

HypoSurface: The Moving Screen

Written by Bob Snyder
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The makers call **HypoSurface** “a brand new world of digital form, function, creativity and interaction.”

They also call it “the world’s first content delivery system where the screen surface physically moves.” Personally, we believe we invented that when we hung a sheet in the backyard and projected *Die Hard2*. But there’s no disputing HypoSurface is an attention-getter.

Whether a permanent or temporary installation, as a feature in a landmark building, a revenue-generator in a shopping mall, an interactive centre-piece in a museum/theme park, or a show-stopper, HypoSurface offers the one thing a LCD, Plasma, LED, OLED, or plain projection screen can’t: **motion that can interact with audio and video content**. Literally, HypoSurface can massage a body as well as a mind.

HypoSurface permits graphic media to be generated and deployed such as text and logos (subject to the technical resolution of the system).

It accommodates patterns and reliefs of all sorts (waves, graphics etc.) and high-quality lighting (programmable stage lights) can enhance it as a display medium, and change its mood

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dramatically.



Audio complements its physical movement– harps and birdsong, for instance, can make it light and fairytale-like, where percussive or mechanical noises can make it powerful or robotic.

There is possibility to overlay video onto movement via the User Interface. The video needs processing (distorting and shading to match the movement) or otherwise it flattens out. The maker can also programme interactivity with an audience so their movement, sound, and even iPhones link to the surface movement and then HypoSurface comes into its own as a participatory medium.

The HypoSurface system fits into a standard 40ft shipping container. This allows a 12m x 4m HypoSurface display system with its own structural support, control system and accessories.

Its modular design allows various sizes of HypoSurface walls to be created, from an 8 unit wall (4m x 4m) up to 24 unit (4m x 12m 'billboard' size) for temporary floor-mounted installations, and for permanent installations, there are actually no limits to size and configuration.

HypoSurface doesn't even need to be a “wall” and can re-configure to many shapes.

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