

TLS, Inc.

Shipping/Showroom
1221 Jordan Lane
Huntsville, AL 35816
Mailing
PO Box 2646
Huntsville, AL 35804
866.254.7803 (V)
800.229.7320 (F)
www.tlsinc.com



TLS, Inc./Nashville

Contact: Kelsey Beard
kbeard@tlsinc.com
615.453.2332 (V)
615.443.0669 (F)
615.319.7330 (C)
2479 Murfreesboro Rd #320
Nashville, TN 37217



TLS, Inc./Mississippi

Contact: Rusty Scafidel
rscafidel@tlsinc.com
601.352.1755 (V&F)
601.613.8806 (C)
736 South President St.
Jackson, MS 39201



TLS, Inc. Joins with FX Financial for Leasing

Perhaps your theatre or house-of-worship has been discussing an upgrade in your lighting and dimming system - or even purchasing a first system for a new or existing facility. Meeting after meeting, the talk always turns to the budget - or lack thereof. Here's a fresh idea for that next meeting - *lease*.

TLS, Inc. and FX Financial have entered into an exclusive leasing agreement that will provide monthly payment financing for a wide variety of TLS, Inc. customers.

Who is FX Financial?

A leading provider of equipment financing for entertainment and houses-of-worship, this Austin, TX based company offers financing services to resellers, end-users, and manufacturers.

FX Financial recently became a part of the Commercial and Industrial division of USXL, an independent leasing company. USXL originates leasing transactions through deal-



ers and provides vendor financing in many areas.

Why Lease?

There are multiple reasons that leasing may be the right option for your purchasing needs.

Your organization's operating budget may not al-

low for a straight purchase, but a monthly payment could be easily accommodated.

Leasing also frees up your capital for day-to-day expenses instead of tying it all up in one big asset purchase.

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Vari*Lite Open House

TLS, Inc. will be host to a free Vari*Lite Open House/Demo on March 23rd from 2-6pm in the TLS, Inc. demo room and classroom at the Huntsville office.

Tommy Hall, regional sales manager for Vari*Lite/Entertainment Technology, will be on hand to showcase the VL1000,

VL2500, VL3000, and VL3500 series of Vari*Lite automated fixtures.

Hall will also bring several Entertainment Technology products including the Marquee Console, and the Bak Pak dimmers.

Please contact Crystal Burke (cburke@tlsinc.com) to reserve your space.

Lighting for Special Church Services

Reprint from Feb-Apr 03

Lighting can significantly enhance a special event or worship experience. As you think about lighting for your next Easter production, special worship time, or other event, here are some simple tips to inspire your illumination:

Develop a Lighting Plan

Begin by asking, "What do I want the lighting to do?" The elements involved in your program will dictate the fixtures you use. Do you need broad area lighting for a large choir? Do you need to be able to isolate areas of the stage with soloist lights or specials for drama? Do you need the ability to add color and movement to highlight upbeat songs?

The most common lighting mistake in special church events is inappropriate fixture selection—supplementing your in-house lighting with the wrong fixtures for the job. Defining what you expect the lighting to accomplish will make it much easier for the lighting team and rental supplier to put together a package to meet your needs.

Plan a "Lighting Script"

Once you know the fixtures you'll have to work with, take the program script and develop a separate lighting script. Determine in advance where soloists will be standing,

when the choir must be lit, how the drama is blocked. Take each song or section of the program and jot



Christmas at the Church of Brookhills

down your preference as to colors, movement and overall "look." When you begin programming, you'll have a reference that serves as a basis for lighting cues.

Schedule a Technical Rehearsal

In addition to your dress rehearsal, schedule a technical rehearsal. This should occur before your dress rehearsal and include your sound, lighting and video teams. Go through your program, playing each lighting cue in order. Pay attention to transitions, blackouts and overall levels, adjusting as needed. If there is to be movement or set changes during your blackouts, make sure your stage crew has rehearsed working

without light. Buy glow tape to mark spots on stage and stage edges for reference in the dark.

You should already be fairly confident of your cues and use the opportunity of a dress rehearsal to make final tweaks and perfect your timing. Major changes should not occur during the dress rehearsal. I find a technical run-through prior to the dress rehearsal also gives the program leaders and participants an extra degree of confidence in technical aspects of the program.

Rent, Buy or Both?

During your planning process, consider what lighting you will rent for your production, and whether or not to buy certain items. For instance, you may want to rent your automated lighting, but leave enough in your budget to buy one or two ellipsoidals.

This is really the best of both worlds, as you have supplemental lighting for your production, and now have additional lights you can use year-round. Spending a small percentage of your program lighting budget on purchases each time you do a production can add tremendously to your in-house capabilities over the years. (*for more on this topic, go to www.tlsinc.com*)

Remember: Lighting Is a Tool

Lastly, keep in mind that lighting is one of many tools you can use to enhance the worship experience. It must work in concert with all the other elements of the program. Avoid the temptation to use "every trick in the book," especially when it comes to the capabilities of automated lights. Instead, let it "make the show" by adding to the emotion, excitement and central theme of your production.



Gene Mason, the Communications Minister at the Church of Brookhills in Birmingham, AL contributed this article for our Feb-Apr 03 issue. As Easter rolls around, we found the article to be worth a reprint.

TLS,Inc. and FX Financial Leasing

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Your existing bank lines remain intact, while you create new lines of credit that will benefit you down the road.

Leasing offers flexible options to accommodate economic forces, financial pressures and other changing needs. It also gives you the flexibility to move up to the latest technological releases.

What are my options?

FX Financial fits in where construction loans and donations miss. FX Financial offers an array of lease structures to fit various needs.

Fair Market Value gives you options at the end of your lease. You can purchase the asset at its fair market value, return it with no further obligation, or extend

your term. This option also provides you with the lowest monthly payment and greatest flexibility.

Fixed Price Purchase. Sets a pre-negotiated price at the beginning of your lease. At the end of your term, you simply pay a fixed percentage of the original asset cost determined at the beginning.

Dollar Purchase Option is

designed for those who want their own equipment and want to enjoy the benefits of spreading out payment over time. At the end of your lease you pay \$1 and the gear is yours!

For more information on leasing, contact our sales department or visit the FX Financial page on our website www.tlsinc.com/fffinancial.html

Consumables - A Grammar Lesson

Webster's Dictionary tells us that "consumable" is an adjective used to describe something that can be used up or wasted. Taking that definition and running with it, the lighting industry uses the word as a noun.

Consumable refers to anything that gets used up quickly, or replaced multiple times. These are the standard, everyday items that you're likely to find in each and every lighting environment. A few examples would be tape (of various types), gel, and lamps. Depending on usage, gobos and gel frames can also be considered as consumables.

At TLS,Inc., we're focused on having those basic necessities in stock. This month's sale (see back page) is all about the consumable. Stock up while the prices are hot.

Pete Update

Many of you read the Pete Malvizzi update in our last issue. Just before Christmas, Pete was able to be transferred to PA from MN and spent Christmas with his family!

His progress has amazed many of his doctors and friends. He is currently at home doing out-patient physical therapy and continues to improve.

Rental Pricing Updated

The last issue of *The Light Stuff* was all about our new rental pricing. We've had great response! So much so, that recently we expanded the list to include more items and update more pricing. If you'd like to receive a hard copy, please contact our Rental Department. You can also get the latest update, in pdf format, by visiting the Rental page of our website at www.tlsinc.com/rentals.html

What are all these Conferences?

It's time again to travel and learn something at any one of the various conferences and conventions. This year TLS,Inc. will have a booth at SETC, see ya there!

Southeastern Theatre Conference, Inc. (SETC) is the largest regional theatre organization in the country. Focusing on the diversity and legacy of the region, SETC holds it's annual conference in early spring.

United States Institute for Theatre Technology, Inc. (USITT) is the association of design, production, and technology professionals in the performing arts and entertainment industry. One of its many goals is to promote research and creativity.

Southern Gaming Expo is a gathering of those

who have anything and everything to do with gaming in the South.

Inspiration East Technology Conference, has become a vital source of information for churches seeking products and services.

Vari*Lite Open House
March 23, 2005
TLS,Inc.Classroom

SETC
March 2-6, 2005
Greensboro, NC

USITT
March 16-19, 2005
Toronto

Southern Gaming
May 4-5, 2005
Biloxi, MS

Inspiration East
May 23-26, 2005
Charlotte, NC

