Playing with food
Technology at the table

Thought process
Designing an experience

Now we're talking
Conference system focus

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Projection mapping onto a 2,000sq metre glass surface for a prestigious client was the tough task Maxin10sity had to undertake. Paul Milligan looks at how they did it.

Mapping for Audi

Commissioned by AV project management group Niyu, Hungarian projection mapping specialist Maxin10sity was tasked with delivering an exclusive event for Audi employees and the surrounding local community in the company's HQ in Ingolstadt, Germany.

In preparation for the world premiere of the A5 Coupé, Audi wanted to stage a huge projection mapping show on the 2,300m² façade of the Audi Forum in Ingolstadt. Staged over six consecutive evenings in May, the 10-minute event was free for everyone to attend.

One of the most difficult tasks was to cover the entire projected surface area (2,300m²) with special projection film in order to best render the content, which represented a video format of 11 times HD resolution. Fifty-five projectors were used in total. It took five days to create the 3D model of Audi's Ingolstadt HQ in

Maxin10sity's offices, to give you an idea of the task ahead, the screen on which the images were to be projected on was equivalent to approximately 4,600 40-in flat panel displays. The challenges didn't stop there, one side of the screen was to be flat, the other curved, which meant the Maxin10sity team had to test more focal points in order to precisely control the overall display over the undulations in the structure. The audience was to be positioned in close proximity to the façade of the building, bringing additional challenges of perspective, not to mention the challenge of projecting onto glass surface, which was overcome by covering it with a special projection film.

Thirty-five Barco HDQ-2K40 projectors were installed in five projection towers, each 4-metres long, 4-metres wide and 9-metres high. Supplied by rental and staging company Media in Res, all projectors were controlled by a Christie Pandoras Box media server, which handled a massive 6TB of content. 25km of electricity and signal cable powered the show, which featured eight-channel surround sound.

Maxin10sity collaborated with Pure Perfection on the concept of the Late Light Show, and worked with Quintons Concept on the conception, creative direction and car choreography for the A5/S5 Coupe premiere. Tamás Vaspöri, co-founder of Maxin10sity, said, "We used modern, dynamic music enriched by sound design combined with animation to convey the feeling of what it is like to work for or own an Audi."

Audi's Thomas Beres, who was responsible for the event added: "The A5/S5 Coupe was not only developed in Ingolstadt, but also manufactured here, so it was important to us to bring the world's press here too to unveil our latest design icon. What we never expected is how the projection mapping really took our brand communication to new heights. Maxin10sity interpreted our brief with great skill and creative flair, and the execution was flawless. We're thrilled with how both the Audi Late Light Show and the A5/S5 Coupe world premiere were received by our employees, our community, the world's media and our customers – leaving a lasting, timeless impression of exactly what Audi is all about."

Tech-Spec

Barco HDQ-2K40 projectors

Christie Pandoras Box media server

Fohhn Linea LF-120s and 220s

Lang AG HMS-1 media servers

Meyer Sound MINA line arrays and 700 HP subs

Ventuz player