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FOR IMMEDIATE RELEASE

Orange County Convention Center Launches New Innovative Virtual Executive Studio

ORLANDO, Fla. – (November 12, 2020) The Orange County Convention Center (OCCC) has announced the launch of its new state-of-the-art digital broadcast center for hybrid conventions and tradeshow, the *OCCC Executive Studio*.

Conventions and trade shows of every size can access digital equipment solutions to produce innovative and scalable hybrid events. Developed in partnership with LMG, the OCCC's on-site preferred audiovisual partners since 1998, the *OCCC Executive Studio* will allow customers to execute their event remotely, while connecting to their audiences, speakers, and presenters through extraordinary audiovisual experiences.

"The OCCC is excited to provide a variety of custom and unique virtual solutions for our clients," said OCCC Executive Director Mark Tester. "Our expertise in leading safe conventions, combined with our customer service excellence and innovative technology offerings, makes the *OCCC Executive Studio* an ideal venue for hybrid events."

From extensive conferences to board meetings, the *OCCC Executive Studio* options will allow clients to host their event remotely using flexible and interactive tools that integrates both new and familiar technologies. With an in-depth knowledge of the facility and a state-of-the-art equipment inventory, the OCCC can connect organizers with [LMG](#), preferred audiovisual partner of the OCCC, to broadcast an array of educational and breakout sessions, alongside other virtual needs.

The *OCCC Executive Studio* will be based out of the [Lecture Hall in the West Building](#) of the Center and features classroom-style seating to accommodate a physically distanced audience, while providing a customizable canvas for lighting, AV and digital solutions. This offering includes a fully equipped studio that combines the benefits of the venue's space and the audiovisual company's virtual solutions. The studio will be available for booking starting early 2021.

"Our mission is to go beyond technology by providing innovative solutions through an unparalleled approach to quality, service and support," said President and CEO of LMG Les Goldberg. "Producing an immersive convention from a virtual reality environment with your content is easily within reach at the *OCCC Executive Studio*."

Meeting planners will also have the option of using the [Linda W. Chapin Theatre](#), which has a 97,000-watt audio system, extensive in-house lighting offerings and a full proscenium stage with fly system. The cutting-edge [Destination Lounge](#), in the North-South Building, is also available for use as a virtual studio and provides a technology-focused sophisticated environment – perfect for any forward-thinking virtual meeting. For more information about booking the *OCCC Executive Studio*, visit www.occc.net.

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About the Orange County Convention Center

The award-winning Orange County Convention Center provides approximately \$3 billion in economic impact to Central Florida annually. In recent years, the Convention Center has averaged nearly 200 events, including 115 conventions and tradeshow that attract more than 1.5 million attendees to the region each year. For more information about the Orange County Convention Center, visit www.occc.net.

About LMG

Founded in 1984, LMG is divided into multiple business segments – Show Technology, Systems Innovation, and Touring – each with a common mission of providing innovative video, audio, LED, lighting solutions, and technical expertise through personalized service, high quality technology, and a commitment to continuous improvement. LMG has offices in Orlando, Las Vegas, Dallas, Nashville, Seattle and San Jose. For more information, visit www.lmg.net.

