

# MGG purchase the StageQube

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When rental company MGG wanted something fresh to offer their client, gear to compliment their lighting and AV equipment, they looked no further than the Robe StageQube 324 LED Video Wall. Being the first in South Africa to take possession of these units, owner Mark Gaylard has been impressed by the mechanics and is now part of the international trend where lighting and video converge for fundamental results.

His new horse was put to work when Acer launched their innovative range of laptops at Vodaworld recently. "First impressions last, and when they walked in we knew we had achieved that with a very simple rig," said Gaylard, who received positive feedback from his client. The wall and media server provided a striking effect for the reveal of the Acer notebooks without the need



to make up content at a production house.

*(Pictured above and below): The StageQube was initially introduced to the South African industry at the launch of DWR Distribution. Not long after, Mark Gaylard purchased the wall.)*

The StageQube fills a niche in the market in regards to affordability when providing an effective backdrop for exhibitions, television studios / music videos, corporate and live events. Said Gaylard, "It does have a huge pixel pitch of 4.44cm compared to the technologies out at the moment which gives you a res of 506.25 px/m<sup>2</sup>, but this product has been designed as an alternative solution when high res can't be afforded or when you would like to project gobos or video onto the white PETG surface which is unique. It is very energy efficient and you are able to

run 24 panels on a 15 amp wall socket.

“I was very impressed with the build quality, excellent rigging mechanics, easy set up and cost. The StageQube is distinctive in producing two types of LED effects. The clear coating effect presents a pixel effect while the diffuser option provides a smoother effect, though it does absorb about 10% of the light. The other benefit versus a traditional medium resolution product is that it uses a standard Ethernet Tree comms system. While this means one has to make use of a media server and a control PC that processes the video signal, you don't need huge amounts of DMX channels that conventional pixel mappers require and you are able to use any intelligent



programmable desk. ”

The StageQube uses a very clever mechanical rigging system that allows flexible combinations of arrays to be built from 4×4 to 2×12 in short period of time. There are also many options from blank panels available in white or black to panels that accept moving heads. Base plates allow free standing arrays or users can utilize the flying kit.

The StageQube 324 won the LDI 2006 Debuting Project Award and is as simple to use as having the basic knowledge of Windows XP.