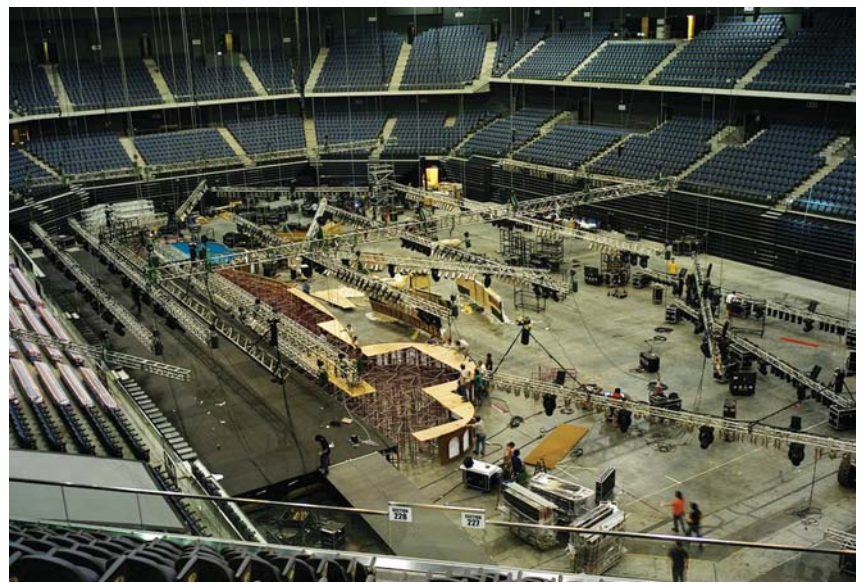


MACAU

Xtreme Xecution Execute 10th IIFA Awards Ceremony

The 13th of June 2009 saw one of the worlds most watched entertainment events come to Macao. The IIFA Awards, now its 10th year, is considered as the Oscars of Bollywood saw a weekend of different activities bringing people from around the world to the Venetian Macao's Integrated Resort culminating with the actual awards show. The event was organized by **Wizcraft** from India, who have been managing the IIFA Awards since their inception, and utilized a culturally diverse crew from Macao, Hong Kong, India, Dubai and the UK. **Xtreme Xecution**, who was the technical production management company, along with primary equipment vendor **Max Productions** oversaw the 260 hours it took to set-up the show which lasted 5½ hours with 170 performers on a 140ft wide stage using 600m of truss and 100 chain hoists. The production team contracted over 350 people and over 900 support staff. An extensive 12km of cabling was laid throughout the Venetian's 'Cotai Arena' for Broadcast, Lighting, Video and Audio. The LDs for the event were UK based **Paul Birks** and Dubai based **Nigel Holborough**. The lighting design had over 800 fixtures that included the recently launched **Griven Spykes** and **VL3500FX Wash**, 80 **MAC2000 Profile**, 24 **VL3000 Spots**, 48 **MAC2000 Wash**, 22 **MAC700 Profiles** and 22 **MAC700**



Washes. The show was run on 5 **grandMA** desks controlling the over 200 moving and 600 conventional lights along with 6 **MA Media PCs** putting content into LED screens integrated into the sumptuous Venetian themed purpose built set. Over 1500 sq.ft of 6, 10 and 16mm LED wall was used within the custom built set. For **Audio India's** renowned Sound Engineer **Rustom Pavri** used 5 clusters of **Meyer Milo** totalling 36 cabinets, with 24 **Meyer 700HP** and a side fill of 8 **Meyer CQ1** and 12 **Meyer 212A** Monitor wedges. The IIFA Award Show is the biggest South Asian media event and is considered among one of the most-watched global annual events. It was aired in July to a TV audience of 800 million!

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