

ALL ACCESS TO A WHOLE NEW WORLD



PHOTO STEVE JENNINGS

Gain Unparalleled Access to An Untapped Market of Current and Potential Buyers in the Lighting and Projection Market Through the LDI/LIVE DESIGN Franchise

Projection technology—be it LEDs, projectors, screens, media servers—is enjoying unparalleled growth in the live event market, in concerts, corporate events, theatres, theme parks, and more. Reach an entire new world of visual designers through the **LDI/LIVE DESIGN** multimedia franchise in print, online, and in person.

LDI/LIVE DESIGN PROJECTION FAST FACTS THAT YOU SHOULD KNOW:

Live Design Readers are involved in the PURCHASING process for the following equipment and/or products:

- LEDs.....49.2%**
- Video Equipment.....45.4%**

LDI Attendees have BUYING power and plan to spend hundreds of thousands of dollars on equipment in 2007:

- Projection and Equipment.....\$172,670**
 (mean amount attendees will spend).

LDI Attendees have the AUTHORITY to make purchasing decisions:

- Projection Products/Accessories.....39%**
 (percentage of attendees involved in purchasing these products)

Visitors to livedesignonline.com either specify, recommend, approve, purchase, or influence the PURCHASE of:

- LEDs.....45.4%**
- Projection and Videowall Equipment.....40.8%**
- Film/Video Cameras.....18.5%**

IN PRINT

- **LIVE DESIGN MAGAZINE**
 - 22,500 Print Subscribers

ONLINE

- **LiveDesignOnline.com**
- **PROJECTION NOW**
 e-newsletter
 - 35,859 Subscribers

IN PERSON

- **LDI SHOW**
 - October 24-26
 - 13,000+ Attendees
- **PROJECTION MASTER CLASSES AT LDI**
 - October 21-23