



Boston Light & Sound, Inc.

Boston Light & Sound Helps Clients Transition from In-person to Live Streaming Events

March 13, 2020 – Boston Light & Sound (BL&S), a specialty presentation firm, is supporting corporate and higher education clients seeking to keep their customers and employees engaged through live streaming. From public conventions to corporate meetings, stage presentations, and panel discussions, organizations are transitioning in-person events to live streaming. This is also a popular service among houses of worship who are looking to reach members across their extended community.

These immersive events help keep stakeholders connected. “Multi-cam video production has changed the game when it comes to live streaming,” said Live Events Account Executive Ryan Brush. “Instead of having someone sitting in front of a static camera, we can have a live operator switching between multiple cameras and incorporating graphics and other visual elements to make the presentation much more entertaining.”

The BL&S team offers an array of live streaming and multicasting services, including:

- Compatibility with all major streaming platforms, including Facebook Live, YouTube Live, Vimeo, and Twitch.TV
- Videoconferencing via sites such as Zoom, BlueJeans, and Skype
- Live sound reinforcement and audio mixing
- Wireless audio/frequency coordination
- Redundant stream encoding
- Program recording and editing
- Remote and offsite broadcasting to ensure continuity of the event in areas with limited bandwidth

In addition to the increased demand from corporate clients, BL&S is seeing growth in live streaming services for e-gaming competitions. With the global esports market expected to reach \$2.3 billion by 2022, many colleges and universities across the country have launched varsity esports programs.

Learn more about live streaming capabilities at www.blsi.com.

Contact information:

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About Boston Light & Sound

Boston Light & Sound delivers first-class audio and visual experiences. We strive to perfect the art of presentation, from live events production to digital cinema and sound. As the technical consultant for discerning clients around the world, we deliver rich audiovisual experiences and spectacular cinema presentations for special events, film festivals, movie screenings, performing arts centers, theatres, museums, houses of worship, sports venues, universities, and more.

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