ELECTROSONIC

AV DESIGN PROJECT PROFILE

EXPO 2010 Shanghai

ICT Mobile Device

Information & Communications Pavilion

Visitors flocking to the Information & Communications Pavilion at Expo 2010 Shanghai got a taste of cutting edge information and communication technologies to come when they toured the attraction presented by China Mobile and China Telecom. BRC Imagination Arts was the creator and producer for the world's first Multi-Dimensional Interactive Network pavilion. The Design Consulting team at Electrosonic designed the audio-visual and control systems to showcase these upcoming technologies.

As soon as visitors entered the pavilion they picked up their ICT Mobile Device, a futuristic, handheld communications device that would accompany them on their interactive journey through the attraction. Electrosonic provided the initial research and specification for the device, and designed the 802.11 wireless network, which enabled visitors to interact with the pavilion's show and exhibition elements, displaying video and a host of other interactive capabilities.

Electrosonic designed the show control system to track where each visitor and his or her ICT Mobile Device were at any given time. This allowed synchronous content to be played at nearby exhibits when the visitor reach certain areas of the pavilion. The Medialon show-control master controller sent cues via the wireless network to allow the ICT-equipped visitors to follow in sync with all the shows. The ICT device was awarded the Outstanding Achievement for the Integration of Technology and Storytelling at the Themed Entertainment Association's 17th Thea awards in 2010.

In the "Progress Begins as a Dream" pre-show interactive, Electrosonic designed a system of five Christie projectors that displayed edge-blended animated content

First show set on a wide screen

ICP building

documenting the history of communications in China on a 68-foot curved screen while changing colored lights coordinated with the animation in the interactive space. Electrosonic also designed the full multi-track surround sound system.

Next, visitors settled 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 formed an immersive media canopy arching over the audience. Electrosonic designed a projection system featuring four Christie projectors that delivered the edge-blended imagery in horizontal and vertical quadrants to the big screen. Four additional projectors displayed supporting images in multiple window-type frames on the canopy; they also warped and morphed some content onto the big screen.

Electrosonic designed the multi-track surround sound system for the "Dream Big" Theater experience and specified tactile transducers that enabled audience members to feel the low-frequency sounds through their seats.

After the main show visitors played the "Dream Lantern Collection Game" using their ICT Mobile Device to interact with the post show exhibitions using RFID technologies. Visitors collected dreams, won prizes and learned more about future information and communication technologies.

Visitors returned their ICT Mobile Device as they exited the pavilion. Visitors could retrieve their collected dreams, virtual prizes and connect with other dreamers by visiting the pavilion's social network website customized by the choices the visitors made during their time at the pavilion.

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.