

“World War V”

Not V as in five, but V as in Vitec. Our thought here is to play off the current huge popularity of zombies. (Zombies themselves aren't especially popular of course, but the best zombie movies and TV shows seem to be doing pretty well.)

On the Broadcast Studio set, a very stern announcer could talk of the growing zombie problem—or perhaps be hosting a daytime talk show with our audience as the studio audience.

On the Pro Video set, a director and actor are in the midst of making a PSA or instructional video to help people better manage the zombie problem. (We're thinking our zombies could be less relentless, brain-eating creatures, and more impatient jerks, cutting lines, borrowing cell phones to call China or oozing grossness over the craft service table.)

On the Cine set, production of a very romantic or tense scene could be interrupted by the entrance of a zombie.

And on the Mobile Production, we could go live to a zombie's home, as a TV crew shoots an episode of “The Real Zombies of Beverly Hills,” or watch as a zombie wanders onto a baseball diamond or tennis court or basketball arena while a game is in progress.

Again, in all these settings, booth attendees are encouraged to use the Vitec equipment that's there.

