



SWANK

AUDIO VISUALS.

Audio/Visual Glossary

Audio

Amplifier: A device that allows an amplified sound signal.

Boom: A support mechanism that allows for microphone positioning or light fixture adjustments.

Distortion: A muffled or unclear audio signal, which has resulted from giving excess power to a speaker or amplifier.

Feedback: The regeneration of sound from audio speakers back through the audio source. This will usually cause an unpleasant hum or high-pitched squeal. Most of the time, feedback is caused from the microphone being drawn too close to the speaker.

Gooseneck: This is referring to a microphone with a flexible neck that is most frequently attached to a podium or lectern to support a microphone. It is designed to allow the speaker to raise or lower the microphone to a suitable height.

Lavaliere: A small microphone that attaches to clothing, allowing the speaker to have a hands-free presentation.

Line Array: A group of speakers that have been arrayed or “built up” in the vertical or horizontal plane, which allow for a highly consistent sound field. A Line Array is perfect for medium to large audiences.

Mixer: This is the unit in which audio signals are directed from. A mixer provides for both mic and line input combinations while allowing you to control one or more outputs.

RF: Otherwise known as “radio frequency.”

Simultaneous Interpretation: This system allows attendees to hear the meeting in their own language.

Video

Front Screen Projection: This option allows an image to be projected onto a screen or wall from the front of the room. The unit itself is placed within or behind the audience.

High Definition (HD, High Def): An image that has a higher resolution and is clearer than other formats. It is widely accepted that 720p is the “bottom-end” on HD.

In Sync: When the picture and sound are synchronized perfectly.

Keystoning: This type of distortion is caused by the lens not being directly aligned with the center of the screen when projecting an image.

LCD: Otherwise known as “Liquid Crystal Display.” This display technology is utilized in laptop computers, flat-panel monitors and flat-screen TV’s.

Matte White: Projection vinyl with a smooth white surface.

PIP: Picture-in-picture.

Rear Screen Projection: A process of projection where an image is projected on the back surface of a screen placed between the audience and the projector. This allows for a very clean front-of-the-house look in your meeting room because all production equipment is in the back-of-the-house behind the screen.

Lighting

Ambient Light: This refers to the level of illumination from lighting naturally filtering into an environment without adding additional fixtures to the room.

Dimmer: A device that controls the brightness of lights through the voltage of the light fixtures.

Follow Spot: A light that is manually moved to highlight a speaker or follow performers while the event is in motion.

Gels: Colored cellophane able to withstand high heat levels. Gels are placed in front of lens to give the light a particular color.

Gobo: A logo or image etched out of metal that allows it to be projected onto a screen, wall, banner or other solid surface.

Lighting (continued)

Lekolite – A.K.A. Leko: A Leko is an ellipsoidal reflector spotlight. A Leko can be a long- or short-throw light. The key characteristic is that it has an adjustable beam that can be a hard or soft edge focus, allowing for it to be shaped with shutters or gobos.

LED: Otherwise known as “Light Emitting Diode.” LED lights give off light to no heat (making them safer fixtures as well) and are more environmentally friendly than standard lighting fixtures.

LED Wall: This large display is created from multiple LED panels which offer a bright image combined with a higher resolution. These walls are also perfect for offering space-saving flexibility.

Lighting Controller: Allows you to control the brightness of the lights by remotely operating the dimmer. In addition, this allows operator to pre-set scenes.

Light Tree: A light tree is created by building a base with two pipes, which form a “T.” The lights themselves hang off of the crossbar.

Lumen: The amount of light that is produced from a light source. When referring to lumen in a projector, the higher the number, the clearer the picture.

ParCan Light: ParCan lights are utilized for lighting with a short throw which creates a wide beam of light.

Striplights: A line of lamps that often contains colored gels and reflectors.

Track Lighting: A metal track of lights that are mounted on the ceiling or wall allowing for a flexible spot light and other lighting effects.

Stage Design

Lectern: A stand with a slanted top, used to hold a book, speech, manuscript, etc... at the proper height for a reader or speaker. Sometimes referred to as a podium.

Masking: The draping around a screen to create a specific projected image; therefore providing a very pleasing/clean look to your stage design.

Rigging: This term is utilized to describe any foundation or system that is used for support, move or fly scenery, lighting fixtures, drapery and other masking devices.

Stage Design (continued)

Riser: These are utilized namely for staging and creating platforms. They have a number of heights and can be stacked to elevate things further. You may hear risers referred to when a head table is needed or a speaker is giving an address to a large crowd so they can see and be seen in the entire room.

Turnaround/Turnover: When a crew has to reset or tear-down a room for another event.

Valance: A drape that is hung above a screen, doorway or soffit.

Wide Screen: Basically what the name describes ... a large display screen that can be made up of either one large image or several smaller images.

Wings: The draping on either side of the screen.

Event Theming

Fogger: A device that creates a "fog" effect on stage or throughout a room. This electronic unit will create clouds of artificial non-toxic fog. Some fog can offer a variety of different colors or smells.

Pre-Con: Otherwise known as a pre-convention meeting. This is a gathering of all parties involved in the successful planning of the event and includes meeting planners, different vendors and venue representatives.

Production Equipment

Audience Response System: A tool that allows the audience to interact with the discussion and gives feedback instantly to the speaker and participants.

CAT-5: A cable used in connecting Ethernet networks. It is otherwise known as a "patch cable" in the audio visual community.

Ethernet: A networking system. You may hear reference to a network connection as an Ethernet connection.

Flash Drive: A USB-driven storage device that can be easily removed and carried with an individual. You may hear them referred to as a thumb drive, memory stick, jump drive, etc.

Hard Drive: A computer device that allows for the storage of data inside your computer. It is usually described by size such as 60 GB.

Production Equipment (continued)

Hardware: Another computer term. This one references any physical piece of computer. In other words, memory, monitor, printer, video card, etc... – basically anything computer related that isn't software.

House Board: A panel that all electrical fixtures are operated or switched.

Hub: When connecting multiple computers with NIC cards, this device allows them to be networked together using one connection.

IP Address: An **Internet Protocol address (IP address)** is a numerical label assigned to each device (e.g., computer, printer) participating in a computer network that uses the Internet Protocol for communication. An IP address serves two principal functions: host or network interface identification and location addressing.

ISP: Abbreviation of Internet Service Provider. An ISP is a company that provides Internet access. Service can be either nationwide or through an internal convention center communications specialist.

Memory (RAM): This is the area of your computer that all of your programs run from. If you have more RAM, you can obviously run more programs at the same time.

Modem: An internal or external modem transfers digital information from the computer to analog signals so that they can be transmitted over phone lines. In addition, it converts the analog signals back into digital information to your computer.

Patch: A connection which is plugged in between two lines.

Server: A CPU utilized to store and supply data to many users at the same time. Normally, these computers have a fast processor with a large amount of memory.

Software: The programs that run on a computer. A few examples are Microsoft Word, PowerPoint, etc...

Workstation: This term is usually utilized in reference to where a computer is connected to a network. At the same time, it can also be used to describe a standalone computer.

Webcasting: When you are looking to stream live or archived video, graphics and PowerPoint presentations over the Internet, a Webcast is requested.