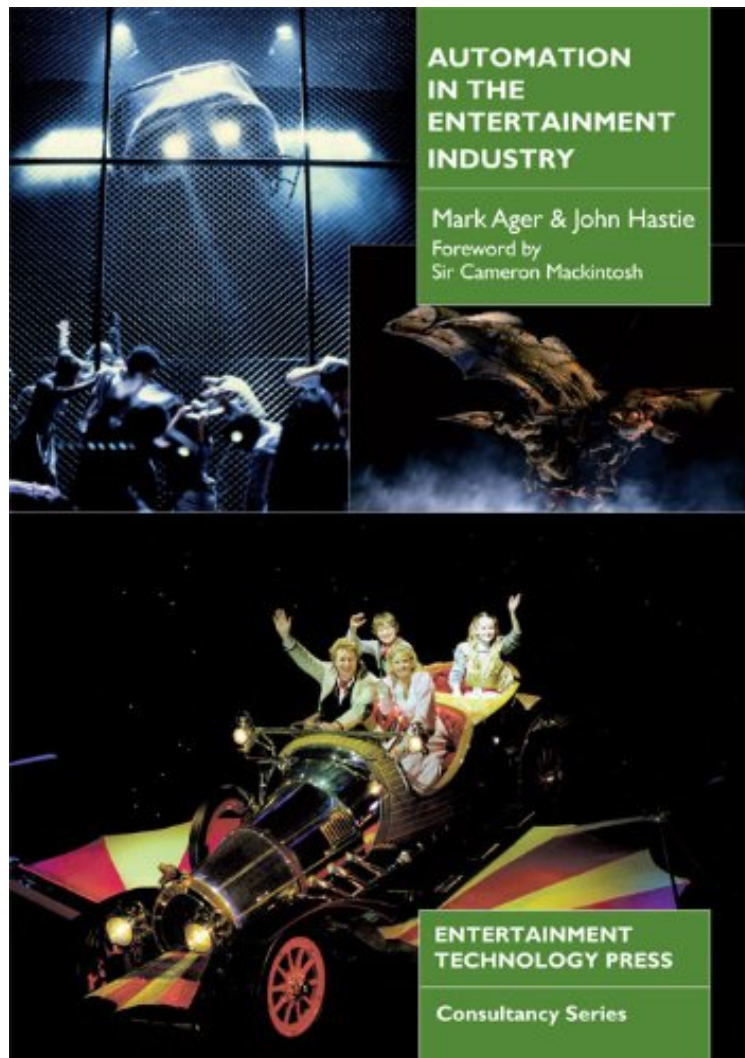


## Automation in the Entertainment Industry

*Mark Ager, John Hastie*

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**Mark Ager, John Hastie : Automation in the Entertainment Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised Automation in the Entertainment Industry:

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In the last 15 years, there has been a massive growth in the use of automation in entertainment, especially in theatres, and it is now recognised as its own discipline. However, it is still only used in around 5% of theatres worldwide. In the next 25 years, given current growth patterns, that figure will rise to 30%. This will mean that the majority of theatre personnel, including directors, designers, technical staff, actors and theatre management, will come into contact with automation for the first time at some point in their careers. This book is intended to provide insights and practical advice from those who use automation, to help the first-time user understand the issues and avoid the pitfalls in its implementation. In the past, theatre automation was seen by many as a complex, unreliable and expensive toy, not for general use. The aim of this book is to dispel that myth.