

## A&O supported “The Who” Halftime Show Act at the XLIV Super Bowl

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Press release from: [A&O Lighting Technology GmbH](#)



It was a terrific halftime show that inspired the live audience and viewers at home with a combination of Pyro-, Laser and Lighting Effects and hits from “The Who”.

At a time when no one suspected the New Orleans Saints to win the game, the stadium crowd of the 44th Super Bowl in Miami celebrated and enjoyed the extremely popular halftime show.

In the 12 minute space, The Who performed five hits out of their repertoire which swept the crowd away. The FALCON Xenon Searchlights were throughout being integrated in the diversified stage lighting show designed by Al Gurdon and shown through a crowning achievement and powerful colours. The technical support was provided by Full Flood. The US service provider already has several experiences using the FALCON range and likes to frequently use the searchlights manufactured by alpha one.

A&O Technology USA supplied Full Flood with a total of 12 FALCON 6000 CMY and 14 FALCON BEAM 7000W. This year marks the fourth time that A&O USA successfully supported the Super Bowl half time show. With previously staging performances by Prince, Tom Petty and the Heartbreakers and Bruce Springsteen and the E-Street Band, it was now the worldwide famous english Rock’n Roll band “The Who” who shined in the spotlight.

This XLIV Super Bowl was watched by an average of about 106.5 million US viewers (a total of 151.6 million tuned in overall), according to NFL.com, which is a record breaking number and marks the 44th Super Bowl as the most watched ever in sport history. Apart from the US channel CBS, the German state channel Das Erste broadcasted the final match of the NFL live.

A&O Lighting Technology GmbH, which was founded by Marco Niedermeier, has been actively engaged in the hiring and sale of show and architectural lighting equipment since 1995. A&O's diverse inventory includes special LED equipment and several hundred searchlights (high-power xenon floodlights) that can be used for well-known entertainment- and architectural lighting applications. It also has the exclusive worldwide distribution rights to a variety of architectural luminaries and searchlights, such as the FALCON® range from alpha one. A&O Lighting Technology, with its head office in Germany, is active worldwide with subsidiaries and offices in UAE, USA and UK.

For more information, visit: [www.ao-technology.com](http://www.ao-technology.com)

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