

Nanchang Wanda Cultural Tourism City

Case Study



Spellbinding experiences at Nanchang Wanda Cultural Tourism City

China has eagerly embarked on a mission to showcase its vibrant history and exquisite culture to the rest of the world. With martial arts forms such as kungfu and tai-chi and elaborate dragon and lion dance performances growing in popularity, the nation is keen to attract more tourists and tap into the potential economic boom. As such, a new approach is needed to revitalize its historical and cultural presentation during these changing times. What better way than to do it in a fun and exciting manner, while maintaining its relevance.

In collaboration with its Chinese partner Wincomn Technology, Christie® has helped created various captivating visual experiences to visitors of the Nanchang Wanda Cultural Tourism City. Located in the provincial capital of Jiangxi,

the enormous 200-hectare Wanda Cultural Tourism City is developed by Wanda Group and is the Chinese conglomerate's first city-size cultural and tourism project. It features an indoor theme park called Nanchang Wanda Park, an indoor ocean park known as Nanchang Wanda Ocean Park, entertainment attractions, hotels and dining districts. State-of-the-art multi-dimensional rides, ranging from conventional 3D to immersive dome experiences based on Chinese cultural themes and popular folklore characters, is included in Nanchang Wanda Park while Nanchang Wanda Ocean Park holds the world's largest indoor aquarium.

As Wanda Group was sourcing the solutions to deliver a stunning visual and immersive experience for visitors,

Customer:

Wanda Group

Location:

Nanchang, China

Industry/Market:

- Tourism
- Theme parks
- Cultural heritage and history

Partners:

Wincomn Technology

Requirements:

- High resolution
- High brightness
- Full-dome theater
- High performance 3D capabilities

Summary:

In collaboration with Wincomn Technology, Christie helps provide a spectacular visual experience to visitors of Nanchang Wanda Cultural Tourism City. More than 125 Christie projectors are deployed throughout the theme park that features mesmerizing multi-dimensional rides ranging from conventional 3D to immersive dome experiences.

Products:

- Christie DWU600-G (96)
- Christie DWU951-Q (2)
- Christie DHD555-GS (22)
- Christie D4K3560 (8)

Results:

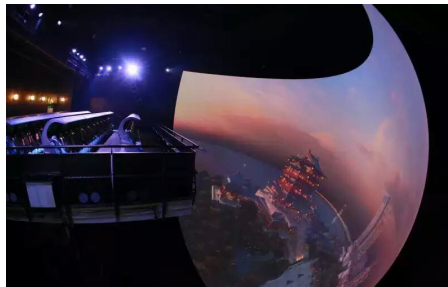
State-of-the-art visual and immersive experiences created by Christie offer an exciting and entertaining series of events for visitors of Nanchang Wanda Cultural Tourism City.



▲ "Flyover Jiangxi" launches guests into a thrilling immersive experience



▲ Christie D4K3560 3DLP projectors are used for the highly immersive "Flyover Jiangxi" flight simulation ride



Christie became the obvious choice with its uninterrupted round the clock operation and superior and dependable visual technologies. Numerous field tests were conducted to ensure the requirements were met. In designing the audiovisual system, Wanda Group studied the brightness, resolution and integration adjustments of various projectors. With native 4K resolution, 35,000 lumens and smoother video at 60Hz, Wanda Group decided the Christie D4K3560 projectors were the perfect fit for the theme park.

Having worked on the Wanda Movie Park in Wuhan and Dai Show Theater in Yunnan, Tony Chen, General Manager, Wincomn Technology shared that he was honored to be once again involved in the AV installation at Wanda Group's latest mega project in Nanchang. "The invaluable experiences that we gained in Wuhan have come in handy for this project and our strong collaboration

with internationally renowned visual effects teams and Christie had enabled us to complete the installations ahead of the grand opening. I'm confident that visitors of Nanchang Wanda Park and Ocean Park will be thrilled with the excellent visuals presented using Christie's cutting-edge projection systems," said Chen.

Eight Christie D4K3560 3DLP projectors are placed on the two domed screens of the flight simulation ride known as "Flyover Jiangxi". Being among the most anticipated attractions at Nanchang Wanda Park, the ride launches guests into a thrilling immersive experience as they marvel in a bird's eye view of various breathtaking sights. These include captivating and panoramic projections of the majestic peaks of Lushan National Park, cosmopolitan cities such as Nanchang and Ganzhou and the magnificent Yangtze River, among others.

Another popular ride is named after the Chinese mythological figure Zhong Kui, or the vanquisher of ghosts and evil beings. It is equipped with close to 100 Christie DWU600-G and DWU951-Q projectors to create a three-dimensional virtual environment where guests can interact with and fire simulated projectiles at virtual targets to gain points.

Using 10 Christie DHD555-GS projectors featuring laser phosphor illumination, visitors at the queue area can also admire intricate patterns and details projected onto the surface of a huge white porcelain vase. Sound and advanced visual effects are blended with a uniquely designed ceiling texture to offer a spellbinding projection of shifting patterns on the vase. The projectors eliminate the need for lamp and filter replacements and provide 20,000 hours of low-cost operation. The projection mapping showcase is a tribute to China's porcelain capital Jingdezhen, located within Jiangxi Province, for producing the world's finest ceramic art pieces for close to 2,000 years.

Fitted with a screen measuring 12 meters in diameter, an additional 12 Christie DHD555-GS projectors are deployed at Nanchang Wanda Ocean Park's full-dome auditorium. As the dome envelops the entire auditorium, akin to the sky, the ultra-wide projection provides viewers with a pair of "fish eyes" as they are able to view the mesmerizing footage of the undersea world through a 360-degree seamless panoramic immersive experience. The Christie projectors offer viewers the opportunity to embark on a deep sea exploration without having to visit the ocean.

Due to its wide popularity, the second Wanda City in Hefei, the largest city in



▲ The entrance to the popular ride named after Chinese mythological figure Zhong Kui



▲ Projection mapping on a huge white porcelain vase using Christie GS Series



▲ The 3D interactive virtual theater is powered by close to 100 Christie G and Q Series projectors

Anhui Province, is expected to open in September. In addition, five of these mega projects are slated to open within China in the subsequent three years and by 2020, Wanda Group is projected to unveil 15 Wanda City projects in China and five overseas. Needless to say, Wanda Group is among the slew of Chinese conglomerates that are expanding rapidly and actively eyeing a slice of the pie in the international market. As Wanda Group's trusted partner, Christie's technologically

advanced solutions will be deployed extensively in the numerous Wanda Cities set to emerge in the near future.

"With expertise in professional projection systems for more than 85 years, Christie has established a global reputation as the leading manufacturer of a variety of display technologies and solutions. We are therefore honored and excited to be chosen by Wanda Group to have a wide range of our advanced visual solutions installed in the new Nanchang Wanda Park, which is the first of many more such facilities scheduled to open across China in the next few years. At the same time, we're very pleased to work closely with our valued partner Wincomn Technology on the installations and look forward to transporting visitors to exciting virtual worlds where they can enjoy vivid adventures in totally immersive

environments," said Lin Yu, Vice President, Christie Asia Pacific.

The global community warmly embraces China's various historical and cultural displays as the nation invests in a massive cultural demonstration to invite tourists. With China's avid adoption of technological innovations serving to aid this cultural presentation, audiences from around the world will continue to revel in the magnificent showcasing of the nation's unique heritage. The People's Republic is set to rise.

Contact Christie

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

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