

Celebrate Pride with a purpose with Elton John & David Furnish

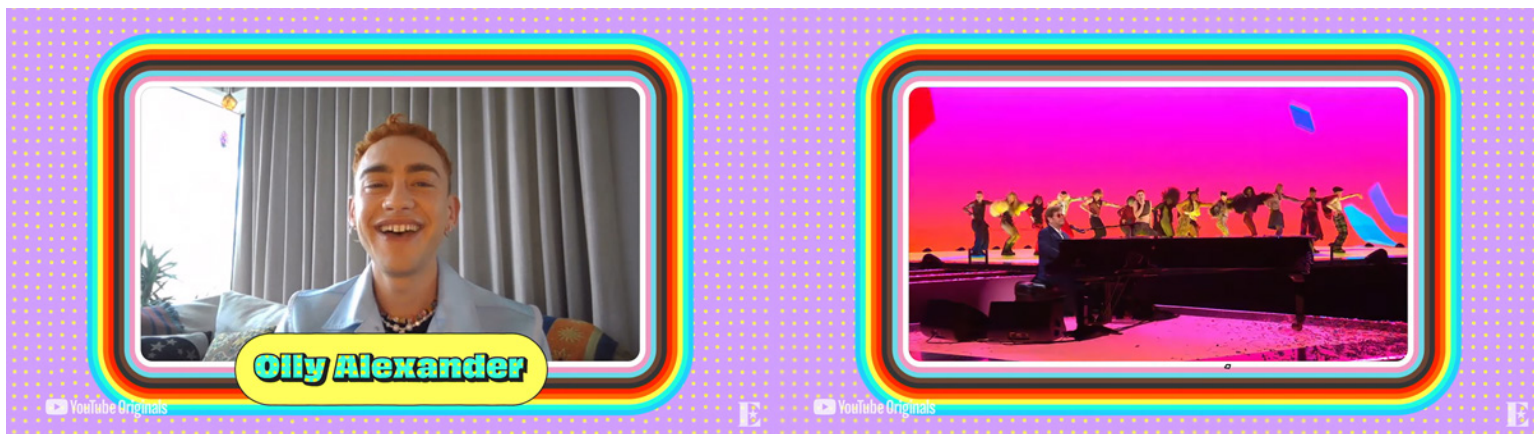


LOCATION: Creative Technology London, UK (Streamed Event from multiple locations)

DATE: June 2021

June 2021, Creative Technology (CT) were proud to support the Elton John and David Furnish hosted segment that was broadcast on YouTube as part of their live stream event 'Pride 2021 A Virtual Celebration' raising money for the Elton John AIDS Foundation, The Trevor Project, and akt charity.

CT were commissioned by JA Films to supply their central remote production control facilities which are located within the CT UK offices close to Gatwick, as well as the cameras, audio, lighting, and connectivity in each of the remote broadcast locations for the celebrity guests that were invited to participate in the show.





The broadcast consisted of a three camera OB unit filming with Elton John and David Furnish, with a single camera set up at 5 additional locations. CT's US and European offices provided this as well as the streaming hardware and a backup 4G/LTE connection at each location to allow for a fully redundant route to and from our Production Control Room in the UK, allowing real-time interactions between the hosts and guests.

Senior Project Manager, Chris Greetham-Ellis commented, *"This was a hugely challenging project to pull together in a 2-week lead time; however, having the support of our regional offices in both the US and Europe simplified the process. Using a remote production workflow is not an obvious fit for a show of this size and format, but we were able to demonstrate that when other factors dictate a need for distance, with the right people and the right kit, an efficient and resilient solution can be created to facilitate top-quality, high-pressure shows."*