

4Wall Entertainment purchase 14 new Hippotizer V4+! First trip, the 2018 Made in America Festival



Hippotizer Dealers, 4Wall Entertainment, take stock of 14 new Hippotizer V4+ Media Servers, some of which marked their first outing at Jay-Z's 2018 Made in America Festival.

With 10 locations across the US, 4Wall Entertainment have been providing creative solutions and rental gear for some of the most impressive shows and projects across the US.

Becoming a Dealer for the Hippotizer Media Server range in 2017, 4Wall's sales and rental divisions have carried a large inventory of lighting and video equipment nationwide, and as dealers for the industry's top manufacturers, 4Wall continues to provide affordable lighting and video options for countless venues and productions, backed by tremendous service and support.



Supplying 6 of their new additions to the Labor Day weekend Made in America Festival, the event at the Benjamin Franklin Parkway attracted nearly 150,000 spectators to this annual celebration of music and culture, curated by Jay-Z, and designed by Patrick Dierson of The Activity. Headline acts included Kendrick Lamar, Nicki Minaj, Zedd, and Diplo.

The Hippotizer Boreal+ DP – capable of delivering up to 16 HD outputs – drove the Rocky and Liberty Stages (Rocky Server Programmer: Jason Livingston; Liberty Server Programmer: Cory Froke), while the Hippotizer Karst+ DP – capable of 8 HD outputs – drove the Freedom stage (Server Programmer: Chris Griffin). These two models are the most popular Media Server products for the Rental and Concert market due to their versatility. All three of these stages utilized Datapath's FX4 to split up the 4K outputs from each server into the required number of HD sends to the LED processors for each stage. Rocky and Liberty stages also received IMAG feeds from the broadcast trailers, allowing effected IMAG to be displayed with minimal latency.



The servers ran on the soon-to-be-released Hippotizer V4.4 software, allowing the programmers to utilize some of the newest features, including Crossfade-On-Layer, VideoMapper-On-Layer, and expanded support for Color Blocks, allowing the lighting console to generate imagery on the fly, without the need for pre-rendered media. Each stage had a unique layout of LED screens (ranging from 6-12 individual screens on each stage), and Hippotizer's workflow allowed the programmers to quickly and easily adapt both stock content and artist-provided content in various formats and resolutions to fit the screen configuration for each stage.



About Green Hippo

Formed in 2000, Green Hippo started as a handful of enthusiasts and technicians working to make video for live events easier and more creative by designing and building a computer-based Media Server. Nearly two decades of continuous development and innovation has followed that same mission; create an easy to use, yet powerful Media Server. Its Hippotizer range, now in its 4th generation, provides real-time video playback for events including Eurovision, the Academy Awards, and Super Bowl halftime shows. Theatre spectaculars, such as the West End's Love Never Dies and Broadway's American Idiot rely on the system's flexibility during production periods, and concert tours for artists such as Beyoncé, Jay Z, and Madonna attest to Hippotizer's on-the-road reliability. Based in London and Glendale, CA Green Hippo provides innovative solutions and support to users, distributors and installers worldwide.