OFF TO A STRONG START IN 2010
Letter from the editor, Joan Lyman, Manager, Communications

wysiwyg is off to one of its most exciting starting lineups in 2010, with some of the most widely viewed events in the world all using this powerful software to create these highly respected and prestigious shows.

As you’ll see in this issue of The PLAN, wysiwyg was used for Super Bowl XLIV, the Brit Awards, ELLE Fashion Show and the launch of the newest Costa Cruise Line fleet. R25 Beta has officially started testing and additions continue to grow our Library. We’re exhibiting for the first time at ProLight + Sound, where we’ll be debuting the Alpha version of BlackBox in addition to showing R25. And as if that weren’t enough, Vivien won Best Exhibition and Conference Service for Vivien2010 at Confex in London.

And it’s only March!

I hope you all have a Happy St. Patrick’s Day, Passover and Easter -- wishing you all a prosperous springtime. Be sure to follow us on Facebook and Twitter, as we’ll be adding updates regularly. Enjoy this edition of The PLAN and don’t forget to send me your feedback and stories.

My warmest regards,
Joan
joan@cast-soft.com

CAST’S BLOG COMING SOON
Jim Hutchison, Social Media Director

For those of you who don’t know me yet, I’m Jim Hutchison – CAST’s Social Media Director and Area Sales Manager for the Internet. Oh yeah, CAST Software is on Facebook and Twitter, and we’re growing our Social Media presence pretty much daily!

Did we have January and February already? What a whirlwind year so far! wysiwyg R25 went into beta testing this week, and it is a whole bunch of great. New presentation upgrades, applying video onto a screen surface, use Luminair 2.0 to send the electrician in the cherry picker the focus of that light he’s working on, and a ton more features that just keep making it THE solution for lighting designers.

Also, big new on the CAST website: we’re starting The CAST Software BLOG! In the next few weeks, we’ll be rolling out our daily blog, with news about Vivien, BlackBox, wysiwyg, the company, our product users’ work and renders, and all kinds of other interesting stuff related to lighting design and virtualization!

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See you on the internet!
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