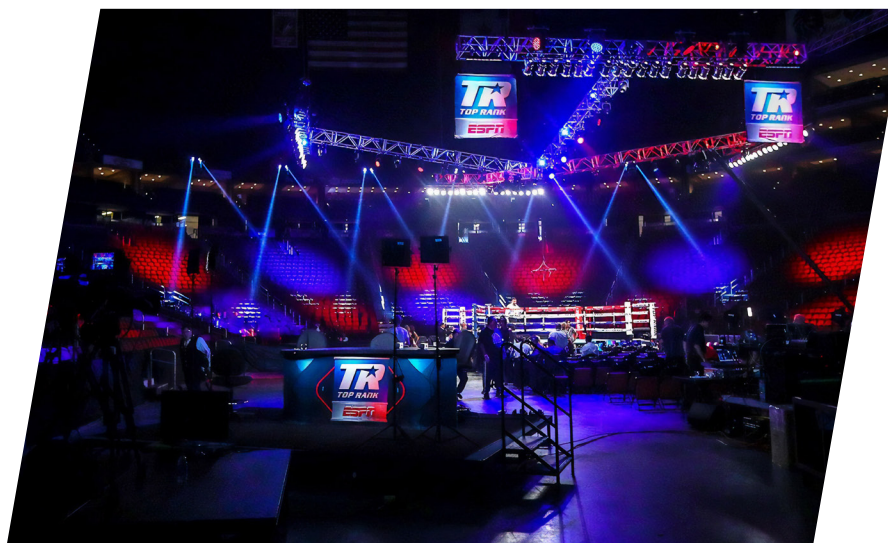
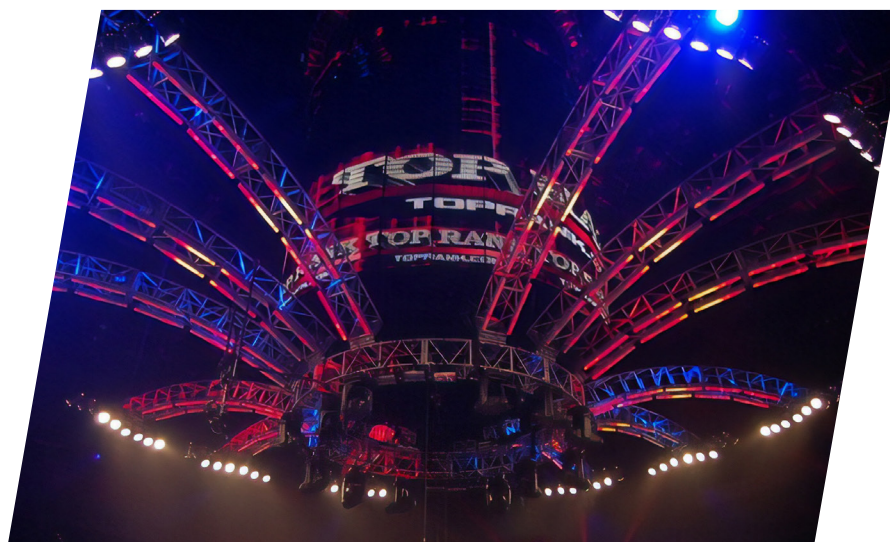
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16 Projects & References

Top Rank, Inc Top Rank on ESPN Boxing

In 2011, the visionary management at Top Rank Boxing approached Crossfade Design to join their team to upgrade the creative product that is professional boxing. For years, boxing productions relied upon the same old design standards where the boxing ring would be illuminated while adding a little bit of 'eye-candy' by shooting 4-5 colored lighting fixtures into the camera lens. Together Top Rank and Crossfade Design changed the industry by bringing forward modern, creative theatrical techniques. Our team introduced visual spectacle to boxing events – not just for television, but we enhanced the live audience experience. Adding large amounts of automated lighting, LED video screens for both image magnification of the fight and as a scenic element, pyrotechnics and multi-media integration. We revolutionized the fighter 'walkout' and it led one ESPN reporter to comment that it was the "coolest walkout he'd ever seen". In 2018, ESPN and Top Rank joined forces for a new series "Top Rank on ESPN" and they brought Crossfade along. Currently, Crossfade teams up for between 25-35 fight productions per year across the USA, Canada and around the world.



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A few years ago in Dallas, you created a very impressive design at the Unite Forever Gala for Blake Shelton and Usher. Your design supported both of these mega stars seamlessly. How did you connect these two divergent musical styles in one lighting/video design?

I am glad you brought that up. I was not just the lighting designer on this show, I actually designed the entire show including the creatives. When you have control of the entire show including concept, video, lighting, stage, dancers, and artist flow, you're able to make everything come together more seamlessly. This particular project was extremely challenging because of the two unique styles of the artists, and the different expectations fans had for each.

My goal was to keep the attention of both artists' audiences throughout the entire show. I did not want to have one artist do his entire show for his fans and then have those fans leave at the end of that set. The solution to that was to mix the show between both artists and both bands. I decided to divide the show into four equal parts alternating between the two artists. For the finale of the show, I combined both bands and both artists for three songs together. Thankfully, both Usher and Blake were on board due to the friendship they formed when working on *The Voice*.

You mentioned this project was "extremely challenging." Can you elaborate?

There were a couple of elements of the show that were not only fun to deal with but were challenging to execute. One of them was that Usher normally travels with 8-12 dancers, while Blake has zero. The solution to this was to add the Dallas Cowboys Cheerleaders as Blake's dancers. This was a fun way to transition to Blake's set. He came marching up the ramp after Usher's first segment, saying, 'Hey...whoa...wait a minute, you (Usher) got all these dancers...I got dancers too!' Then, enter the Dallas Cowboys Cheerleaders!

The second challenge was how to bring it all together in the finale. We had to remind people why we were there – to support The United Way. I wanted everyone to feel the love so to speak as we closed the show with a bit of fun. I had Blake sing an Usher song and Usher sing a Blake song. This was fun for everyone. However, the real kicker came when Blake and Usher sang Joe Cocker's version of 'With A Little Help From My Friends,' along with United Way Team, Dallas Cowboy Cheerleaders and Usher's dancers joining them onstage. This was a perfect way to end the show. Everyone went home happy and motivated to be a part of something larger than themselves.



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Little Caesars Arena is uniquely suited for both sports and entertainment.

Little Caesars Arena has been hailed for its revolutionary design since it opened in September 2017, and disguise 4x4pro media servers play a key role in mapping dynamic video and graphics inside and outside the arena.

Eric points out that “the entire building is one big infrastructure. When the Redwings score a goal it triggers the lights in the parking garage and on the exterior of the building, the jewel skin wall display and the graphics on the ice. With disguise we can tie everything together as one surface. With the system’s numerous I/Os we knew we could handle this with no problem and supply full-on seamless backup.”

During Redwings and Pistons games eight projectors map the ice or the basketball court floor with bold graphics to entertain fans. National flags are displayed during the anthems, player intros amp up excitement, 3D animations ‘crack’ the ice, and an animated pinball game engages spectators. “The operator runs cues off SockPuppet,” says Eric. “There’s really no limit to what you can do on these surfaces.”

Above the arena floor is the SkyDeck wire tension grid. It’s touted as the largest installation of the product in the world. Three hundred seventy-two modular SkyDeck panels cover 43,000 sq. ft. Wade realized that the SkyDeck needed to be illuminated. When we couldn’t find the ideal fixture, we partnered with Elation to custom-build a fixture. “We needed a glare shield, because I had audience members sitting high at the end and we didn’t want lights shining in their faces. We needed a more linear output, so we could graze the ceiling and not light up everything else.” says Wade. The custom fixtures, christened the ELAR Quad Bar 500 and ELAR Quad Bar 1000, are mounted directly to the frame of the SkyDeck.

“It all operates on the same grandMA system; we just added more NPUs and parameters to make this happen,” he adds. “When people watch a game, they notice the ceiling,” Wade says. “You’ll see people sitting there, just looking up at it. It’s an amazing feature of the room.” The ceiling can easily be used to make patterns that copy the looks of various national flags, in addition to a limitless number of color patterns. Skorich adds: “The combination of the tension grid and the lighting allows us to provide an artist a unique canvas that does not exist in most places.”



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Crossfade Design Sharpens Buffalo Sabre's Looks.

The demand by audiences for more entertainment value for their buck has opened a whole new industry for live entertainment designers, that of sports. Following the example generated during the Predators/Penguin playoffs, the National Hockey League (NHL) is advocating all their teams to step up entertainment production surrounding their teams' games.

The design partnership of Crossfade Design, which now includes principals Michael Nevitt and Eric Wade have built a firm reputation for creating better sports fan experiences for the Cleveland Cavaliers, HBO, Top Rank and ESPN Boxing along with the work they've done for Super Bowl halftime shows. So it's not surprising that NHL teams have been calling on Crossfade as well.

"We really have fallen into and are filling, a much-needed niche in sports entertainment," says Eric Wade. A recent case in point: the Buffalo Sabres NHL hockey franchise in Buffalo, NY. Crossfade Design worked to provide new lighting looks along with a new operating system for their home rink, KeyBank Center Arena.

The KeyBank Center is an extremely busy venue. Between the days when sporting events and concerts are filling the 19,000-capacity venue, the staff is kept busy preparing the ice or setting the floor for another event. There is little or no time for programmers to get in the arena to update looks.

The solution the Sabres managers and Crossfade came up with was to update and install a grandMA Light front-end control system featuring the MA 3D visualizer, which facilitates remote programming. An Art-Net system was already in place, which they plugged into via a solution from Pathway Connectivity. Additionally, all programming is set to timecode. Whenever new looks or additional seasonal, special event programming is needed, a file is sent to Crossfade, who then strip in a new timeline.

"We now program all of their shows remotely from our studios and then upload that to a file folder onsite for their operators," says Wade. The local operator receives a 30-minute run through task program to ensure all cues are being hit.

"Working with Michael Nevitt and the Crossfade team has made programming the various light shows we use throughout the hockey season a smooth and easy process," says Kelsey Schneider, the Sabres' director of game presentation. "They have been great with taking our vision and making it come to life on game nights."



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Dealer Information

Fixtures

Robe
Elation
Chauvet
Aryton
Clay Paky
Chroma Q
GLP
Follow-Me
Astera
Portman Lights
Minuit Une

Truss & Rigging

Tomcat
EuroTruss
Reliable Truss
Chauvet TRUSST
Chain Master

Control

MA Lighting
Vista
Obsidian Control
Madrix

Media Servers

MBox
Arkaos
MA 3D
ESP Vision
Wysiwyg

Architectural

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Accessories

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Antari Effects Cables
Selby Guard
Smoke Factory

Video

Roe Visual





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