

TVF TEAMS UP WITH PARALLAX DIGITAL STUDIOS FOR SUPER BOWL LIIV



TVF TEAMED UP with valued customer Parallax Digital Studios to print high-profile graphics for Super Bowl LIII held at Mercedes-Benz Stadium in Atlanta, Georgia on February 3rd, 2019.

Parallax Digital Studios, located in Kennesaw, Georgia, is a highly valued TVF customer. They have been in business for more than 25 years and are well-known for their passion for efficiency and innovation. Parallax was sought by Super Bowl contract holders to produce high-quality graphics for The Big Game. The groups contacted Parallax months in advance to qualify their company, services, and capabilities. According to Lee Clevenger, Vice President of Operations for Parallax Digital Studios, representatives of these groups visited their facility to witness the production capacity and see processes firsthand. This was a necessary step to ensure Parallax could satisfy their high-quality graphic needs and tight production turn times required for Super Bowl LIII.

The largest challenge Parallax faced was to outfit a massive stage with endless amounts of cabling, trusses, tie-downs, and speakers, with an aesthetic dual-purpose solution to hide these components and to provide eye-catching branding for Super Bowl LIII.

To further complicate the project, there could be only three days from start to finish; from taking measurements in the field to fabrication to installation and no mechanical fasteners could be used. Parallax jumped at the opportunity to deliver a solution. Considering the

time constraints and tight turn-time, Parallax elected to utilize the dye-sublimated fabric and SEG frame approach to deliver on the needs for high-end, seamless graphics.

Clevenger states they relied on their [TVF Print Media Sales Consultant, Danny Jimenez](#), as a knowledgeable and dependable resource during the entire project. According to Clevenger, Parallax relied on Jimenez's expertise for product recommendations as well as the delivery of the fabric itself within a tight deadline. With the understanding that these displays would serve as the primary backdrop for many primetime events throughout Super Bowl LIII, the finished results needed to be stunning and attention-grabbing. Jimenez and Parallax determined that [TVF's Supernova fabric](#) was perfect for the large lightbox graphic requirements. Knowing they could rely on Supernova's tight warp knit, lock-stitch, and durable construction, they were able to place strategic holes in the graphics without excessive tearing or graphic faults that would reveal speakers behind the structure.

Parallax also decided to utilize [TVF's Midnight Blockout fabric](#) for additional surrounding graphics due to the fabric's excellent print quality and durability. The finished graphics for the surrounding displays were required to withstand dramatic temperature shifts expected for the duration of the two-week event. Parallax states "we needed the reliable print consistency synonymous with TVF digital textile media because we needed to

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achieve flawless prints with only enough time to get the job done perfectly on the first try."

[TVF's VP of Sales, Jeff Nonte](#) classified the Super Bowl LIII project with Parallax as "a showcase application and headlining achievement illustrating how we work closely with our customers."

To summarize the Super Bowl LIII project, Parallax stated: "the stage for the massive replica of the Lombardi Trophy took many companies working together to meet tight deadlines in a bitter, rainy environment." Parallax adds, "it was a daunting task and huge investment, understanding that it would be the first thing and last thing people saw (at the stadium Super Bowl LIII experience) and needed to be executed to perfection." Clevenger states "working with TVF paired with the quality production team from Parallax, the Super Bowl LIII project was a resounding success!"

For more information on Parallax Digital Studios, Visit their website: www.parallaxdigital.com