

“Cleveland Rocks”

Our story here is the rise of a rock band (or girl group or boy band) from the garage to stadium shows to starring in their own movie. We'd hire a real band to play these roles—and play live for your audience.

An entertainment or music or talk show staged in the Broadcast Studio set would serve as an anchor point for this story, tying it all together.

It begins in a garage—the Pro Video set—where the band is making its own video. Or perhaps the audience is “making the video” by using the Pro Video products, and the band is working out its first hit.

Imagine our band onstage with acoustic guitars, sitting in a garage setting, trying out different chord progressions or lyrics—until inspiration hits and they joyfully jam together, caught up in the thrill of creation. It ends with smiles and high fives and “That’s gonna be on the radio!”

Perhaps then a quick segment on the Broadcast Studio set to quickly set up this band’s meteoric rise from obscurity to chart-topping popularity.

Then, on the Mobile Broadcasting set, we’re backstage (and onstage) with the band as they play their hit to a sold-out stadium for Super Bowl XLVIII. The band has changed costumes and now sport electric guitars. Lighting and staging effects add to the sense that this is a big stadium show.

Of course, booth visitors are encouraged to run the cameras and otherwise get hands-on with Vitec equipment.

Finally, on the Cine set, our band has achieved the next level of fame, and is captured making their version of “Hard Day’s Night,” “That Thing You Do,” or “This Is Us”—a film that is about the band and features them as both actors and musicians.

