



full 5.1 surround sound, and a raft of special effects including lighting and water spray. The audience stands on a platform, which provides the requisite “shake, rattle and roll” that is particularly effective when you (as the now brewed beer) proceed through the bottling plant.

“Raised by the World,” is a fast paced presentation shown on eight screens that surround the audience. It shows the impact of the Heineken brand in countries all around the world, using footage from many sources. “Innovation Station” shows how Heineken has always led with innovative ideas in respect of both its products and its brand.

Near the end of the tour, visitors once again get a chance to taste the product in the “World Bars,” which includes a pouring

demonstration. Video cameras allow visitors to get a close-up view on the LCD monitors near the bar. LCD monitors that show city panoramas from around the world – all in high definition, surround the main spaces. In the center of the rooms, interactive bar tables have back projected images that match the theme of the main displays, but also include “virtual beer mats” that appear wherever a visitor puts down his or her glass.

All audio and video source equipment is rack mounted. In order to improve access and minimize cable runs, there are three control rooms. However, it is possible to monitor the status of the entire system from any one of them. The whole system is under network control, both in respect of operation and system monitoring.

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