



***de pinxi sets up the largest interactive screen ever deployed
for the opening of the Nespresso store in Amsterdam:
area 450 m2, width 7700 pixels...
... over 2 hours of real time spectacle for an audience of 2000!***

How do you invite 2000 people to the opening of a shop with an area of 65 m2?
How do you cater for the vagaries of the weather in Amsterdam in November?
How do you bring one of the busiest shopping streets in the Dutch capital to a standstill?

The answer is with one big party:

Swell the space, control time and the weather. This was the brief for the opening of the first Dutch Nespresso shop in the heart of the prestigious shopping street PC Hoofstraat.

500 metres away from the new shop lie the halls of the prestigious Concertgebouw, the ideal place to accommodate Nespresso's many guests

So that they could all share the experience of the opening, *de pinxi* converted the Main Concert Hall into a virtual Nespresso store, digitally transposing the new store onto three screens 20 metres wide by 7.5 metres high that entirely covered three walls of the hall.

This recourse to spectacular interactive computer images represented a world first for a store opening!

Only the specific real time imaging techniques developed by *de pinxi* offer the flexibility to change the show two hours before the doors open, to integrate new live video data flow into the digital imagery while the show is actually in progress before an audience, and to generate 2 hours 45 minutes of original spectacle with a resolution of 7680x1024 pixels!



Programme of the opening party:

6.00 pm: 200 VIP guests and members of the press attend the actual opening of the doors of the real shop. This is filmed from two angles: whole facade and detailed shots. These images will be integrated directly into the virtual opening later.

8.15 pm: The doors of the Main Concert Hall are opened to 2000 spectators, who flood in to fill the dress circle, boxes and upper circle within a matter of minutes. The system deployed by *de pinxi* projects a 3D animation based on the brand's logos and products onto a 60-metre background, against which the singer Trijntje Oosterhuis welcomes the audience with a few opening numbers. The interactive system is ready to roll at the first sign from the stage manager.

9.00 pm: The system moves into "virtual opening" mode: in a fraction of a second the audience is plunged into a life-sized digital reconstruction of the shopping street where the store is located, PC Hoofstraat. The *de pinxi* operators integrate the video images of the VIP opening that took place at 6 pm directly into the virtual geometry.

At the point in the video when the VIPs enter the real store, a *de pinxi* operator activates the joysticks to bring the 2000 guests into the virtual store.

As they find themselves transported through the doors of the digital store, the emotion among the audience is palpable: they break into thunderous applause. Their interactive tour takes in the various different areas of the shop, then comes to an end..... in front of a coffee-making machine!

9.15 pm: The virtual coffee is the sign for the audience to be swamped with champagne to celebrate the opening. Then the musical spectacular starts, with singer Alessandro Safina performing a one-and-a-half hour concert against a backdrop of the shop in constant motion.

The challenge has been met: the whole party has taken place "in" the shop.

11.00 pm: When the doors finally close, some visitors stay behind hoping to have a go at piloting the virtual shop themselves!

Party website:

www.world-of-taste.nl (various images available), only in Dutch.



The making of:

The show:

The reconstruction of the virtual shop was based on the plans for the actual shop, which was undergoing alteration. Material from other Nespresso stores was also used. All of the products, the coffee machines, the shop fittings and the accessories were reconstituted in 3D to give a simulation that was accurate down to the smallest detail. Over 400 photos were processed to create the virtual world of the store.

Particular attention was paid to simulation of the lighting, in a shop which has over 120 different light sources! The most advanced radiosity and HDRI techniques and real time reflection calculations were successfully deployed to achieve a faithful recreation of the original. The whole show was developed and run from the proprietary real time engine ***argo***.

Infrastructure:

The store opening provided *de pinxi* with the opportunity to give a baptism of fire to its new cluster of six graphics channels, delivering a record resolution of 7680x1024 pixels at 30 images per second, i.e. a resolution higher than that used in the cinema! The machine has input ports to allow external video data flow to be integrated live (integration of the video of the real opening into the virtual geometry).

The show is piloted from the argoChair, the piloting system with 3 joysticks and 6 degrees of freedom also developed by *de pinxi*.

The projection system installed by our partner Auvicom consists of a range of 6 DLP projectors of between 8000 and 12000 lumens with a true resolution of 1280x1024 pixels.

Media available:

Images of screens, images of party, making of.
Stereograms of virtual boutique.
Video of party.
press@depinxi.be

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