

VuePix E-Series Pro 12mm for MGG Productions



VuexPix E-Series Pro 12mm LED Mesh Screen on Afrikaans is Groot.

Mark Gaylard, owner of MGG Productions, has forged ahead as the first investor in a VuePix Pix E-Series Pro 12mm LED Mesh Screen in South Africa. The mesh panels went straight into the music production Afrikaans is Groot, which played to full houses in Pretoria and Cape Town during November. The impressive screen was one of the main features of the set, designed by Michael Gill.

VuePix is gaining momentum across the world at European rental houses and particularly in Australia where the owner of the company, Cuono Biviano resides. During 2014 the E-Series was used on the Prime Minister's Pacific Australia Awards, Foreshore Music Festival, Big Brother Australia, Summer Session Festival in Darwin and the Qantas Gala Ball in Darwin.



Qantas Gala Ball, Australia

At the start of 2014, MGG began their search for a new wall that would be lightweight (maybe a 12mm), bright and allow a curve set up.



Summer Session Festival, Darwin

No strangers to LED panels, MGG's first purchase was in 2007, a Robe Stage Cube 324 demo model supplied by South African distributor DWR Distribution. "That had a pitch of 45mm and it was very big and heavy," recalls Mark Gaylard. "It was the first thing in SA that had that large LED effect, and our first experience with this type of technology." The unique effect was as a result of a diffuser in the front, and it caused a stir when used for the first time on Idols for Strike Productions.

Next MGG bought Martin LC panels from Electrosonic SA. With a 40mm pitch, the dots closer together, these units were light weight and see through. The panels opened opportunities for MGG and more recently feature in Idols 2014. "The show director liked having the artist in front of them with the background blurred, creating an eye-catching dot effect," said Gaylard.

As LED technology started filling the market, MGG taking ownership of Robe Robin fixtures along the way, Gaylard noticed an influx of decent quality LED screens.

In 2013 MGG purchased the VuePix L-Series 6mm Indoor/Outdoor from DWR. The first user in the country was Theo Papenfus from Stage Effects. MGG and rental company Fogtech decided to order the same panels, which meant that the three companies would have a total of 200 pieces enabling them to build a large, high resolution wall, and the opportunity to cross rent.

The VuePix L-Series 6mm landed and went straight to Afrikaans is Groot 2013. "There were about 120 panels and it looked phenomenal," said Gaylard. "Since then we've used the screens for corporates and for sets. It has been a very successful product, very well built and well priced. Made in the Infi Led factory, it is weather proof and good for outdoors."

The only set back has been the workload. Where the 6mm panels should have been used to create a large high quality wall, MGG used them for corporates and sets – something that could have been substituted with a lower resolution screen.



Mark Gaylard, MGG

When VuePix launched the Pro Version of their E-Series just after Prolight and Sound Frankfurt, MGG took the plunge to make their largest ever LED purchase.

“The LED gives a brightness of over 3 500 nits,” said Gaylard. “The big thing for us is the 12mm pitch, it is a see through, lightweight, low energy, good quality, well made product under the VuePix name. We have 200 panels.”

The bright, easy to use and easy to set up, E12 Pro is already a workhorse. Four days after arriving in South Africa, it went into a conference for back wall basic effects; it has worked on a product launch and then went to Afrikaans is Groot 2014.



Afrikaans is Groot 2014

The E12 Pro has omega brackets and rigging options. Brackets allow you to safely hang the pieces upside down or sideways and the units click together quickly. “The one thing with LED is you can never have enough and we are hoping there will be another investor in the 12mm mesh from VuexPix.”

Control is totally different to lighting and AV and it’s a special trade that you have to be trained on. “To get your head around it is difficult,” said Gaylard. “But we have Bruce Riley from DWR for support, and Grant and Johan from MGG and the junior guys are picking it up. The network size is more complicated but that’s how the product is. It’s not AV and its not lighting. It’s a totally different game.”

The new purchase fits into the MGG portfolio of LED.

“The fact that we have the Martin LC Panels and the Stagecube still working – and it’s been six years – is a good thing. We are hoping this will work for us for a while. I think Duncan Riley of DWR has chosen a good brand. Yes, you can deal directly with the Chinese but you want after sales

support, which DWR as usual gives. Bruce Riley has been fantastic. DWR always make a plan even if it's air freighting, but you pay for that. You can go cheaper, but it's LED, it's Robe, Martin, VuePix – you are paying for the name and hopefully the stuff will last.”