

CASE STUDY



CONVENTION CENTERS



OPPORTUNITY

The PGA Merchandise Show, the golf industry's largest trade show, required flexible lighting solutions to meet the challenges of illuminating vendor booths and events on the main stage.



SOLUTION

Technical Management Solutions and Mahoney Design deployed Martin Professional MAC Aura, MAC Viper Performance and MAC Viper AirFX fixtures to serve the show's lighting needs.

“

The MAC Aura is nice and compact. It's got a great zoom, so you can get wide coverage in the booths.”

PGA MERCHANDISE SHOW, U.S.

The PGA Merchandise Show is an annual trade show and convention hosted by the Professional Golfers Association (PGA) to showcase everything from golf clubs and balls to apparel and golf carts. In addition to vendor booths promoting their wares, the show features a main stage for award ceremonies, panel discussions, guest appearances, interviews and more.

Lighting the different elements of the show, including vendor booths and the main stage, presented unique challenges as well as creative opportunities. Don Garrity of Technical Management Solutions LLC, producer and technical director for the show, highlights the different roles of lighting and the approaches that he and his colleagues took when designing for the show.

“The lighting for the exhibit booths—Titleist, FootJoy and the others—really just needs to enhance the products, make them jump out to the people coming into the booth that are interested in purchasing them and seeing what's new,” says Garrity. “On the main stage, the lighting is there to draw people in because of some excitement, something interesting other than just an exhibit booth. And we change the lighting depending on the panel that's up there or the individual that's presenting. We've got different looks, so we give them a background that relates to their graphics or just a different look in general.”

To light both the main stage and vendor booths effectively, Garrity and his team deployed Martin Professional MAC Aura, MAC Viper Performance and MAC Viper AirFX fixtures. Mike Walker, Master Electrician for the PGA Merchandise Show, explains how the feature sets of the MAC Aura and MAC Viper Performance helped create bright and even yet tightly framed lighting to highlight booths in a neutral way.



AKG

AMX

ESS

CROWN

dbx

JBL
PROFESSIONAL

lexicon

Martin

Soundcraft

STUDER



“

What’s nice about the AirFX is that I can color balance to 3,200 degrees and create a warmer feel for a stage look. But during transitions, I can bring them out into the house, pop in a gobo, rotate the gobo, zoom it out, put color in, and create a completely different feel with the same fixture.”

“The MAC Aura is nice and compact,” says Walker. “It’s got a great zoom, so you can get wide coverage in the booths. I’ve got 10 of them in front of one booth, and they just make a really nice even wash across 100 feet, 120 feet. It’s really nice to be able to have that blend seamlessly throughout the front of the booth. The Viper Performance is a great fixture for shuttering off the sides of the booth. It’s really nice to be able to put it anywhere, and it’s great to be able to rotate the flags so that you can get the cut exactly where you want. And being able to soften the focus is really nice.”

The MAC Viper AirFX provided supplemental lighting for the booths, but really had a chance to shine on the main stage. Mike Mahoney, Lighting Designer and owner of Mahoney Design, breaks down his use of the MAC Viper AirFX.

“At this particular PGA show, I’m using the AirFX for a couple of different things,” says Mahoney. “I’m using them in FootJoy and Bridgestone to light product. I put them on bright white, 5,600 to 6,000 degrees Kelvin, and they’re lighting flat. But what’s nice about the AirFX—I’m also using it as the primary key and back lighting at the forum stage—is that I can color balance to 3,200 degrees and create a warmer feel for a stage look. But during transitions, I can bring them out into the house, pop in a gobo, rotate the gobo, zoom it out, put color in, and create a completely different feel with the same fixture. So, one fixture is multipurpose. They’re not only lighting a product or a person, but they can then become an effect light, which is fantastic.”

PRODUCTS USED

MARTIN MAC AURA WASH LIGHTING FIXTURES

MARTIN MAC VIPER PERFORMANCE LIGHTING FIXTURES

MARTIN MAC VIPER AIRFX LIGHTING FIXTURES



“

The Viper Performance is a great fixture for shuttering off the sides of the booth. It's really nice to be able to put it anywhere, and it's great to be able to rotate the flags so that you can get the cut exactly where you want.”



CONTACT

For PR Inquiries:

David Glaubke

Director, Public Relations

HARMAN Professional Solutions

david.glaubke@harman.com

+1 (818) 895-3464 Office

+1 (818) 470-7322 Mobile

To Speak With Someone About
HARMAN Products and Solutions,
visit pro.harman.com/contacts

ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



© 2020 HARMAN International Industries, Incorporated. All rights reserved. Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of HARMAN International Industries, Incorporated, registered in the United States and/or other countries. AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries. Features, specifications and appearance are subject to change without notice.