

MULTI-FUNCTIONAL DIGITAL STAGE BACKDROP

The Curve

Amsterdam Conference Centre
BEURS VAN BERLAGE



BLENDING HERITAGE WITH HIGH-TECH

The Curve

In the historic Effectenbeurszaal, heritage meets high-tech with The Curve: a cutting-edge digital stage backdrop in a concave design. The LED Curve fits nicely in the existing space and is designed to be a flexible element in the design of stage for your event. The Curve can be used as a live backdrop for your event and display your artwork or event theme. It can also display the presentation content of your event and it can be used to display external sources or fullscreen produced media.

The Curve, a versatile and flexible digital stageset. For your next live, streaming or hybrid event.

Dimensions	1300 x 450 cm
Resolution	3328 x 1152 pixels
Source input	4K processor
Pixel pitch	3.9 mm



SOLUTIONS

Enhance your stage experience

Discover how our AV solutions elevate every aspect of your event. From branded visuals to dynamic audience interaction.

Logo Branding

Display your event or company logo on stage for strong visual identity and seamless branding integration.



Live Camera

Switch between live camera feeds to engage your audience with real-time speaker interaction.



Q&A Session

Facilitate live audience engagement with an interactive question & answer format, both on-site and online.



Full Screen Backdrop

Use a full-stage visual or animation to transform the setting and immerse your audience in your theme.



Presentation

Seamlessly integrate PowerPoint or Keynote slides into your stage setup for clear, impactful communication.



Virtual Audience

Bring remote guests into your event space via live video walls, adding energy and authenticity to your show.



Conference

Host full-scale hybrid or virtual conferences, combining physical stage presence with digital participation.



Remote Presenters

Invite speakers to present from anywhere in the world, integrated live on stage with full AV support and seamless transitions.



PACKAGES

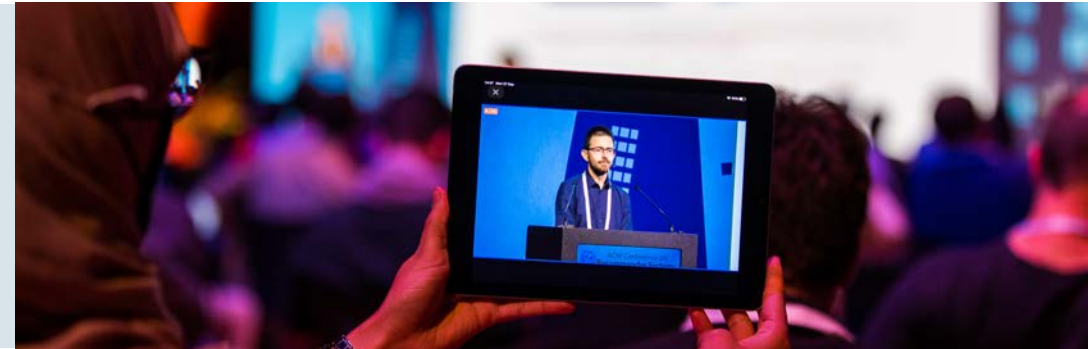
Presentation

Enhance your conference or event with an advanced presentation setup. A 4K graphics switcher with Picture-in-Picture, redundant playback (PowerPoint, video, notes, timer), and programmable presets give you full control over multiple windows or fullscreen visuals on the digital canvas.



Streamed Event

For livestreams, we offer an upgrade with a 3-camera broadcast setup, streaming processor (for social media or videoconferencing), and a dedicated team for prep and show execution.



Recorded Event

For recordings, we provide a full broadcast camera set, production mixer, HD recording, and seamless switching between slides, titles, and live footage. The package includes upgraded lighting, an extra audio console, and a full operator team.



PREVIEW YOUR EVENT

Online 3D Stage Visualiser

 [Click here to view](#)

Introducing the new 3D Stage Visualiser at the Amsterdam Conference Centre Beurs van Berlage: a powerful online tool designed to help you visualise and fine-tune your event setup in the iconic Effectenbeurszaal. Easily explore different camera angles or move freely through the virtual space. Customize your view by toggling the lectern on or off and preview various backdrop designs.

Want to see your own content on the big screen? Download the pixelmap to ensure perfect resolution, upload your visuals or videos (PNG, JPG, GIF or MP4), and instantly view how it appears on stage, including an exportable preview in PDF. You can even simulate a picture-in-picture (PiP) setup to see how your presentation will appear during the event.

Amsterdam Conference Centre BEURS VAN BERLAGE

3D Stage Visualizer

A real-time tool for visualizing event graphics on The Curve, the digital stage backdrop in the Effectenbeurszaal.



Camera

Select your view or roam around using the free camera

Free view

[Reset view](#)

[Hide lectern](#)

Free camera controls

Use your mouse to look around,
Scroll to zoom in or out,
Use the WASD or arrow keys to move around.

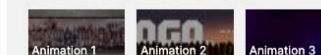
Design your own content

Use this pixelmap to ensure the right resolution

[Download pixelmap](#)

Demo designs

Select one of our pre-designed templates





CONTENT CREATION

Branded Background Pack

Need a professional, fully branded look for your event visuals? Our Branded Background add-on is an optional upgrade that provides a custom background based on your brand identity.

What's included

- One slowly looping background, aligned with your branding
- One opening bumper with stock audio
- One closing bumper with stock audio
- Presentation-friendly layout with space for a picture-in-picture (PiP)
- Five custom text overlays (e.g. "Welcome", "Coffee Break", "Thank You")

How it works

1. Intake session to discuss your timeline and wishes
2. You share your brand assets (logos, fonts, guidelines)
3. We provide two background options to choose from
4. We deliver the final package after one round of feedback
5. We ensure your onsite team receives everything they need

Pricing available on request.

Have specific requirements or a custom concept in mind?
We are available to assist you.

Questions or ideas? Please contact us

ct-group.com



CREATIVE TECHNOLOGY

Damrak 243
1012 ZJ Amsterdam
+31 (0)88 322 3700
nl.info@ct-group.com

