

Pete's Big TVs Provide digiLED MC7 Screens for Springsteen's 'Wrecking Ball' World Tour

(NEW CASTLE, DE) Pete's Big TVs of New Castle, Delaware is continuing its long-running relationship with Bruce Springsteen & The E Street Band by providing video production equipment and crew for his "Wrecking Ball" world tour. The U.S. arena tour started March 18, hits Europe/UK this summer and returns to North America in the fall.

Pete's Big TVs (PBTVs) is providing its new digiLED MC7 high resolution LED tiles, one of the latest innovative products from UK screen specialists displayLED, to ensure everyone in the venue has a great view of The Boss. "For this tour, we will be lighter, brighter, tighter, quieter," said PBTVs President Peter Daniel. "The MC7 LED video tiles are lighter in weight than what we used on Springsteen's past tours. Their resolution is higher at 7mm, which is perfect for broadcast quality. We're tighter as we've got custom designed tour cases made by Tait Towers. Each case fits six tiles, so load in, set up and load out is faster.

"But the biggest news is that we're quieter because the MC7 tiles emit no radio frequency interference. We didn't want the 'noise police' in Europe to shut down the show because of any radio frequency interference from our screens - I heard about that happening to other shows last summer so I made sure, with these screens, that there was no way it would happen to this tour."

"The digiLED MC range was born out of us listening to our clients and implementing their ideas into this new range," says displayLED Sales Director, Guy Horrigan. "PBTVs securing the Bruce Springsteen worldwide tour is verification that the features we've included are what the market needs."

The US shows utilise 384 MC7 tiles to form six displays: one huge screen dead center, two screens left and right, and three little screens upstage for the fans sitting behind the stage. For the European shows, 612 MC7 and 432 MK15 tiles are being shipped.

Rigged in a shape like an upside down T, the tile configuration allows for Video Director Chris Hilson to achieve different camera looks. When Bruce has a guitar in hand, Chris shoots the wide screen, the bottom of the upside down T, and Bruce is 9 feet tall on this screen. But when Bruce is off his guitar and with the mic or not playing, we go into the Hero mode - and in the center part of the screen, Bruce goes from 9 feet tall to 18 feet tall.

For the stadium shows, Daniel said the look will be similar to that of the summer 2009 stadium tour - with some surprises.

PBTV's video team, which Daniel dubs "the best in the business," includes award-winning Video Director Chris Hilson, Video Engineer Paul Whitfield, camera operators David "Legs" Driscoll, Kim Hampton, Mike Colucci, Will Farnham and Matt Travis (son of production manager George Travis), with Rob Villalobos on robotic camera. Phil Summers is LED Technician.

The tour runs to May 2 in the US, then hits Europe May 13-July 31, returning to the US in the fall.

About Pete's Big TVs:

Pete's Big TVs/Performance Video of New Castle, Delaware, provides LED video screens, projection and full video production for concert, entertainment and corporate events worldwide since 1987. For current news, photos and updates on projects in action, visit the company on Facebook at www.facebook.com/videoequipmentrental or call 1-800-999-0010.

Media contact:
Debi Moen
phone 1.512.335.5441