



eleks x **TAIT**

Building TAIT Navigator, the World's Leading Entertainment Automation Platform

How we helped TAIT create their staple product line of hardware and software that maximises the creative potential for live entertainment

Case Study

"ELEKS has been key in our entire software technology platform; from architecture, design to development, to test, to maintenance, and they continued work on the software platform."

Eric Grossman, Chief Business Officer, TAIT



The developed platform secured TAIT's global leadership in the industry

Performances in all 7 continents and hundreds of product installations around the world

ABOUT THE CLIENT:

TAIT is the world's leading company in designing, constructing and delivering the finest live event equipment

Industry	Region	Client since
Entertainment	USA	2002

THE SITUATION

TAIT's ambitious aim to set up a new global standard for live events

Back in the 2000s, TAIT was known for their jaw-dropping concert sets, touring stages and installations crafted for the biggest shows of the decade. Because customers kept coming to TAIT with bigger and bigger challenges, they set on creating a comprehensive automation platform that would help them implement virtually any creative idea, from live event performances

to large-scale brand activations and motion picture production.

TAIT engaged ELEKS to co-develop this complex software-hardware solution and to supplement their knowledge of automation machinery, mechanics and physics. From the very first weeks of working together, TAIT felt that the team at ELEKS understood their challenges and knew how to deliver the platform.



THE SOLUTION

A distributed automation platform that is fully integrated for all aspects of performances

Led by their clear vision, we helped TAIT to develop and bring to fruition the TAIT Navigator — a product line of hardware and software control systems that can manage thousands of independent machinery elements of any show, combined as a single coherent system.

Meeting all the functional, security and safety targets was a demanding task, but our engineers seamlessly delivered the platform on time.

We co-developed the hardware components and delivered the motion control software of the Navigator.

The current version of TAIT Navigator provides complete flexibility when it comes to design and configuration of performances, from the simplest small theatre setup to an entire theme park of machinery. It supports full entertainment automation including machinery, lighting, audio, pyro, special effects, fountains and more.

Results

With Navigator, TAIT earns global leadership in designing, constructing and delivering exceptional live event solutions

TAIT Navigator is installed and operating at hundreds of venues globally. It is a proven go-to solution for concert touring, permanent installations, corporate events, kinetic architecture, theme parks, theatre, spectacles, movies and TV.

TAIT received multiple awards and holds the Guinness world record for the performances powered by TAIT Navigator. Their impressive list of clients includes the world's top artists and entertainers, global brands and spectacular events such as the Olympic Games.

"The development of the TAIT Navigator platform led us to be leading in the industry, we have the technology platform that nobody else has, it is our competitive advantage and it is key to our business, it is driving our business to grow and to reach into different areas."

Jim Love, VP of Engineering, Head of R&D, TAIT



ABOUT ELEKS

ELEKS is a Top 100 Global Outsourcing company that provides expert software engineering and consultancy services.

For over 27 years, we've been working as a software innovation partner with Fortune 500 companies, big enterprises and technology challengers. Our team of 1,400+ professionals offers a full range of IT services. The software products we build help the world's leading brands transform their businesses, increase their revenues and save development time and operating costs.

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