

media release

Sydney Convention and Exhibition Centre Delivers Catherine Freeman at High Speed

Sydney Convention and Exhibition Centre's new Digital Video Network service has proved to be a winner for event organisers Conexion Event Management, helping them to create an event video featuring Olympic gold medallist Catherine Freeman at lightning speed.

The race against the clock began when Conexion received word that Catherine was available to record a welcome message for the international finance convention, the ACI 49th World Congress, which will be held at the Centre in March next year.

The message needed to be completed quickly so that it could be flown to Paris for a meeting of the ACI Council the following week. However, Catherine was in Melbourne and the tight schedule meant the video had to be shot and produced in one day.

Conexion called on the Centre's in-house boutique production unit, Centre Video Production (CVP), which used its new Digital Video Network (DVN) service, enabling high quality live digital broadcasts to be received and transmitted from the Centre.

CVP quickly organised for Catherine to record her message in Foxtel's studio in Melbourne, with the images sent live into CVP's editing suite in Sydney.

Three hours later, the CVP team had edited a four-minute video, containing Catherine's welcome as well as footage of Sydney, and delivered it to Conexion.

"We were extremely impressed by how efficiently the Centre team worked," said Conexion's Managing Director Robyn Johnson. "Our client was keen to have a high profile Australian head up their video presentation in Paris, and Cathy was an ideal choice - except that she was in Melbourne and we had limited time to deliver the presentation."

Conexion is a regular client at the Sydney Convention and Exhibition Centre and had no hesitation handing the task to them.

"As usual, the Centre delivered what we needed, when we needed it. It was a great outcome for everyone," said Ms Johnson.

Centre Chief Executive Ton van Amerongen said the Centre was proud to be the only convention venue in Australia to offer DVN access and an in-house production unit that gives clients the edge in their events.

"Since we introduced the DVN service we've had a great response from television stations, event organisers and private firms all keen to take advantage of the new technology," Mr van Amerongen said. "We think it's very important to offer our clients state-of-the-art technology and a professional service, and CVP delivers both."

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