

Making a Point

Following a successful 2007, South London-based hire and sales company, Point Source Productions Ltd, are gearing up for a busy year to come.

“Last year we exhibited at ABTT for the first time,” says Managing Director, Stephen Capel. “in order to raise our profile to a wider target market. For many years our customers have said great things about us and we decided the time had come to spread the word further. ABTT was the ideal forum in which to do this and we have gained greater industry-wide recognition as a result.”

Point Source Productions have committed to an ongoing programme of investment in new technology which has seen them increase their hire stock in, amongst others, Martin Professional and Litec products. This investment has proved invaluable in both direct and subhire markets, across corporate and live events and even in films.

Autumn 2007 saw the filming of Hammer Films *Beyond the Rave* in South London. This online serial marks the return of the Hammer Horror genre after an absence of over twenty years. Lighting Designer Jono Kenyon was responsible for lighting the all-important rave scenes using over 100 ACL lamps and Mac 550s from the Point Source hire stock.

“It was great working with the Mac 550s on a film set because you can turn things around very quickly,” explains Kenyon. “This is a real advantage when working on the tight schedules involved in the filming process.”

Hammer Films believe *Beyond the Rave* will give its audiences an early taste of things to come as it rises into life once more.

Kenyon also came to Point Source Productions when he teamed up with The Production Desk for the Nokia ‘Go Play’ media launch. Based at the Ministry of Sound, Kenyon’s brief for the event was to light the main stage act, *Maroon 5*, which he did using MAC 700 profiles. Again MAC 700 profiles were used to enhance the event branding by projecting Nokia logos around the entrance courtyard where break-dancers from Big Chief Productions performed as guests arrived.

2007 also reaped benefits from a previous overhaul of the Point Source Productions truss stock. “In 2006 we took the decision to change our truss stock to Litec QX30S and as a result we have seen a huge increase in demand for rigging,” says Capel. “Litec QX30S is small enough to be unobtrusive yet strong enough to cope with a surprising heavy load. This makes it ideal for corporate work and we have used it on many events throughout the year. Demand is continuing to grow at such a rate that we will be making further investments in the product range in 2008.”

Lastly, for 2008, Point Source Productions have launched their Technical Production Services division. "This," explains Hire Manager Ian King, "is in response to the increasing demand for experienced on-site technical crew that we have received from our customers. We can now offer full range of technical production services to complement our thriving dry hire service,"

The Technical Production Services division can organise, plan and supply technical services across lighting, sound, AV and staging disciplines, from servicing entire event requirements to providing one particular solution within an event structure. "We are happy to work with our customers at any stage of the event process, and have enjoyed good working relations with end clients ranging from event planners and venues through to theming and catering companies," continues King.

For information on the new Technical Production Services, contact Ian King on 020 8254 2632 email: iking@pslx.co.uk

For more information on Point Source Productions Ltd, visit their website on www.pslx.co.uk