

## digiLED MC7 Screens Make Star Appearance on Celebrity Apprentice

digiLED's MC7 screens made a star appearance on NBC TV's "Celebrity Apprentice Finale this May." The live broadcast took place at a theatre within the American Museum of Natural History in New York.

The set was configured to resemble Donald Trump's board room as seen on the series. Reilly Worldwide hired Pete's Big TVs of New Castle, DE, to provide the visual landscape of screens for live and static images displayed within the set.

The main screen hung at centre stage comprised digiLED MC7 tiles; 16 tiles wide x 6 tiles high (8m x 3m), to display live action and highlights from the season's episodes. Two screens left and right were both 5 tiles wide x 3 tiles high (2.5m x 1.5m). The MC7 was chosen for its zero radio frequency interference and also for its high resolution.

Pete's Big TVs' Project Manager Guy Benjamin and his crew techs Matt Ellar and Dave Hulings worked the gig with Technical Producer Gayle De Poli of Pink Slip Productions.

Singer Clay Aiken and comic/talk show host Arsenio Hall battled it out on the finale, with Hall taking the title at the show's end. He received prize money to donate to his designated charity.

Pete's Big TVs : <https://www.facebook.com/videoequipmentrental>