

## **NEWS RELEASE**

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## **FOR IMMEDIATE RELEASE**

### **And the winner is...Livid Instruments revolutionizes video production at the 2004 Source Awards.**

MIAMI, FL (November 10, 2004) –

Livid Instruments has just made award show history. The company behind the revolutionary “real-time video instrumentation” and Union Video Performer VJ software, Livid launched their latest system *Tactic* to trigger, mix, and control all video displayed on stage at the 2004 Source Awards airing November 30th on BET.

Imagine being able to mix an array of digital pictures, motion graphics, live camera feeds and 3D animations in real-time to accompany live stage performances. At the 2004 Source Awards, Livid technology did this for all musical acts including Mase, Twista, Ciara, Akon, Juvenile, Ja Rule, Trick Daddy, and Lil Flip. In addition to cutting live music videos, Livid also composed the visuals for achievement awards presented to Doug E. Fresh, Slick Rick and the Minister Louis Farrakhan. Livid’s live video processing marks a groundbreaking milestone in event production.

Source Awards producer Bart Phillips explains the concept behind the show’s production: “I wanted to do something that would turn heads. Instead of using the screens to show the traditional mix of stock footage and live camera shots I wanted to offer the crowd something more interactive. The Livid guys gave me the flexibility to customize each performance very easily.”

Livid manufactures proprietary hardware and software systems that enable video artists to “play video” onstage like a traditional musical instrument. *Tactic* contains a built-in LCD screen to monitor clips and camera inputs, as well as an array of programmable sliders, buttons, wheels, and knobs that give the user direct control over hundreds of effects and thousands of video clips. The effect is ultramodern, easy to use technology that advances creativity in real-time video event production.

#### **About Livid**

*Livid Instrument’s mission is to reinvent video art in the 21st century by incorporating new levels of ingenuity and experimentation in digital video creation. Livid’s core technology utilizes the increasing power and portability of personal computers to provide ultramodern live video mixing hardware and software. Livid’s systems have already enhanced live concert performance video for Hilary Duff, Primus, and various other musicians.*