

tdc innovator

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World first gives Yorkshire firm a huge image

Sheffield Audio Visual and Live Event Support company **tdc** achieved a world first at a pharmaceutical conference in Athens.

The company, **tdc**, used giant mirrors and an integrated projection system to back-project images onto a screen 18 metres across by 4.5 metres high, making it the worlds biggest projected image using reflectors and image matting software. Normally the equipment required to fill such a screen would take up about 10 metres of space, but using **tdc**'s system less than 3 metres of space is required. Think of the number of extra seats that you can get into a venue when you create an extra 7 metres of available floor space.

tdc's method was so successful at the conference for the american pharmaceutical company that it will be used by rival pharma companies through the coming months.

tdc director Eamonn Hunt said the system was very adaptable and would work at any venue, no matter its size.

"This is the kind of technology we are very keen to embrace. With our experience we can now project quality images to an even larger audience which is always high on our clients agenda".



Sound investment for Sheffield's oldest football club

When the worlds oldest football club, Sheffield FC, needed to improve their public address system in order to fulfil its FA duties and local legal requirements, they turned to Sheffield's **tdc**. It is essential that Sheffield FC has a sound system that can be heard over the roar of the supporters cheers.

Whilst the sound system is usually used for commentary and musical stings when goals are scored it is essential that in the event of an emergency the system gives priority to the announcers microphone and that any announcements are crystal clear. **tdc** installed a system that can tie into the telephone and fire security systems, such that, in the event of

an emergency the system can automatically run through a pre-determined emergency procedure. The system can turn off play-back music and play pre-recorded emergency announcements whilst also shutting down the energy supply to machinery and heating, and turning on emergency lighting at the same time.

For most clients the sound system is still an afterthought when renovating or updating their premises, but it should be considered essential. With the intelligent systems now available from **tdc** it can be used to entertain, but more importantly be utilised as part of the emergency infrastructure in any workplace or public space.

Local candidates go global with Video Conference Facilities

Local candidates with aspirations to secure jobs further afield have been taking advantage of the Video Conference Technology made available by local Audio Visual and Live Event Support company **tdc**.

Recently when newly qualified graduates from Sheffield University needed to be interviewed for jobs in Australia, **tdc** provided facilities that allowed the candidates to remain in Sheffield and the prospective employer in Melbourne. Using Video Conference Facilities at **tdc**'s Sheffield base, the candidates were all able to connect with the Australian hospital, and the interviews took place over a 12,000 mile Video Conference connection, removing the need for either party to travel half way around the world to meet each other, and saving a small fortune into the bargain.

Local businesses have also benefited from the Video Conference facilities. When a local engineering company needed to meet with its Greek counterpart to discuss a job that both companies were undertaking in the Middle East,

tdc provided the link. A Video Conference was set up between all of the parties and the nuts and bolts of the engineering project hammered out and agreed.

Needless to say the medics secured their jobs in Australia, and the local engineering company are now busy creating parts for their upcoming job in the Middle East.

Eamonn Hunt of **tdc** said; *"The technology has been around for years, but is only just reaching an acceptable quality that really does feel like the meeting is happening in real time without any delays. Since Sept 11th, and the more recent terrorist activities we have seen a huge uptake in Video Conferencing, especially with American companies. Initially people were scared to travel, and turned to Video Conferencing as the only viable alternative; when they realised how simple it is, and how cost effective it is they were converted. When an employer can avoid putting members of staff on an aeroplane for two days to get to a meeting that may only last a few hours, the benefits are obvious."*

Local company come to rescue of recovery man

Local Audio Visual company **tdc** came to the rescue of recovery man Dave Bagnall.

Dave whose wife is a music lecturer at Hope Valley School in the peak district was left stricken without transport to take the music instruments of the Hope Valley Wind band and the Hope Valley Big Band across to Athens in Greece where they were invited to go and play in a music festival.

The bands consisted of 35 pupils and 4 Teachers and the instruments ranged from Pianos to trombones and various sizes of saxophones. It was impossible to fly all the instruments out and had to be transported by road.

Dave who works as a recovery man, said *"Without the support of **tdc** we would not have been able to take the kids to Athens and we are grateful for the support we received from Eamonn at **tdc**"*

The kids played 3 concerts and one rehearsal in the foyer of the hotel, two of the concerts were in Greek children's summer camps and one was to the public at a seaside resort. In the summer camps we played to 350 11-15 year old Greek children who were amazed at the instruments and most of whom had never heard live music especially performed by other children. At the third concert the mayor of the town came to introduce us and was amazed at the talents of the students, he thought that they must be much older and attend a music college.

Sue Bagnall music teacher at the school said " The benefits to the students who were lucky enough to go is musically they get to experience playing to large foreign audiences in different venues to normal; socially they get to experience another culture, meet Greek children and bond as a band. It is an experience that they will never forget and that they can't stop talking about."

Michael Hackett from **tdc** said *"We were only too pleased to support Hope Valley School and offer the children an opportunity to play abroad. We have a philosophy to support local charities and youth projects and will continue to do so."*

