

NHK Enterprises

Case Study



NHK Enterprises celebrates its 30th anniversary by melding traditional art and innovative technological solutions with Christie projectors

As a form of art, theater is not only a means to tell a story through an engaging and evocative manner. It also acts as a vehicle to display the vibrancy and dynamism of a society's culture. With its unique and ancient history, Japan certainly does not fall short in showcasing its theatrical performances, ranging from the Kabuki to the Noh and the puppet theater form Bunraku. However, the richness of traditional theatrical performances brings about the challenge of keeping it relevant and appealing in the modern era, particularly to reign in interest from the younger generation. This is to prevent such practices from withering during these times of technological innovation and to preserve its age-old legacy.

As a major entertainment network, NHK Enterprises produces, develops and

distributes video content, including television programs and other visual content, and is also involved in event planning and production. To mark its 30th anniversary, the network organized the DNA-Sharaku musical theater, held at the New National Theater in Tokyo earlier this year. Originating in the late 1700s, DNA-Sharaku is an ensemble which incorporates song, dance and sword fighting, and often features popular Japanese musical actors.

Being a national broadcaster with an international reach, NHK's efforts in highlighting Japanese culture through its programming is indeed a commendable initiative. These include the wide array of movies, television series and entertainment programs which are popular throughout the world. NHK is also quick to hop on the theatrical

Customer:
NHK Enterprises

Location:
Japan

Industry/Market:
Arts and entertainment

Requirements:

- High brightness and super fine images and colors
- High performance coupled with reliability

Summary:
NHK Enterprises commemorates its 30th anniversary by showcasing the musical theater DNA-Sharaku, using four Christie Boxer 4K30 projectors and a Roadster HD20K-J projector. By incorporating a myriad of images and colors, theater aficionados revel in the eye appealing splendor of a traditional art form with a modern twist.

Products:

- Christie Boxer 4K30 (4)
- Christie Roadster HD20K-J (1)

Results:
The brilliant display of colors made possible by Christie projectors offer the DNA-Sharaku theater performance a high level of visualization with a blend of human interplay, providing a fusion of technological innovation with a traditional art form.

bandwagon, as they are aware that through its unique style, Japanese theater is an effective mode of displaying the country's exquisite culture.

However, with the bombardment and proliferation of modern and trending forms of entertainment such as popular J Pop and Western celebrities, the old fashioned and traditional art form of theater is at risk of being shunned. A paradigm shift is needed to drastically preserve its artistic and cultural legacy, to maintain its loyal following from the older generation and to pave the way for a new breed of younger fans. Needless to say, the fusion of a touch of modernity with the traditional practice is required to ensure it remains alive and current. This can be achieved through visualization.

Kei Inoue, Executive Producer of NHK Enterprises, shared that apart from engaging in DNA-Sharaku to commemorate 30 years of broadcasting, he intended to maximize the full potential and entertainment value of the stage with the utilization of video effects. Upon careful contemplation on the uses and benefits of video, NHK Enterprises decided to incorporate projection mapping with the performance. A song and dance ensemble would indeed be a livelier and more visually spectacular feat with colorful images mapped onto the stage. Christie's visual solutions offer the means to integrate a traditional art form with technological innovations.

DNA-Sharaku employed a large stage set with an elaborate decor, along with the accompaniment of high resolution images to provide an engaging viewer experience. It was indeed a hefty challenge which was made possible by equipping four Christie® Boxer 4K30 units and a Roadster HD20K-J 3DLP projector. A video was projected onto



the background of the stage. The acting and dance sequences were held in coordination with a three-dimensional projected image mapped on a vivid transparent screen. An image on the wall projected as a video was also included, which changed dynamically with the acting sequences.

The Christie Boxer 4K30 is a 30,000 lumen, 4K resolution, 3DLP projector designed for high impact live events. With the added benefits of single-phase power, built-in warping and blending, omnidirectional installation options, a full-range of connectivity and Christie TruLife™ electronics, the projector creates powerful and inspiring visual experiences.

Suitable for large venues and concerts, the Roadster HD20K-J 3DLP projector

combines the benefits of Xenon illumination for the most natural color accuracy and stability with high levels of technology, performance and flexibility. The additional standard feature includes an expanded lens suite, which ensures that the projector provides high performance and more lumens per watt in the smallest chassis in its class. This is important for the set of DNA-Sharaku as the stage encompasses a large area for projecting clear images with a brightness requirement of at least 10,000 lumens.

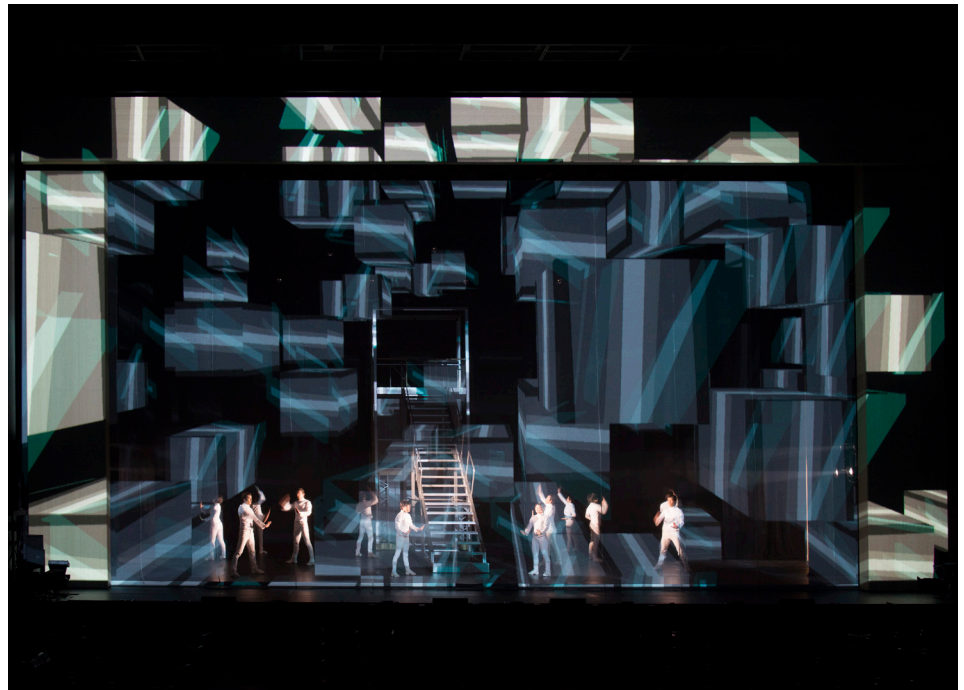
In an attempt to envision the role of projection technology in the future of theater, Inoue is excited to see that video projection has been used on stage. Having directed televised and theatrical musicals since the second half of the 1990s, this is the first time that he has



seen color adjustments flow seamlessly on stage and is delighted that the bright images provided by high quality projectors has been put to practical use in the industry. He cited the computer-generated imagery of the cherry tree snowstorm which was clearly projected as a video on the stage as an example.

"I foresee that in the near future, equipment such as projectors will continue to evolve. We will definitely take advantage of video technologies for the television and theater industry, which would only lead to the advancement of our shows. The utilization of videos is indeed an extremely beneficial aspect of the set which would not only facilitate creative expression, but enables sharper and more realistic representation. This is possible with the use of excellent projectors," said Inoue.

"NHK Enterprises' DNA-Sharaku performance is indeed an eye-opening experience. Christie is proud to make a contribution to the Japanese culture and the global television community by fostering a sense of innovation and



celebrating the world's diverse cultures. We are also delighted to play a role in commemorating the 30 year anniversary of a major broadcaster," said Harry Ikeda, Deputy General Manager, Christie Japan.

Partaking in technological innovations in itself is not a means to guarantee the validity and sustainability of traditional art forms such as theater. Nevertheless, it is a step in the right direction to ensure its continued survival. With their trademark inventiveness and creativity, the people and particularly the youth of Japan will not be overwhelmed by foreign cultural influences, but instead will proudly proclaim and celebrate their unique heritage.

Contact Christie

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



▲ Christie Boxer 4K30 projector



▲ Christie Roadster HD20K-J projector

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