

PLATINUM™ *Chart Toppers & Show Stoppers*

A RubyArts Music Experience™

PLATINUM is the flagship RubyArts Music Experience.

Created exclusively for private events, **PLATINUM** is a premium themed DJ/VJ showcase built for high-impact entertainment that commands the room. Designed specifically for the unique atmosphere of a tradeshow gala, the show transforms an exhilarating nostalgic experience into a contemporary celebration.

PLATINUM is centered on blockbuster hit songs your audience already knows and loves, presented with the scale, energy, and production values of a major live event.

The Main Event: Two Unforgettable Eras

Presented in two themed acts with a brief intermission, **PLATINUM** celebrates the music that defined two unforgettable eras. Many of the featured hits reached #1 on the Billboard Hot 100, creating an evening built around the songs that have filled dance floors, arenas, airwaves, and mixtapes for decades.

Carefully produced from beginning to end, the show is designed to maintain momentum, keep your audience engaged, and deliver the kind of shared experience that turns a successful tradeshow gala into one attendees will remember long after the event has ended.

FEATURED ADD-ON: The Pre-Show Experience

The engagement begins before the feature presentation. As your audience arrives, they're welcomed by a pre-show playlist curated specifically for your event, creating the perfect atmosphere for food, beverages, networking, and conversation as anticipation builds throughout the ballroom.

Then, as the lights begin to dim and every eye turns toward the screen, RubyArts presents a professionally produced welcome created exclusively for your organization. Introduced by **Ruby**, our lifelike digital host, the presentation can feature:

- A welcome from your event leadership or CEO
- A message from the presenting sponsor
- New product introductions & company milestones
- Meaningful recognition of supporting sponsors

Every pre-show sponsor presentation is developed in collaboration with your team and submitted for your review and approval, ensuring your event begins exactly as you intend.

The Show: Part I & Part II

With your audience now energized and ready to party, **PLATINUM** opens with **Part I: I WANT MY MTV**, capturing the music video revolution that transformed popular culture throughout the 1980s. Featuring the music of Prince, Janet Jackson, Phil Collins, Journey, Madonna, and more, the first act captures the excitement, energy, and unforgettable soundtrack of a remarkable decade.

Following intermission, **Part II: FM RADIO** turns back the dial to the legendary sounds of the 1970s, featuring the music of Elton John, the Bee Gees, Heart, KC & The Sunshine Band, Earth, Wind & Fire, and more. Together, the separate acts span two decades of chart-topping hits, creating a celebration that connects generations through some of the most recognizable songs ever recorded.

Visual Spectacle: Powered by RubyVision™

Complementing the music is **RubyVision**, the signature visual presentation of the RubyArts Music Experience. RubyVision delivers a cinematic spectacle that immediately expands the scale and energy of the festivities, shown on an elevated 16:9 screen through dual high-capacity laser projectors.

Your audience watches a young Prince command the screen, Madonna at the dawn of superstardom, and Elton John in the early years of his remarkable career, seamlessly integrated into iconic moments of pop culture including Apple's iconic 1984 introduction of the Macintosh computer, Panasonic boom boxes, and Polaroid cameras, transporting them back to the sights, sounds, and memories of an unforgettable era.

Original visual storytelling, creative motion, custom graphics, and carefully crafted moments of recognition draw your audience deeper into the show while always allowing the music to remain the star. Professional theatrical lighting enhances the atmosphere, surrounding the ballroom with dynamic color, movement, and energy.

Engineered for Dependable Execution

Behind every **PLATINUM** presentation is a carefully engineered production designed for dependable execution. A dedicated RubyArts engineer oversees every aspect of the show from setup through the final credits, collaborating with your AV partner to ensure every technical detail is delivered with intentional precision.

Detailed production specifications, redundant playback systems, rigorous quality assurance, and extensive pre-event coordination leave nothing to chance, allowing you to focus on your guests while we focus on delivering the show exactly as promised.

Created and produced by music industry veteran Tom Thompson in collaboration with Grammy-winning producer Tracey Freeman, **PLATINUM** is designed to solve one challenge: delivering the premium entertainment experience your attendees will embrace, your sponsors will value, and your organization will be proud to present.