

Vibrant Gujarat Conference 2017

Case Study



In recent years, India's economy has been making dramatic strides. In the face of enormous challenges – cultural as well as structural – the reforms introduced by the government have delivered GDP growth from US\$480 billion at the turn of the century to US\$2.2 trillion in 2015, according to the IMF World Economic Outlook Database dated January 2017.

The western state of Gujarat is a key driver of this national performance. One of India's most industrialized states, Gujarat scores high in multiple sectors including power generation, automotive, textiles, pharmaceutical, oil and gas and many others. Since 2003, Gujarat has been the

location for one of India's most important conferences - Vibrant Gujarat.

Vibrant Gujarat Conference 2017, which took place at Gandhinagar in the second week of January, was the eighth edition of the state's biennial economic summit. With Prime Minister Narendra Modi delivering the Inaugural Address and the glittering guest list that included Indian and international corporate leaders such as Ratan Tata and Mukesh Ambani, it is no surprise that Vibrant Gujarat is often referred to as the "Davos of the East."

An event of this calibre demanded equally world-class staging. The AV system, in

Customer:

Vibrant Gujarat Conference 2017

Consultant:

Rhino Engineers Pvt.Ltd.

Partner:

DynaMix Media

Location:

Gandhinagar, Gujarat, India

Industry/Market:

Events and conferences

Requirements:

- Immersive 270-degree projection system
- Consistent and reliable solution for large event venue

Summary:

Vibrant Gujarat Conference 2017 – the eighth edition of the Western Indian State's biennial economic summit – was a resounding success with the Christie Roadster HD20K-J DLP projectors, which were able to present 270-degree projection at the prestigious event attended by the country's top leadership.

Product:

Christie Roadster HD20K-J (22)

Results:

Using the Christie Roadster HD20K-J, Christie was able to create an immersive experience for the delegates of the Vibrant Gujarat Conference 2017, while ensuring a dependable and engaging solution.



particular, had to go beyond the ordinary and delight an elite audience that has the highest expectations.

Christie's partners in India, Rhino Engineers Pvt Ltd and DynaMix Media, were responsible for the setting-up the projection system at the Conference. Rhino Engineers has been providing turnkey consultation services to Vibrant Gujarat ever since its conceptualization 14 years ago, and served as the AV consultant for this year's event. DynaMix Media, on the other hand, was the systems integrator that executed and completed the installation.

"It is a huge event, by any measure," said Narendra Naidu, Principal Consultant, Rhino

Engineers. "While the sheer size makes it a big task for any consultant, its scaling is what makes it so prestigious, and thus challenging as well."

It goes without saying that the AV system for this large-scale event venue had to meet the need for absolute consistency and reliability. Beyond those basic criteria, the requirement for this edition of Vibrant Gujarat was an immersive 270-degree projection system.

"We wanted to create something unique for the delegates," remarked Naidu.

"The flexibility provided by this projection system allowed the presentation of visuals all around, helping to create an

immersive and engaging atmosphere for the attendees."

To achieve the desired visual effects, it was necessary to augment the existing sound system and large LED screens at the Mahatma Mandir Convention Centre. The natural solution was the Christie® Roadster HD20K-J.

This projector system is ideal for large venues, concerts, live events, tradeshow and high-end events. The HD20K-J is fitted with the broadest range of high-quality lenses – all with Intelligent Lens System (ILS™) capabilities. It couples the benefits of Xenon illumination – for the most natural colour accuracy and stability - with the next level of technology, performance and flexibility. The additional standard features, an expanded lens suite and world-renowned Christie warranties, service and support, ensure the Christie Roadster HD20K-J provides high performance and more lumens per watt in the smallest chassis in its class.

"A total of 22 HD20K-J units were deployed," said Naidu. "To ensure that the height and elevation of the projectors were in sync with the LED walls, we had to use customized trussing and rigging solutions.



and a total of 24 video channels were used to project the images.

The team's hard work - it took the crew close to seven full days to complete the entire installation – certainly paid off. "The system performed impeccably," said Naidu. "It helped us go beyond the conventional installs and showcase something unique to the audience."

Then we had to use a lot of camouflage to conceal the AV equipment, trussing and so on since the installation had to gel with the interiors and be effectively invisible to the delegates."

The projectors were configured in an expansive U-shape, integrating the installed LEDs and delivering a unique visual experience with a resolution of 34,780 pixels. All the video signals were transmitted to the projectors through fiber

Rajesh Patkar, Deputy General Manager, Christie India, said: "The Christie Roadster HD20K-J is known for its superior performance and quality Xenon illumination. Creating visually compelling displays is paramount to the success of large scale events, so we are proud to be chosen to deliver the 270 degree projection at Vibrant Gujarat 2017."

"We are honoured that Christie projectors contributed so significantly to the success

of this highly prestigious event," said Lin Yu, Vice President for Christie Asia Pacific. "Vibrant Gujarat was absolutely a grand success and the event organizer was delighted with the outcome. We are looking forward to taking this to an even higher level next time."

Building on the confidence gained from the success of Vibrant Gujarat 2017, the next project for Rhino Engineers will be the General Meeting of the African Development Bank, taking place at same venue in May 2017. Naturally, Christie's HD20K will be the projection system of choice.

Contact Christie

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

Photos courtesy of Rhino Engineers Pvt Ltd

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