



News Release

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For Immediate Release

Raskin Associates and AV Concepts Unleash Montage Power

TEMPE, AZ, January 15, 2004: During Merck Sharp & Dohme's annual sales meeting, Raskin Associates pushed the envelope of Montage technology. Production elements, including design and thematic development, were carefully chosen to draw from each of the diverse cultures represented in the attendees, as well as reinforce key messages and meeting concepts. As a leader in the pharmaceutical industry, Merck Sharp & Dohme places significant emphasis on the education and training of its sales representatives. With recent, dramatic changes to the landscape of the pharmaceutical industry, this year's program was centered on focusing attendees on the importance of these changes and providing the training to adapt to the new terrain. Arizona, with its vast and challenging, yet beautiful landscape, was chosen to support the thematic development of the program.

To reinforce the importance of a common focus from attendees and the concept of the vastness of the landscape, plenary sessions were designed to incorporate widescreen projection in a 16:9 HDTV format. The main screen, which measured 11.25' by 20', was surrounded by set elements representative of the surrounding mountainous, southwest landscape. Employing the use of Vista Montage, PIP windows showcasing PowerPoint, video, and high-resolution multimedia content were used to enhance audience impact. Montage technology also controlled multiple 50" plasma screens that were positioned within the scenic "mountains." These plasma monitors dynamically displayed alternating images of wildlife and vegetation, as well as key concepts and messages throughout the program.

As the meeting room was also required to function as the location for the company's gala dinner and awards banquet, the set design incorporated the use of fiber optic drape concealed behind scrim to act as a backdrop. This approach helped create a multi-purpose set with an air of elegance and sophistication. Using intelligent up-lighting, the scrim, acting as a cyclorama, could be made to represent a daylight scene. With up-lighting dimmed and the fiber optic drape energized, the scene dramatically transitioned to a night sky. During the gala dinner and awards event, the plasma screens were utilized to display images of the nights' award winners.

This event represented the use of technology, not only as support for content, but as an integral part of the meeting environment. With the assistance of audio-visual staging partner AV Concepts and custom scenery from Set Monsters, Raskin Associates was able to employ state-of-the-art technology to maintain a consistent thematic scheme. From presentation platform to location to meeting room, attendees became completely immersed and involved in the program. As a result of these efforts, the attendees' ability to learn and retain information was greatly enhanced, guaranteeing the event production provided a maximum return on investment for Merck Sharp & Dohme.

About AV Concepts: AV Concepts is a full-service supplier of audio-visual staging and technical support that provides quality service for meetings, conventions and trade shows. With more than 15 years of industry success, AV Concepts specializes in peace-of-mind for corporate, convention and staging events.

About Raskin Associates: Recognized as an industry leader with more than a decade of award winning service to the Fortune 100, Raskin Associates specializes in performance driven solutions for business communication and event production worldwide.

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