wysiwyg WORKS VIRTUALLY WITH HARDWARE AND TECHNOLOGY MANUFACTURERS

CAST Software delivers high quality software solutions that are universal or non partisan to any particular hardware/technology manufacturer or supplier. We realize that many if not most production professionals work on a number of different projects (each using a different mix of equipment from different manufacturers/suppliers) with a number of different teams, so for business reasons it is important to have tools that are adaptable to changing needs.

We understand <u>your</u> needs. *wysiwyg,* courtesy of its Library that comprises greater than 20,000 intelligent lights, gobos, trusses, etc., delivers you the advantage of universality -- the ease and hability to work with different equipment from different manufacturers so you can work on many different projects.

wysiwyg's planned universality also benefits those manufacturers and suppliers that are members of CAST's **Registered *wysiwyg* Developer (RWD) program.** Indeed, *wysiwyg* connects to almost all of the major entertainment control hardware manufacturers in the world.

Today there are more than 40 RWDs. They joined the RWD program because of *wysiwyg*'s power, it's non partisan policy and to make their equipment an option for any one of the more than 10,000 production professional who use *wysiwyg* to plan or design projects. Essentially, RWD members leverage wysiwyg to help get information about their products to the large wysiwyg market.

"We are proud to announce that MADRIX now supports the industry standard *wysiwyg*. This allows the *wysiwyg* professionals to plan a show using a MADRIX simulation with up to 131,072 DMX-channels. For us and the MADRIX brand it's important to support the industry standard for visualization because at the same time our goal is setting new standards for LED lighting control.

This implementation and other unique features of MADRIX version 2.6b, like the Philips Color Kinetics, ROBE and INSTA protocol implementation, opens for us new doors especially the market of professional shows.

For more information about CAST's RWD program, click gdensham@cast-soft.com or check out our website.

Here are two <u>very</u> current examples about how RWDs harness the power and renown of *wysiwyg*…

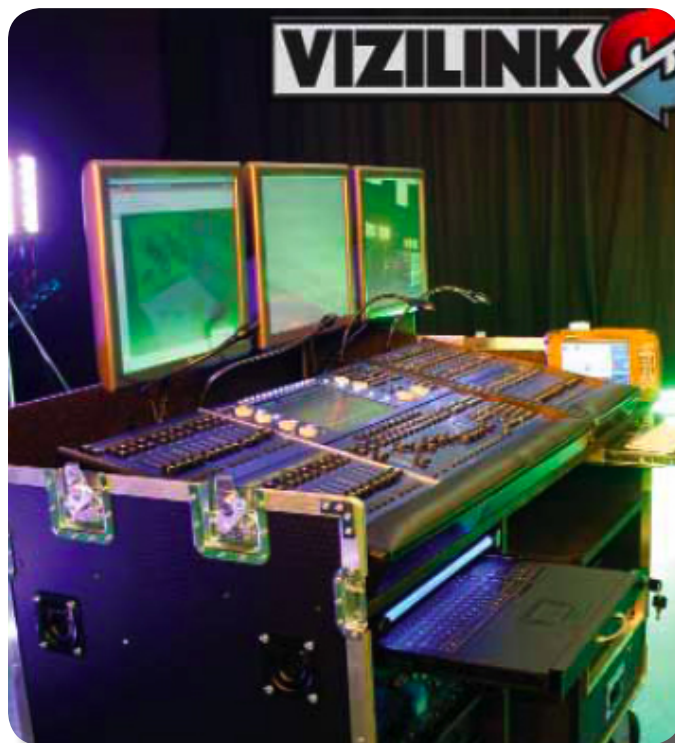## Panalux integrates *wysiwyg* in new Vizilink
Courtesy of Panalux www.panalux.biz

Panalux Lighting, an international market leader in the provision of lighting facilities for film and television production has recently unveiled a lighting control system for the feature film industry called Vizilink. Panalux is the union of Lee Lighting and AFM Lighting, now owned by Panavision, the leading force in motion pictures produced on film and digital media. Panavision is the world's leading designer, manufacturer and supplier of precision film and digital camera systems for motion pictures and television, and winner of numerous awards, including Oscar and Emmy awards. In fact, over half of all films awarded Oscars for Best Picture of the Year since 1990 have been shot using Panavision cameras.

The Vizilink system by Panalux is a brand new, fully integrated suite of bespoke products and software applications developed specifically for use within the Film, Television and Broadcast Event industries.

Included in the new system is a modified Chamsys MagicQ, Military spec Tablet PC remote, handheld PC remote, custom engineered wireless playback remote, A3 printer for plots, Luminex Artnet Nodes and a Quad core industrial PC running video streaming from the video assist cameras, all with full *wysiwyg* visualizations on 3 large touch screens.

The first two beta systems used a *wysiwyg* Perform on each. Chamsys had the live integration, patching and playback between *wysiwyg* and the MagicQ running seamlessly, so Panalux decided to install *wysiwyg* Perform suite in all future systems. Steve Howard with the Broadcast and Event branch of Panalux worked closely with CAST Software to customize the *wysiwyg* library built into the desk.

Vizilink allows precise, creative command over complete production installations from a single 'base station' or via a range of unique handheld remote devices. Delivering realtime control of live effects and lighting sequences, Vizilink stores each performance in an internal memory to be used later for instant set-up and playback for multiple takes or re-shoots.

wysiwyg Works Virtually With Manufactures - Continued

Panalux - Continued

Flightcased into a single portable unit, the system can be easily configured ready for use in less than 15 minutes and requires just one operator. Optimal operational flexibility is provided via a family of remote controllers utilizing robust UHF frequencies, free from interference or network clashes, to deliver instant, live access to channels.

Built around a central operating console featuring three built in touch screen LCD panels, Vizilink keeps users fully informed through detailed analysis provided by way of industry standard *wysiwyg* software, graphical interpretations of the lighting installation, plus a live video assist transmission to allow accurate on screen visualization.

To offer further versatility along with added peace of mind, Vizilink maintains comprehensive digital records of all scenes, creating accurate 3D plots for quick and easy access where an installation must be recreated, analysis in a digital environment such as post production is required or when detailed printed plans are needed. Available exclusively through Panalux, Vizilink is a total production solution for cameramen, lighting directors, gaffers and operators who require the ultimate control solution from concept to completion.

British Cinematographer magazine quoted Haris Zambarloukos from the British Society of Cinematographers, "Film lighting has needed a lighting desk that is up to date with the needs of modern film making and I think Panalux have finally got it right."

Only a handful of units have been developed at this time, although initial reviews indicate that Vizilink will revolutionize the motion picture industry. Stay tuned to future issues of The Plan for updates regarding sales and distribution.

MADRIX® 2.6b sets new standards

MADRIX 2.6 has received a lot of attention at this year's prolight+sound 2009. Madrix has controlled LED applications at 8 trade show booths and one large outdoor stage. The new version of Windows-based MADRIX lighting controller is now available – MADRIX 2.6b. And this version sets new standards for LED lighting control.

Integration of the Philips® Color Kinetics® (KiNetTM) protocol:

With the newest release of MADRIX, you can now control all of the LED products of Philips Color Kinetics (KiNetTM). MADRIX communicates in the lighting installation (power / data supplies and Ethernet Data Enablers) via KiNET™ Ethernet, the network protocol engineered by Philips Color Kinetics for high-performance lighting system control.

This KiNET™ integration allows you to use all the advantages of the lighting controller MADRIX for architectural lighting, the entertainment market, club installations and bar applications with the Philips Color Kinetics LED product range. Featuring Ethernet-based control, MADRIX dramatically simplifies the configuration, installation and the controlling of LED applications.

With its scalable design, MADRIX offers the ideal controller for your upcoming LED project. Installed with standard Ethernet cabling and network hardware, MADRIX can manage up to 131,072 Philips Color Kinetics LED nodes or 43,690 Philips Color Kinetics RGB LED nodes in a very easy way.

The KiNET™ protocol also allows a data sync. The result of this sync with MADRIX and KiNET™ is a perfect matching image on huge LED installations.

Integration of the INSTA and ROBE protocol:

Additionally, the developers of MADRIX 2.6b have integrated the INSTA protocol for the instalight® 2022 and the ROBE protocol for the ROBE StageQube 324 to extend the market share. The ROBE StageQube 324 and the instalight® 2022 are new-generation LED panels. The resolution is 18 x 18 pixel at a size of 80 x 80 cm (pixel pitch 4.44 cm). And MADRIX can easily manage up to 134 x instalight® 2022 or the ROBE StageQube 324. The INSTA and ROBE protocol data sync with MADRIX also allows for a perfect matching image on very large LED installations.

wysiwyg driver

wysiwyg is an Emmy and Gemini award-winning software suite that continues to be the top choice of entertainment lighting design professionals worldwide. With the release of MADRIX 2.6b you now get a driver that allows you to plan, design, and program your production in *wysiwyg* for up to 131,072 DMX-channels using MADRIX and LED fixtures. This association between inoage, the developers of MADRIX, and Cast Software - the developers of *wysiwyg* increases the field of application of MADRIX; especially for the professionals.

The new MADRIX truly is the next generation of LED lighting control. The developers of MADRIX spent countless hours considering things like simplicity and user interfacing…… and once you begin using your new MADRIX version, you'll discover the incredible benefits.

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