

2015 South East Asian sporting event

Case Study



Christie projectors used by Hexogon Solution add a spark to South East Asian sporting spectacle

The Jubilee year for Singapore was off to a great start. Called on to host the 28th edition of a major South East Asian sporting event after a hiatus of 22 years, Singapore dutifully prepared to host the most spectacular sporting event the country has ever seen. With over 7,000 athletes from 11 nations participating in over 400 events across 36 sporting disciplines, Singapore gunned for a strong showing.

Hexogon Solution was appointed as the official projection technology partner to provide projection and visual support for the opening and closing ceremonies on the back of its impeccable track record in a number of large-scale events in Singapore. This included the country's National Day events as well as numerous New Year

countdown celebrations, which helped Hexogon Solution accumulate valuable experience over the years.

The pressure on Hexogon Solution was immense as they had to work together with the creative director of the sporting event to add a creative spark to make this ceremony a memorable event. It was time for Singapore to shine.

It was indeed a bright start when 160 Christie® Roadster HD20K-J and S+22K-J 3DLP projectors were installed for a projection mapping performance at the opening ceremony. The Christie Roadster projectors created a combined total brightness of over 3.2 million lumens, outshining the Guinness World Records previous record.

Customer:

2015 South East Asian sporting event

Location:

Singapore

Industry/Market:

Large-scale event production

Requirements:

- High quality projection mapping
- Rich, dynamic and detailed imaging
- High flexibility and efficiency

Summary:

The latest edition of an annual South East Asian sporting event hosted by the city-state of Singapore from June 5 – 16, 2015 saw over 7,000 athletes from 11 nations participating in more than 400 events across 36 sports. Christie's valued partner, Hexogon Solution Pte Ltd, was appointed to provide projection and visual support for the opening and closing ceremonies.

Products:

- Christie Roadster HD20K-J
- Christie Roadster S+22K-J
- Christie Pandoras Box Media Server

Results:

160 Christie Roadster HD20K-J and S+22K-J 3DLP projectors were deployed on the 20 towers situated around the National Stadium. All of the content displayed by the projectors were driven by 18 award-winning Christie Pandoras Box Media Servers which are renowned for creating compelling multimedia experiences on a large scale.

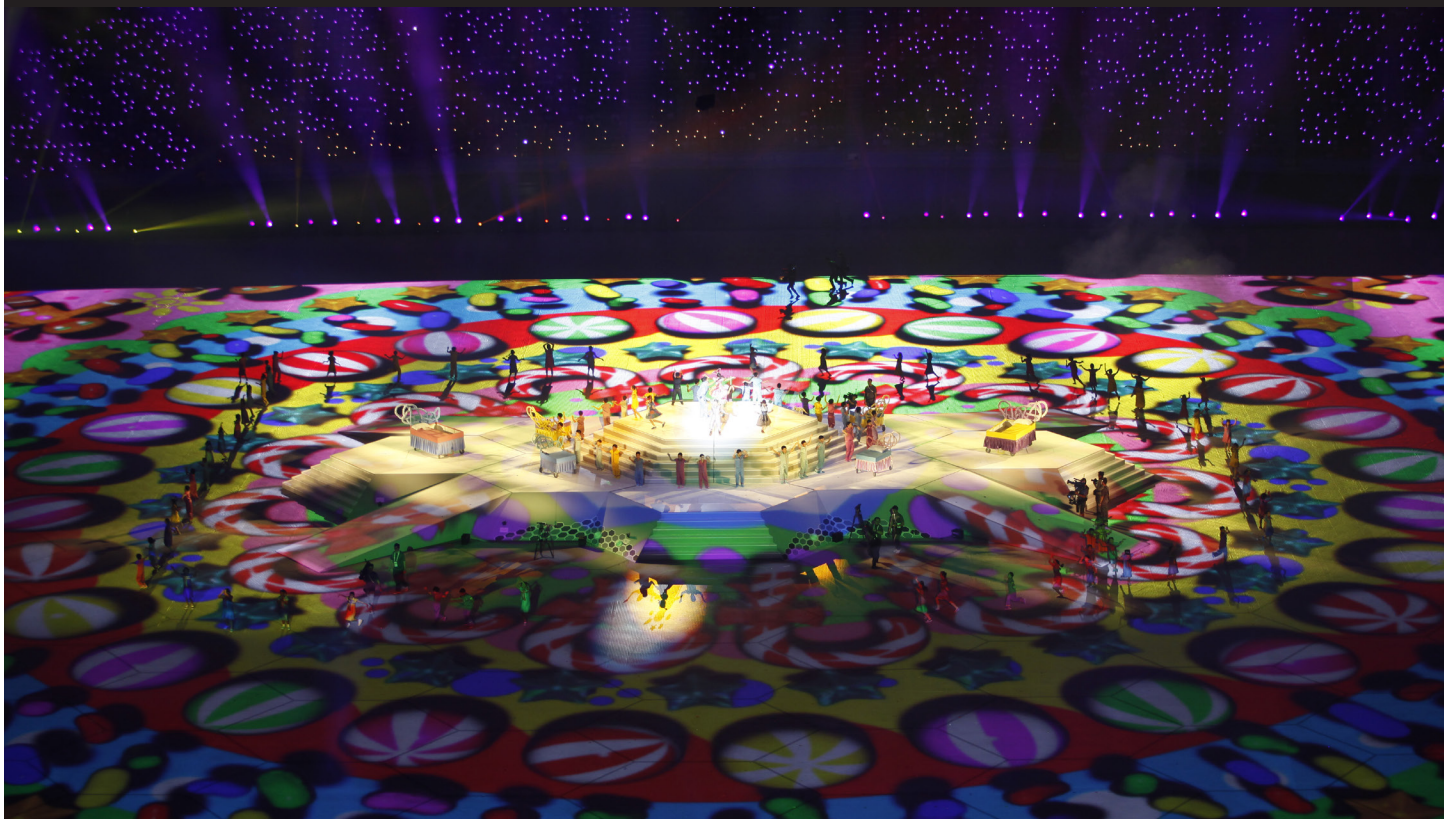
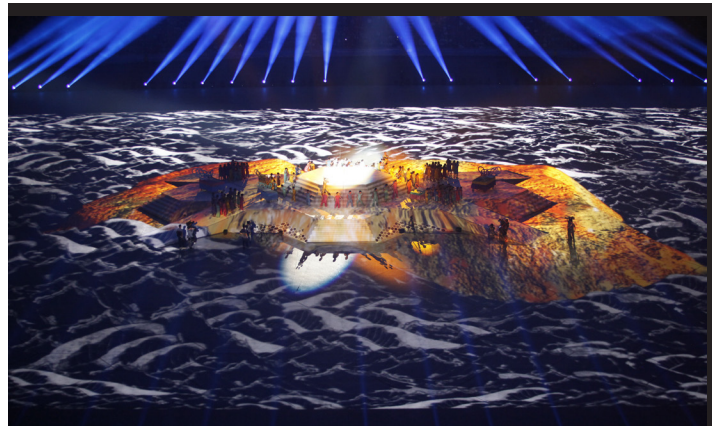
Hexogon Solution also set a new Guinness World Records title achievement for the **Greatest light output in a projected image** ever produced in a single event during the opening ceremony. The deployment of 160 Christie projectors around the National Stadium yielded a total brightness of 3.2 million lumens – three times brighter than the previous record.

Adrian Goh, managing director, Hexogon Solution, commented, "This is the first time that a projection mapping performance of such scale has ever been attempted. Using the National Stadium's flat field-of-play as the canvas, we deployed the largest array of Christie projectors in a single event to achieve a truly stunning visual feast. The feedback I received were excellent and Christie's solutions far exceeded my expectations."

Hung from specially-built towers above the highest seating area in the stadium, long hours were spent blending and calibrating the projected images that were displayed in stunning 4K resolution. The content for the show took about two months to create and actual implementation process on site took about a month.

The desire to create a story based on project mapping called on the strengths of the Christie Pandoras Box Media Servers. Two dedicated control rooms housed 18 Pandoras Box Media Servers that were instrumental in ensuring the delivery of the projection content.

However, the brilliance of the projection mapping was not without its challenges. The floor canvas posed the first challenge – there was a hexagonal stage with three different tiers surrounded by ramps from all directions that Hexogon had to consider when cross-firing the projection onto the stage.



The tropical and humid climate in Singapore was also another challenge Hexogon Solution had to manage in the run up to the implementation. The projectors that they chose to work with had to be able to withstand Singapore's high levels of humidity and temperature, yet still produce peak performance.

The Christie Roadster HD20K-J projector stood up to the test, all thanks to one of the projector's outstanding features. The giant hexagonal stage with three different tiers and ramps on all sides was difficult to work with, but Hexogon Solution managed to circumvent this challenge thanks to Christie Twist – which enabled content to be warped and edge-blended perfectly. Due credit was also given to the Christie Pandoras Box servers that offered real-time compositing in 3D, allowing for projection onto any shape or surface.

Ken Wheatley, director of sales, Christie Asia Pacific, applauded the use of the Christie Roadster HD20K-J in accomplishing this feat. "The Christie Roadster HD20K-J is recognized as the workhorse of the staging industry, highly reliable, you will find it around the world, mapping for many events such as these. It is often seen in the staging industry when they need something reliable and super bright."

Having used it for numerous events previously, Goh enchoed the faith Wheatley has for the Christie Roadster HD20K-J. The Intelligent Lens System (ILS™) capabilities, coupled with the benefits of xenon illumination of the Roadster HD20K-J were put to the test and thankfully, Goh's faith was not misplaced.

"I'm pleased to note that the ruggedness, performance and reliability of the Christie Roadster Series projectors and Pandoras Box Media Servers used delivered a brilliant projection mapping performance that both Singaporeans and our overseas guests will remember for a long time. We hope that we added a bright spark to the 84 gold medals Singapore won this year," Goh continued.

For most audience members who attended the opening ceremony, Hexogon Solution's projection mappings did not merely count as a bright spark. The audience was treated to lively animation broadcasted from the venue's projectors. Dinosaurs came to life in a little girl's imagination, ebbs and flows of waves flooded the entire floor canvas and train tracks popped up seemingly out of nowhere. This wildly imaginative display captivated the audience's imagination and attention.

Lin Yu, vice president, Christie Asia Pacific, said, "we are both proud and thrilled that this deployment of projectors has enabled us to attain this amazing Guinness World Records title which is the first for Christie in the Asia Pacific region. The 160 projectors have exceeded the previous deployment of 146 projectors for a 2008 international sporting event held in Beijing. I would like to extend my congratulations to Hexogon Solution for this wonderful achievement."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Christie Roadster HD20K-J projector



▲ Christie Roadster S+22K-J projector



▲ Christie Pandoras Box Media Server

Corporate offices

Christie Digital Systems USA, Inc.
Cypress
ph: 714 236 8610
Christie Digital Systems Canada Inc.
Kitchener
ph: 519 744 8005

Worldwide offices

Australia
ph: +61 (0) 7 3624 4888
Brazil
ph: +55 (11) 2548 4753
China (Beijing)
ph: +86 10 6561 0240
China (Shanghai)
ph: +86 21 6278 7708
France
ph: +33 (0) 1 41 21 44 04

Germany
ph: +49 2161 664540
India
ph: +91 (080) 6708 9999
Japan (Tokyo)
ph: 81 3 3599 7481
Korea (Seoul)
ph: +82 2 702 1601
Mexico
ph: +52 55-4744-1790

Republic of South Africa
ph: +27 (0) 11 510 0094
Russian Federation
and Eastern Europe
ph: +36 (0) 1 47 48 100
Singapore
ph: +65 6877 8737
Spain
ph: +34 91 633 9990
United Arab Emirates
ph: +971 4 3206688

United Kingdom
ph: +44 (0) 118 977 8000
United States (Arizona)
ph: 602 943 5700
United States (New York)
ph: 646 779 2014

Independent sales consultant offices

Italy
ph: +39 (0) 2 9902 1161



For the most current specification information, please visit www.christiedigital.com

Copyright 2015 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.'s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. App Story June 2015

CHRISTIE®