

Christie's Widescreen HD Solution for 4-day Corporate Event

Written by Bob Snyder
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Projection Partnership turned to its hire fleet of Christie HD10K-M projectors when asked to support pharmaceutical manufacturer Lundbeck's recent 4-day product launch in the ballroom of the Prague Hilton Hotel.

Working alongside Martin Trolle Nielsen from Danish creative company (and content providers) **Publicis Reputation ApS**

, the 1920 X 1080 high-definition projectors met the complex multimedia challenges of production company g2-Live, under the direction of Graham Grimshaw, to give around 480 of the company's sales force high visual acuity in an enveloping oval set.

Projection Partnership's brief was to supply a system capable of projecting onto a 5:1 aspect ratio curved three-screen centre display. Measuring 13.75 x 2.75m and edge-blended to provide a resolution of 5400 x 1080, the addition of a further two 1920 x 1080 side screens provided a total resolution of 9240 x 1080.

These two adjacent HD side screens were addressed by a further two Christie HD10K-M devices - all individually flown, and all fitted with the 1.4-1.8:1 Christie HD zoom lens - while four further surround FX screens took a mixture of synchronous hard drive replay and dedicated Powerpoint material.

It was event producer, Graham Grimshaw, from g2-Live, who had specified Projection Partnership's UWS (Ultra Widescreen Powerpoint) graphics system as part of the production to keep the content creation channel flexible, since the content was supplied across multiple formats and g2-Live needed that flexibility to handle this. Thus Projection Partnership became

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one of the first UK production companies to combine the Christie Spyder 344 4-in/4-out multi-screen processor with the UWS processors to achieve the required solution.

As the main hub, the Christie Spyder 344 was remotely controlling a down-stream multi-format data mixer and matrix. This set-up managed all the sub screen content display, cueing the hard drive replay system and three blended HD10K-M's, which addressed each of the three main screen sections. Live camera content, along with non-formatted content, simply dropped in as PIP's.

In addition, the Spyder also provided the on-stage presenters with a confidence foldback feed, displayed on a large flown plasma display. There was also an outgoing live feed to a webcast service.

Projection Partnership's custom UWS Powerpoint show machine provided the required multi-screen outputs, fed into the Spyder, while four Doremi Nuggets provided hi-res synch-locked playback content for the blended screens and the two adjacent side screens.

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