

# Hero Moto Corp Brand Launch

London's O2 Arena was the chosen venue for the launch of the new brand for Hero Moto Corp, the largest motorcycle company in India. LM Productions were commissioned to produce the show for the rebranding.

LM Productions flew four 35k HD+ video projectors to map the backdrop to the 60ft wide custom built stage. Kinesis systems were used to move the LED systems from in front of the set to reveal the projection mapping surface. Projections included animation detailing the journey of the brand in a fun, technological and exciting context.

Motorbikes roared onto the stage amidst creative lighting, pyrotechnics and full-colour high powered laser beams to showcase the latest models.

To add to the excitement celebrities from the world of Bollywood, music, and sport including AR Rahman, Anushka Sharma, Akon, Boris Becker & David Coulthard performed to a cheering audience.



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