



Worldwide sporting events have permitted the audiovisual field to highlight its new technologies. Audiovisual has continued investing in new developments to spark emotion, and it's working!

The year 2010 was rich with international sporting events. To start, the Olympic Games in Vancouver in February, "the first Winter Games in High Definition," as stressed by **Panasonic**, the official worldwide audio/visual partner of the event, that made its' HD Video equipment available. It was **Supervision** that ensured the installation, the technical operation and the maintenance of the 24 giant outdoor screens installed at the competition sites and at BC Place stadium. 4 months later and for the first time, the Soccer World Cup in South Africa was covered in 3D. Fifa had partnered with **Sony**, who was in charge of capturing 25 games with professional 3D cameras, games that would in turn be broadcasted to a worldwide television audience.

Fifa also organized the Fifa World Fests, during which it broadcasted the games in 3D (on Sony screens) in public venues, in the heart of villages and cities, in South Africa as in seven other international cities (Berlin, London, Mexico City, Paris, Rio de Janeiro, Rome et Sydney).

This was all transmitted to thirty movie theaters in France. This really accelerated the progress of 3D technologies, already boosted by the enormous success of James Cameron's film, Avatar, and the announced arrival of 3D tele-

vision screens and cameras by the end of the year. The major players of the event-planning world are paying attention to all of this news. They are announcing projects in this area for 2011 (**Video Events, VPS**), or maybe this year, for **Quorum Productions, Aquila Audiovisuel**, and **Soft Audiovisuel**...who offer to inject 3D elements at precise moments, (a pie chart, a PowerPoint, figures... ) or to direct the entire event in 3D with 3D glasses. Other event companies (**T3D**

and **Alioscopy**...) have plans for 3D without the glasses.

But yet, **3Dlized** a producer of 3D events reminds us that in order to achieve such good results 3D technology requires an entire new grammar and that is quite pricey, 20 % more than a 2D production.

This phenomenon isn't widely spread in the professional tech world, instead virtual deco is used at conventions and congresses. Made possible by technology

## Led, the big development



A lot of work has been done on light, taking 2 different directions: high power level plasma that is associated with high consumption, and LED associated with low consumption, long life (5 to 7 years) and a lower power. Although, this last characteristic is becoming less and less true. All of the market's references are gradually integrating the light-emitting diode; from the famous "Boite Ambre" revisited by **Magnum** in a patented Licited up

to projectors. Those proposed by the French company specialized in LED, **LED Box**, weigh 8 kg, consume 150 watts, and fit in a flight case! Then LED technology is also declined in creative versions, like the products created by one of the specialists of the genre, **Schnick Schnack Systems**, which LED panels were conceived as if they were Lego- very expensive ones. **Match Event** used them for creative walls, backdrops, a midway between lighting and video. Sparkling, luminous, light, modular, the new generation of EC-20 LED panels from the Danish **Martin Professional** merges the quality of image and the precision of classic high-resolution screens with the creativity and the lightness of perforated screens. Transparent, the EC-20 screens let light and effects (audio, smoke and air) pass through, multiplying the possibilities in terms of multilayered aspects. With a safety factor of IP65, their use is adapted for all types of environments, in interiors as well as outdoors.



By Soft Audiovisuel

ical evolution (such as Christie's Vista Spyder video processors), the projection of images serves as an extra large background on top of which a video, a PowerPoint or a scrolling text is projected. Everything has to go very fast, and be set off easily by a click of the presenter's mouse, a wii controller, or even better, by the intuitive manner of an i-phone. The goal here remains the same: to spark emotion, by mixing the real and virtual worlds.

And that's how **Soft Audiovisuel** organized a big premiere in Marseille last September. They introduced the project of Marseille's future Velodrome stadium, through a union of extraordinary 3D relief

and of virtual reality. And the presenter was able to lead the audience, who wore 3D glasses, through a virtual tour of the stadium, where they could interact with the images presented to them.

### This interactivity creates a huge advancement for the event-planning world

**Animatik** continued to surprise with holograms, or its system Flare, a combination of real objects and holographic content in one machine. The holograms and images can move around real objects. They can be animated and interact with products!

This interactivity creates a huge advancement for the event-planning world. From Bluetooth pens, and inter-

active voting terminals to interactive floors, mainly dedicated to welcome sections. **ArScénique** completed its dynamic and interactive visual display system on the floor with GroundFX (patented by the Canadian company GestureTek) The device is simple, captors monitor in real time the guests' movements so they can interact with projected visual images, it is an incredibly ludic experience! It exists in a portable Cube version.

**Image & Concept**, in the same spirit, proposes Virtual Floor or Wall, and Mobidium has its Sensitive Floor... This business proposes several interactive tables. In addition, Mobitouch, a table with projectors, also has a table that recognizes objects placed on it by a marker and is drawing the

attention of the luxury sector because of its narrow 40 cm thickness.

Other professionals have also come up to the table... interactive multi-touch. After the i-bar (available from **StageCraft**), which has video-projectors that can project any content on the surface, its intelligent tracking system can detect all objects touching the surface, and it has software that allows the objects and the contents to interact.

Ultram developed its own version in full HD with stereo speakers included. And just to create more emotion infusing life into an inanimate object, projection on 3D objects is developing... at **ETC, VLS, Ultram, Dip Media** or **PRG**...



## Media walls and Dynamic Display

Awarded at the audiovisual salon Satic 2010, the Christie MicroTiles of **Christie Digital Systems** is composed of modular display tiles that can be stacked and grouped to create display walls of any size or shape. Antagmatizing the strengths of LED and DLP chips, this advanced optic technology offers an unequalled lightness, contrast and restitution of color. In the format of a screen, the very thin MicroTiles (20.6 cm) only need minimal ventilation space. In 2009, **Sony** introduced Zivis Canvas, which offered the possibility to exponentially multiply the number of screens (different formats, sizes, dispositions...) with the possibility to diffuse each and every screen in HD in a similar spirit, **Nec Technologies** proposes to assemble all of the most recent screens MultiSync

X461UN to form a huge wall composed of 10 x 10 screens with practically invisible frames (2.7 cm width). Flexible options permit the creation of solutions composed of several screens to form a giant wall of images for an event. The advantages of this system are the intuitive management of luminosity thanks to the captors of ambient light. Then the former **Procon** which merge last year with the American Production Resource Group (**PRG**), can adapt the structures of Media walls to any forms such as waves, circles, or 360°. Finally, **TAV**, at the last Satic salon, gave a demonstration with **Daktronics** of its media walls in LED **Daktronics HDPT4**, to view the 3D with active glasses. **Audiovisual continues to advance**

alongside all of these technological advancements. In terms of sound, it is heading closer and closer to the line array with direct speakers for a

homogeneous sound. In terms of image, as it moves towards full HD, it is still very costly in its professional version.



By Christie