



Fendt Product Launch 200 Vario,
Marktobersdorf

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- fully digital product launch of the Vario 200 series with AR support
- digital dealer conference in 7 languages with live broadcast to the US
- hybrid press conference with 20 live guests and broadcast in 8 languages
- complex content delivery network
- 5 cameras and 12 m camera crane in use
- network infrastructure and monitoring from N&M ICT
- pre- & post-production by N&M digital media



Fendt Product Launch 200 Vario, Marktoberdorf

- **Commissioned by:** AGCO GmbH
- **Branch:** Munich
- **Project Manager:** Florian Eichermüller & Philippe Lefrance
- **Location:** Fendt Forum, Marktoberdorf
- **Project Period:** 9th and 10th October 2020
- **Services:** Lighting, Video, Audio, Rigging, Conferencing, Event-IT
- **Special Features:**
 - stream throughout Europe in 8 languages
 - complex content recording
- **Further Information Online**

