

## Here's Mudd in your eye – displayLED celebrates with new team member

When LED screen specialist displayLED takes on a new member of staff it chooses people who have something special to offer that will add to the considerable skills that exist within the company. Screen engineer Tom Mudd is just such a person.

Since he started in the LED screen industry, Mudd has always looked for jobs that push the boundaries. After graduating from the University of Essex with a degree in Electronic Systems Engineering, he joined Invision Microsystems Ltd in 1997, operating its fleet of pioneering screens and from there launched a highly successful freelance career.

"Working in the freelance market presented me with many challenges and triumphs, from a last minute processor rescue operation in Spain to being selected as one of only 10 European screen engineers to work at the 2000 Sydney Olympics," says Mudd. "I've done music touring, corporate, exhibition, television, radio, public safety, global scale event, local scale event, permanent installation and guerrilla screen work. I've travelled the LED screen world and it's given me a vast amount of experience."

Such is Mudd's expertise that he was asked by South African screen company LEDVision to spend a month in Johannesburg, Durban and Cape Town providing comprehensive training in theoretical, warehouse and on-site LED skills to 14 South African screen crew.

"We prepared all the training material for the programme and tutored the screen trainees from warehouse to live event skills," says Mudd. "Having spent eight years in the industry by that time, I felt I was in a position to pass on some of my knowledge and it was great to be able to give something back."

More recently, Mudd has been contracted by AEG, the company behind the London music venue phenomenon that is TheO2. During his 12 month position as Broadcast Manager he was responsible for overseeing the design and roll out of all the venues AV systems; systems ranging from an integrated HD camera infrastructure throughout the building to the impressive use of LED technology across the site.

"Over 1800 square metres of LED video surface are in use around TheO2, making it Europe's biggest ever single site LED installation," says Mudd. "From the day it opened in Summer 2007, the praise and awards for the venue and its systems and design have never ceased. Artists as diverse as Prince, Justin Timberlake and even Led Zeppelin have all made use of the unique AV facilities the venue has to offer."

"Tom's reputation in the field of LED further enhances the credibility of displayLED," adds CEO, Graham Burgess. "His experience of LED technology and TV engineering skills complement our desire to innovate further with the digiLED range and to provide world class engineering support to our clients."