

PROJECT PROFILE

EXPO 2010 Shanghai

Information & Communications Pavilion

Visitors flocking to the Information & Communications Pavilion at Expo 2010 Shanghai China get a taste of cutting-edge information and communication technologies (ICT) to come when they tour the attraction presented by China Mobile and China Telecom. The design firm BRC Imagination Arts was the creator and producer for the world's first Multi-Dimensional Interactive Network pavilion.

As soon as visitors enter the pavilion they pick up their ICT Mobile Device, a futuristic, handheld communications device that accompanies them on their interactive journey through the attraction. Electrosonic provided the 802.11 wireless network for the ICT Mobile Device which enables visitors to interact with the pavilion's show/exhibition elements, displaying video and a host of other interactive capabilities.

"Our Medialon show-control master controller sends cues via the wireless network to allow the ICT-equipped visitors to follow in sync with all the shows. Show control knows where

each visitor and their ICT Mobile Device are at any given time and, based on the show in that part of the pavilion, plays synchronous content that relates to that particular experience," says Electrosonic senior project manager Thursby Pierce.

Visitors view the "Progress Begins as a Dream" pre-show interactive experience where five Christie projectors display edge-blended animated content documenting the history of communications in China on a 68-foot curved screen while changing colored lights coordinate with the animation in the interactive space. Electrosonic also provided the full multi-track surround sound system.

Next visitors settle into the "Dream Big" Multi-Dimensional Interactive Network Theater for the main show on an IMAX-style Stewart Film Screen, measuring 71x38 feet with a slight curve, and on 32 panels that form an immersive media canopy arching over the audience. Four Christie projectors deliver the edge-blended imagery in horizontal





The first show set on a wide screen

and vertical quadrants to the big screen. Four additional projectors display supporting images in multiple window-type frames on the canopy; they also warp and morph some content onto the big screen.

Electrosonic supplied the multi-track surround sound system for the “Dream Big” Theater experience and furnished tactile transducers that enable audience members to feel the low-frequency sounds through their seats.

After the main show visitors can play the “Dream Lantern Collection Game” using their ICT Mobile Device to interact with the post show exhibitions using RFID technologies. Visitors can collect dreams, win prizes and learn more about future information and communication technologies (ICT).

Visitors return their ICT Mobile Device as they exit the pavilion. When they’re back home visitors can retrieve their collected dreams, virtual prizes and connect with other dreamers by visiting the Information and Communications

Pavilion’s social network website customized by the choices the visitors made during their time at the pavilion.

Electrosonic associate project manager Matt Sweeney and audio engineer and tech lead Phil Shaw remain onsite to supervise the Chinese crew; Electrosonic is contracted to break down the pavilion at the conclusion of the Expo.

Electrosonic Design Consulting provided guidance to the exhibit designers on AV equipment selections, projection geometry, facility impact, and budgeting.

From the celebrated Expo 67 in Montreal to the last major Expo in 2005 in Aichi, Japan, Electrosonic has an extensive credit roster of international expos stretching from Brisbane and Osaka to New Orleans and Lisbon. Electrosonic’s participation in Expo 2010 Shanghai now pushes the number of projects the company has completed for these fairs to over 50.

ELECTROSONIC

www.electrosonic.com

Dubai • Edinburgh • Hong Kong • London • Los Angeles • Minneapolis • New York • Orlando • Shanghai • Stockholm