

MAKING LIGHT WORK

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**AWARD  
WINNING LASER  
PRODUCTION,  
PYROTECHNICS  
& SPECIAL FX**

UK | USA | AUSTRALIA | SPAIN | SAUDI ARABIA



# WELCOME TO OUR SPECTACULAR BUSINESS





# OVERVIEW



## **ER PRODUCTIONS: A PIONEERING LASER, SFX & PYRO SPECIALIST**

ER Productions is a multi-discipline production effects provider, specialising in the design and delivery of tailored laser shows for high-profile global events, including music tours, television production and corporate events. The company has also recently expanded its services with the acquisition of Pyrojunkies.

The company's long-term expertise and experienced staff mean it can specialise in complex, large-scale solutions. ER Productions has worked regularly at large-scale events for acts including Katy Perry, Calvin Harris, Metallica, Queen and Adam Lambert, London 2012 Olympics, America's Got Talent and Soundstorm Festival. ER Productions also delivers high-concept creative installations for corporate brands, including Samsung, Honda, Jaguar Land Rover and General Electric.

# WHY THEY CHOOSE ER PRODUCTIONS



- > Global Infrastructure:
  - > Bases in UK, EU, USA, SAUDI ARABIA & AUSTRALIA
- > Huge Flame and Laser Inventory
- > Diverse Customer Base
- > IP on Laser Technology
- > In-House Design Team
- > In-House Creative Team
- > In-House Research and Development



## INTERNATIONAL REACH, IN-HOUSE EXPERTISE

The company has offices in the UK, EU, USA, Saudi Arabia and Australia allowing it to provide its services to an international client base.

In-house design capabilities mean the company is at the forefront of both product and production design and development. The company has led the development of laser technology for entertainment

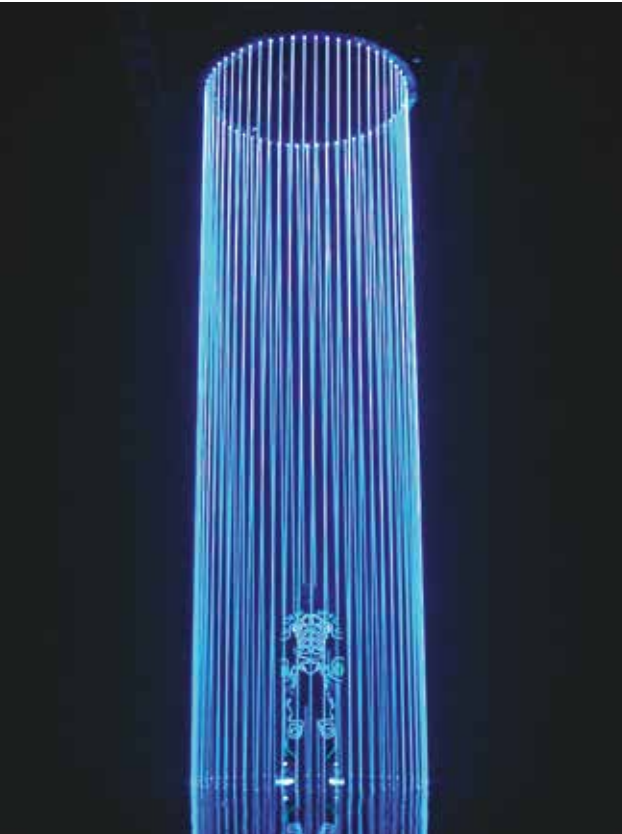
applications, with input from Technicians in the field, creating smaller, safer and more creatively flexible laser systems, and is recognised as an expert in this area. ER Productions owns the IP to leading laser technology.

ER Productions has won over 35 awards for outstanding laser displays. The company has also been awarded favourite SFX company at the TPI Awards twice, the only multi-discipline company to have been awarded the accolade, despite having only recently added the SFX service to the portfolio.





# NEW & CUSTOM PRODUCTS



ER Productions is primarily a service company which uses its own products and IP to provide a fully delivered Laser, Pyro and SFX show service. The company also provides its equipment as dry hire and sales. Products are manufactured for ER Productions by companies in the UK, Germany and Hungary.

We are constantly developing new products and effects for clients, including custom work.





## BURSTBOX

This is a small, lightweight, two-channel DMX fixture, which emits a single rotating diffraction grating that can be faded. Available in red, green or blue, the BurstBox has been used on the Miley Cyrus tour.



## BEAMBURST

This is a small, lightweight six-channel DMX fixture that produces full colour, high powered single beams or rotating diffraction grating, which fade. BeamBurst was recently used on the Queen and Kasabian tours.



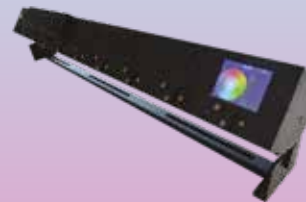
## CYCLONE

Completely unique in the market, the Cyclone is a 2 metre diameter rotating fixture which can be mounted horizontally or vertically. Cyclone casts a range of geometric shapes and cage effects. To see Cyclone in action, watch Zayn Malik's 'Like I Would' video.



## LASERBLADE

This is a lightweight, full colour, 30-channel DMX array fixture, which has been used with Metallica and Faithless.



## KINEKT

Winner of 2018 PLSN Product Of The Year, this is a highly innovative single beam laser that connects to any number of units. The collective laser beams emitted by each Kinekt unit meet on the X and Y axis to create upscaled array effects and comes with an FB4 control in-built and works with DMX, Beyond and Art-Net, making it extremely user friendly.



## BB3

This compact, light product allows for safe audience scanning via rotating diffraction gratings or Pangolin PASS controlled scanned effects (Professional Audience Safety System). Fully CDRH (Center for Devices and Radiological Health) compliant, the BB3 is approved for use in the USA. The scanned beam effects can now pan and tilt via high speed X/Y scanning.



## CUSTOM WORK

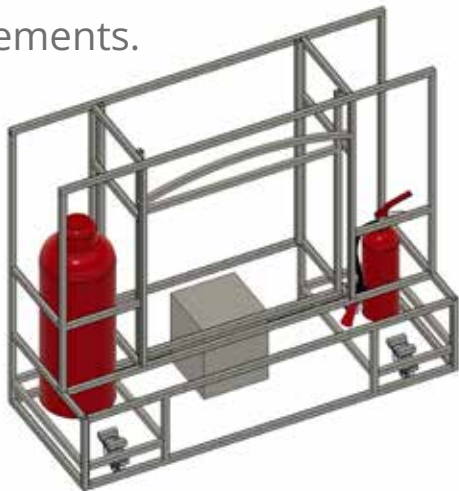
Custom commissions include: P&O Cruises *Custom Cyclone*, Gary Barlow *Touring Fireplace*, E-Sports *Laser Bow*, Blue Man Group *Bubble-ER*, Queen *Various Pyro holders and Igniters*, MUSE *Flaming Logo*, Lifesize Monopoly *Laser Game*, Helene Fischer *Flaming Stage Ring* and Soundstorm *40m Liquid Flames*.





Bespoke flaming logo with superior independent control over the individual letters.

Custom made stage show unit designed and built to client's specific requirements.





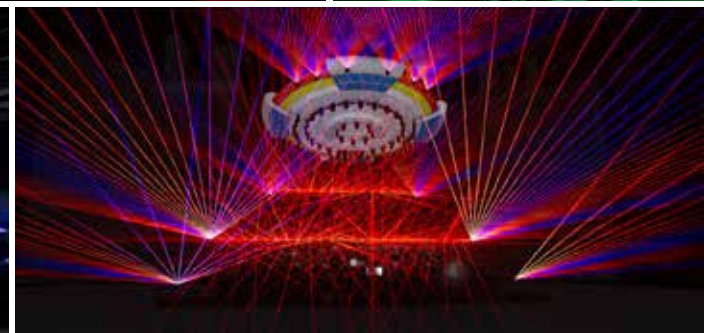
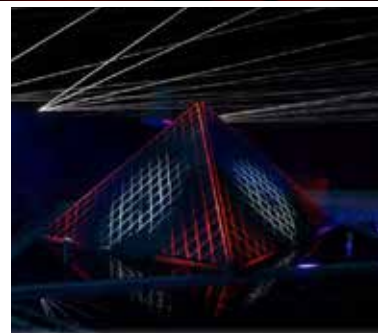
# DESIGN & VISUALISATION

ER Productions offer full design and visualisation services using WYSIWYG, Depence<sup>2</sup> and Finale 3D software packages.

When clients have a production in development we can produce render videos showing our effects in the true, scaled environment.

We can also offer rental of our bespoke visualisation suites in our new HQ. Both have been fitted with two Visualization Suites complete with Depence<sup>2</sup>, WYSWYG and 4m wide 4k screens.

[Click here to see a video showing a selection of our client visualisations.](#) >





# CUSTOMERS & PROJECTS

ER Productions provides services to both the entertainment and corporate sectors, including live music events, TV and film, theatres and clubs. The company holds strong relationships with Show Designers, Production Managers and Lighting Designers, who tend to be loyal to preferred suppliers.

ER Productions has worked with a wide range of prestigious bands, personalities, shows and companies. A selection of these can be seen to the right. The company also receives work directly from the artist, when they specify a laser by name in the tender.

The following pages show a selection of recent key projects that ER Productions have been involved with.

## A selection of the artists, shows and corporate organisations which ER Productions has worked with:

- > Ariana Grande
- > Axwell / Ingrosso
- > Back Street Boys
- > Bestival
- > Brit Awards
- > Britain's Got Talent
- > Britney Spears
- > Burberry
- > Calvin Harris
- > Chemical Brothers
- > Coldplay
- > Craig David
- > Crystal Maze
- > Eden Project
- > Edinburgh Hogmanay
- > ELO
- > Enrique Iglesias
- > Fatboy Slim
- > Ferrari 125 launch
- > Google
- > Grace Jones
- > Grammys
- > Groove Armada
- > Ibiza Rocks
- > Jamiroquai
- > Kasabian
- > Katy Perry
- > Kuwait National Day
- > Kylie Minogue
- > London 2012 Olympic ceremonies
- > Metallica
- > MUSE
- > One Republic
- > Ozzy Osbourne
- > Pet Shop Boys
- > Pete Tong
- > Pitbull
- > Queen & Adam Lambert
- > Rita Ora
- > Robbie Williams
- > Royal Albert Hall Christmas Carols
- > Shania Twain
- > Spongebob Musical
- > The Voice
- > Tomorrowland
- > X Factor
- > V Festival



# SOUNDSTORM FESTIVAL



## > SAUDI ARABIA DECEMBER 2021 & 2022

In December 2021 ER Productions marked the launch of our Saudi Arabia office with ER Productions' largest ever show.

We exclusively supplied MDL Beast Soundstorm with lasers, pyrotechnics and special effects across all 7 stages and 4 days. With an audience of 732,000, Soundstorm officially become the world's largest music festival in 2021.

ER Productions installed, programmed and operated over 430 Lasers, 100 Smoke Machines, 80 Stadium Shot Extreme and Stadium Shot MKII, 60 x Stadium Blasters, 20 x Stadium Flames, 20 x Wave Flames, 20 x G-Flames, 20 x Flameblazer and over 11,000 pieces of Pyro!

With a crew of 49 across a 6 week period we hit cue after cue to over 200 artists from around the globe.



# MUSE SIMULATION THEORY TOUR



> **WORLDWIDE**

FEBRUARY 2019 - OCTOBER 2019

ER Productions were proud to supply Muse's 2019 Simulation Theory World Tour, covering 59 shows.

ER provided a full arsenal of high end laser fixtures, including 30x RGB BeamBurst, 14x AT-30 and 6x Phaenon 3000.

Atmospherics were provided by 22 fog & haze machines.

SFX included 20x streamer shots, 16x confetti blasters, 4x low-fog systems and 7x hand-held cryo-rifles. Finally, 150 black and white 1m balloons were released every night!



# GUINNESS WORLD RECORD



## > LARGEST LASER SHOW | LAS VEGAS, USA NOVEMBER 2017

In celebration of its tenth anniversary, ER Productions held a 30-minute laser showcase that culminated in a seven-minute recording-breaking finale. An adjudicator from Guinness World Records was present to confirm the world record-breaking achievement.

Guinness World Records official adjudicator Sofia Greenacre said: "I'm pleased to confirm that ER Productions did indeed manage to set a new Guinness World Records title for the Largest Laser Show, which now stands at 314 lasers."

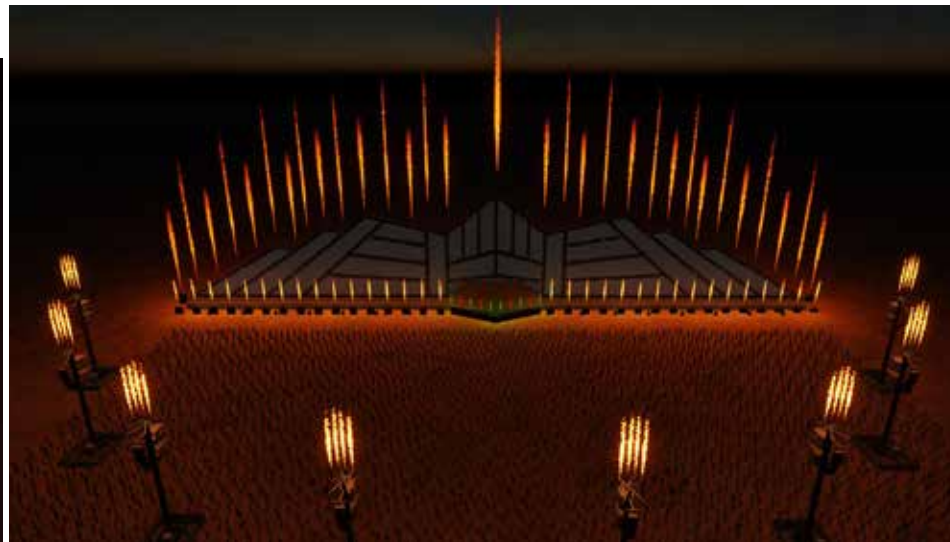
Over 12 tonnes of equipment valued at approximately USD \$3.5 million was used during the show, which was held at the Las Vegas Convention Center. The laser show took weeks to design and 72 hours to set up for the world record attempt.

A combination of ER's proprietary lasers were used in the show, including blue Burstbox fixtures, Beambursts, BB3s and Laserblades. The rig was completed with some of the company's newly launched fixtures, including Storm, Lynx and Kinect units, which were brought to market in 2017.





# GUINNESS WORLD RECORD



> **RIYADH**  
DECEMBER 2022

ER Productions supplied Main Stage 'Big Beast' at Soundstorm Festival in Riyadh 2022 with two World Record breaking flame designs.

The first was 'Most Flame Projections Launched Simultaneously in a Music Concert' - ER Productions designed a flame rig using 112 flames to beat the existing world record of 73.

The second was 'World's Highest Flame Projection at a Music Concert' where we produced and delivered the Soundstorm Blaze - a 3.5m tall, 350kg flame head that reached 67m in height beating the existing world record of 38m.



# AWARD WINNERS

Since establishing a worldwide reputation for excellence and innovation ER Productions have won over 35 prestigious industry awards including Best Live Stage Show, Best Live TV Show & Best Innovation Application from ILDA, Favourite Special Effects Company from TPI and Best Laser Product from PLSN.





# PROJECT VIDEOS

Our YouTube and Facebook videos illustrate the huge variety of clients we support and the effects we create.

Recent projects include: America's Got Talent, MTV VMA Awards, Justin Bieber, Kylie Minogue, Fatboy Slim, Chemical Brothers, Tame Impala, and Dubai Racing Club.

To view a selection of our recent videos click on the links below:

- > [Our latest showreel](#)
- > [Our 7 ILDA Award Winning Shows in 2021](#)
- > [2021 American Idol finals](#)
- > [2022 Liam Gallagher Brit Awards](#)
- > [MDL Beast Soundstorm Video](#)





# COMPANY HISTORY



## 2007

> The business is established, and wins Take That Beautiful World Tour.



## 2008

> Tours with Groove Armada and supplies lasers for Glastonbury headline slot.



## 2009

> Secures laser project for MUSE The Resistance World Tour.



## 2011

> Secures laser project for Metallica at Yankee Stadium.



## 2012

> Works with the London 2012 Olympics, at the organisers' request.



## 2013

> Secures the Miley Cyrus two-year World Tour. ER uses its own in-house designed lasers for the first time.



## 2014

> ER launches the BeamBurst, an industry game-changer. Artists begin to send tenders specifying the BeamBurst by name. > The company launches in the USA.



## 2015

> Wins the Katy Perry World Tour, the company's first \$1m contract.



## 2016

> The BB3 is launched. Secures the Samsung Galaxy S7 launch show.



## 2017

> The Kinect Laser System is launched. Secures Faith Hill and Tim McGraw tours. > Expands into SFX. Wins Guinness World Record for largest-ever laser show.



## 2018

> The SFX division is growing quickly, and a combined show is provided for One Republic and Shania Twain.



## 2019

> ER Grows significantly and continues investment into SFX equipment.



## 2020

> Covid Hits - No Redundancies, home training. > ER completes purchase of new HQ.



## 2021

> Opens Riyadh Office and Secures Soundstorm Festival, Acquires Pyrojunkies.



## 2022

> ER Bounces back from Covid with record revenues, secures Soundstorm for the 2nd time. > Opens Spanish Office and moves into new location in Sydney, Australia.





# LOCATIONS & PREMISES

ER Productions operates from 5 global locations: Kent in the UK, Ibiza in the EU, Las Vegas in the USA, Riyadh in Saudi Arabia and Sydney in Australia.

The USA office, opened in 2014, has provided a base to grow the company's business and reputation in North America and greatly reduced shipping costs for US-based projects. Applying the same vision to our other international locations and ensuring they are fully stocked with the latest equipment, ER Productions is perfectly placed to deliver systems and show-stopping LASER, PYRO & SFX displays around the world.



## UK HEADQUARTERS

### DARTFORD, LONDON

33,000 square feet office and warehousing facility.

## USA

### LAS VEGAS

23,000 square feet office and warehousing facility.

## SPAIN

### IBIZA

7,500 square feet office and warehousing facility.

## AUSTRALIA

### SYDNEY

4,250 square feet office and warehousing facility.

## SAUDI ARABIA

### RIYADH

10,000 square feet office and warehousing facility.



# HOW & WHERE TO FIND US

To find out more about ER Productions simply click on an icon to either visit our website or social media accounts >



For more information or a technical demonstration please contact our UK HQ or one of our international teams >



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