

IMPRESSARIO

Since its initial development in 1996, Impressario has become a recognised industry standard, winning the prestigious award for Product of the Year in the Engineering category at the ABTT show in June 2002.



Impressario started as an idea in the mid-nineties as computers and motion control electronics started to become powerful and affordable. The original Impressario software was written to control proprietary motion control products available to manufacturing industry. However it was quickly realised that industrial motion controllers were not necessarily suited to the unique demands of theatre. The solution therefore was to design a motion controller with the artistic and technical requirements of theatre designed in from day one. The result was the IMP100; Impressario Motion Processor.

The first venue to receive an Impressario stage automation system was the Thessaloniki Concert Hall.



Thessaloniki Concert Hall

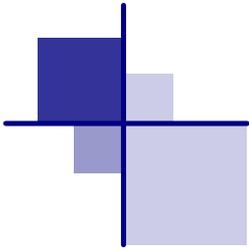
From these beginnings, Impressario has been installed in several theatres and has been used for numerous productions around the world. Impressario is currently controlling all manner of stage machinery including power flying, counter-weight assist flying, elevators, lighting bars, house curtains, point hoists, chain hoists, curtain tracks and revolves. The Impressario system will control any motor or hydraulic system found in theatre with precision, grace and simplicity.

The main feature of Impressario is that advanced motion control is available through a very easy interface. Most users can grasp the basics in as little as ten minutes, yet are able to plot potentially stunning scenery changes. Other systems on the market require very expert users to perform even the most mundane of tasks and often put theatres in the untenable position of having to employ specially trained operators - of which there are too few. It has a generous 30000 cue capacity, advanced cue following facilities, group control and synchronisation of multiple motors, on the fly speed control of multiple motors, a virtual reality simulator and can control up to 255 fixed speed or variable speed motorised or hydraulic scenery pieces.



- Generous 30000 Programmable Cue capacity
- Advanced Cue Following Facilities
- Group control and synchronisation of multiple axis
- On the fly speed control of multiple axis
- Controls up to 255 IMP Modules
- Virtual Reality Simulation
- Variable speed and fixed speed motion control

**“Stage Automation:
the appliance of imagination and technology”**



Don't take our word for it!

Winner of the ABTT 2002 Product of the Year Award.

"With Impressario, AVW really shows that they thoroughly understand the demands of the end-user. Impressario isn't just another product foisted onto the industry regardless of demand, it is an exceptional product that has been carefully evolved to meet the precise needs of its users. It deserved to win!"

Howard Bird, Executive Director of the ABTT



"Impressario is central to the show and, as there are so many moving elements, it was necessary for us to have a control system that is both highly versatile and easy to operate. AVW also helped to train our operators to work with the system so the scenery will move when it is meant to with absolute precision allowing, the audience to enjoy the show as it is meant to be seen!"

Stephen Rebbeck, Production Manager, Billy Elliot: The Musical

"We fully intend to buy another, and after doing our research, we're positive we won't even consider buying anything else"

Simon Cranidge, Royal National Theatre

UK Productions

Desperately Seeking Susan
The Drowsy Chaperone
The Play's The Thing
Blackbird
Blue Man Group
Billy Elliot: The Musical
The Far Pavilions
Our House
Thoroughly Modern Millie
Batboy: The Musical
Fidelio (Scottish Opera)
Shakespeare Suite

National Theatre

Howard Katz
Blue/Orange
Duchess of Malfi
Anything Goes
Jerry Springer: The Opera
A Streetcar named Desire
Mourning becomes Electra
Jumpers
Buried Child
Aristocrats
Southwark Fair
Pillars of the Community
The Voysey Inheritance
Caroline or Change
The Reporter
Attempts on her Life
Philistines



UK Venues

Cottesloe Theatre, NT, London
Lyttelton Theatre, NT, London
Villa Marina, Isle of Man
London Coliseum
The Kings Theatre, Southsea

Worldwide Venues

Concert Hall, Thessaloniki
Royal Theatre, Thessaloniki
Animagique, Disney Studios, Paris

Cruise Ships

Sun Princess, Princess Cruises
Dawn Princess, Princess Cruises

Worldwide Productions

Phantom of the Opera, Madrid
Phantom of the Opera, Sao Paulo
La Belle, Ballets de Monte Carlo
Luisa Miller, De Vlaamse Opera



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