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## Innovation

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### Velocity Broadcasting launches Jewel's album live via local and global event

TUESDAY, JUNE 01, 2010

[Pittsburgh's Velocity Broadcasting](#), one of the largest high definition television networks in the world, is at the center of a revolution in entertainment, and advertising for that matter.

Velocity produces and broadcasts custom-made, multimedia TV in HD, but with a twist. Want to send a message about a new company product or pharmaceutical drug? Velocity televises through an established network of private screening rooms at popular restaurants and exclusive clubs around the world. The audience is local, but the message is delivered globally.

On Monday, June 7, Velocity will turn it up when its private performance platform, First Spin, teams with the Big Machine Label Group to launch Jewel's new album, "Sweet and Wild." Jewel fans will be able to [buy tickets](#) to local venues, watch Jewel perform live, requests songs and interact with the country performer.

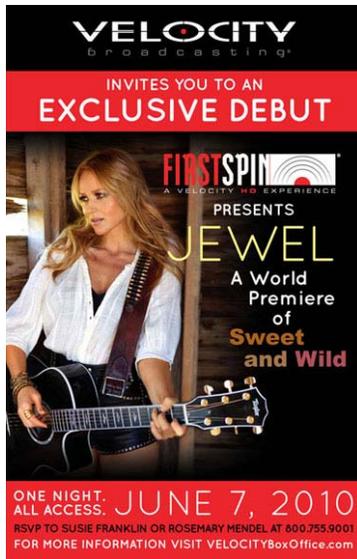
"The First Spin event is designed to launch a new album before anyone else in the world has a chance to hear it," explains Philip Elias, president and CEO of Velocity and a co-founder of [Elias-Savion Advertising](#), the parent company of Velocity. "It's not webcasting or video conferencing. It's satellite delivery. We do more live high definition programming than ABC and NBC."

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Launched in 2005, Velocity has HD theatres in hospitality venues across the country and is a strategic partner of WQED. Events are often paired with dinner in places like Morten's Steakhouse, River's Club or ClubCorp.

Velocity has 20 cameras broadcasting at 1080i HD and 7.2 surround sound for the Jewel concert. When fans leave the event, they'll walk out with memories and an autographed CD a full day before it hits the stores, says Elias.

"Imagine you have a sales force and a brand new product that you want to get out there," says Elias. "You can't touch the top 50 markets in one day. We can target 165,000 in one evening. Pittsburgh has a very rich broadcasting heritage. Our studios are one of the most advanced in the country."

The company, based in the EQT Tower downtown, employs 40. Tickets are still available for showings at the [Rivers Club](#) and [Carmike 10](#) in the South Hills.

Writer: [Debra Diamond Smit](#)

Source: Philip Elias, Velocity Broadcasting

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