



February 2006: The mood is lively at the reopening of the Atomium. The iconic building of the 1958 Universal Exhibition has undergone a metamorphosis and is about to enter the digital and interactive age!

de pinxi is responsible for the audiovisual and interactive installations.

Following its closure for nearly two years for complete renovation, the Atomium is now reborn in a new guise: new outer envelope, new route for visitors, new aesthetic line, revolutionary new lighting by Ingo Maurer...

de pinxi has been commissioned with the development and automation of the audiovisual systems driving the various audiovisual installations along the visitor's route:

- videos of construction of the building in 1958;
- multi-channel panoramas by photographer / videographer Marie-Françoise Plissart;
- the signage.

The visitor's journey culminates in the upper sphere, with a unique panorama of Brussels and the surrounding area laid out below. From this height (102 metres), the view is impressive...

Sadly the Belgian climate does not always allow features of the landscape to be picked out clearly. To overcome this difficulty *de pinxi* has designed and realized **virtual panoramas**, enhanced reality installations that offer visitors good visibility whatever the weather...

The installation is both educational and diverting. Eight mobile information boards allow the visitor to scan the landscape and zoom in on particular features at will.

The system is very simple to use. The screen is positioned at mid height, like a traditional orientation guide. The panoramic image is displayed with superimposed dots of light representing important buildings or sites. You move through the virtual landscape by tilting the screen from left to right or up and down. Two buttons allow you to zoom in or out at any time and to examine features of the landscape in detail. The screens also display written information about the object in question in the visitor's chosen language.

Information is available in three languages: French, Dutch and English.

Technical notes

The panoramic projections are shown on clusters of computers which maintain the synchronisation of several channels of looped images and show impressively large images with no loss of definition. Each channel is displayed on a high definition plasma screen.

The interactive information boards each have TFT high definition screens and each give the visitor access to a panoramic image of 200 million pixels! The actions used by the visitor to

move about within the panorama borrow from the very latest robotic techniques, combining precision of movement and reactivity.

The entire project, the audiovisual production, the information technology, mechanics and automations were all developed by *de pinxi*.

Documents available

Photographs of the installation.

About *de pinxi*

www.depinxi.be

Ever since 1993 *de pinxi* has been developing leisure and educational systems that seek to immerse the audience in their interactive content. Over 60 interactive installations have been realized worldwide. These experiences involve the creation of virtual worlds (infographics and sound), videos, special effects, information technology and control electronics which are placed in the audience's hands. Our job is to translate an idea, a scenario, a museum trip into a shared interactive experience which is far from ordinary!

Please contact us for more information about our interactive group experiences and virtual voyages.

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