

TiMax Application Example - "Jeep Liberty Press Launch" at "The NAIAS 2001 , Detroit"

The Premise



The space (pictured above) is an exhibition stand that is converted to a "no expense spared" stage set for a one off production press reveal for the new Jeep.

The piece is 12 minutes long, narrated by Ken Keasy, author of One Flew Over the Cuckoos Nest It has a massive special effects content, includes over 50 sound cues, 100 lighting and video cues, and climaxes with the Jeep driving down a 45 degree slope behind a scrim that drops as the vehicle lands on a revolve.

The presentation was designed to make this the most memorable of the many press launches that the journalists would attend during the two preview days of the exhibition.

TiMax was specified by Jim Risgin of On Stage Audio of Detroit because it offered the necessary audio localisation and show control capabilities in an integrated package.

Robin Whittaker of Out Board Electronics set up and ran the system.

The Challenges

Our job was to over and underscore the narrative about the "road less traveled" in middle America with some 50 sound effects and music cues without detracting from the message. Also to make the vocal reinforcement of the presenters as unobtrusive yet intelligible, and finally to make the reveal as dramatic as possible.

The setup and programming of the event was carried out under very difficult working conditions caused by the background noise levels of hundreds of exhibitors building their displays in the massive Cobo Exhibition Centre.

The Challenges

The initial job of editing down sound effects clips to work within the constraints of the dialogue was followed by leveling and equalisation of the speaker system. This consisted of flown front inner and outer left / right pairs of cabinets, side-front and side-rear left / right and rear left / right as well as 4 channels of front fill boxes on the ground.

Cue No.	Cue Name	Trigger	Time Code
			Hours Minutes Seconds
0018.00	Voices		
0020.00	Car on country road		-- -- --
0020.50	radio tuning		
0021.00	In car, window wind		
0023.00	Rain		CD1
			CD2
0023.50	tyres on wet road		
0024.00	Voices		
0027.00	Storm		
0027.50	CRV go wide		
0030.00	Strom builds		
0031.00	loud thunder		
0032.00	Ear splitting thunder		

The TiMax Solution

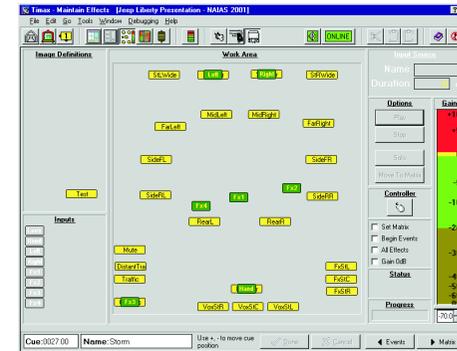


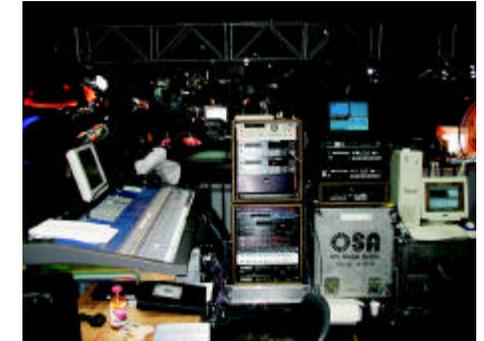
Image definitions were set up for narrator and dialogue microphones as well as for sound effects and music reproduction, with a view to presenting a multi-dimensional audio panorama.

Separate localisations for the dialogue and everything else would help maintain the highest degree of intelligibility by minimising masking effects, or to put it another way, maximising the benefits of the cocktail party effect.

Two setups for stereo music and VT soundtrack playback were programmed, one narrow, centered on the inner front left / right pair of speakers and one wide, centered on the outer front left right pair of speakers feeding much higher levels to the surround speakers thus allowing for selective auditory immersion for the big moment of the reveal.

A number of general directional and effect specific Image Definitions were set up for sound effects use such as cell phone rings, cars driving by, rain, thunder etc.

The Tricks



A high speed jet flypast clip was made to move by applying a static setup throwing a delay across the room of slightly shorter duration than the near field part of the sound clip. Because the listener perceives the sound starting on the left and finishing on the right, the brain concludes that it must have moved in between.

Distant traffic effects can be simulated by applying a setup with reduced level on the primary source and longer than necessary delays, thus altering the direct the reverberant energy ratio.

Get to work early and leave late to beat the angle grinders and cherry pickers.

