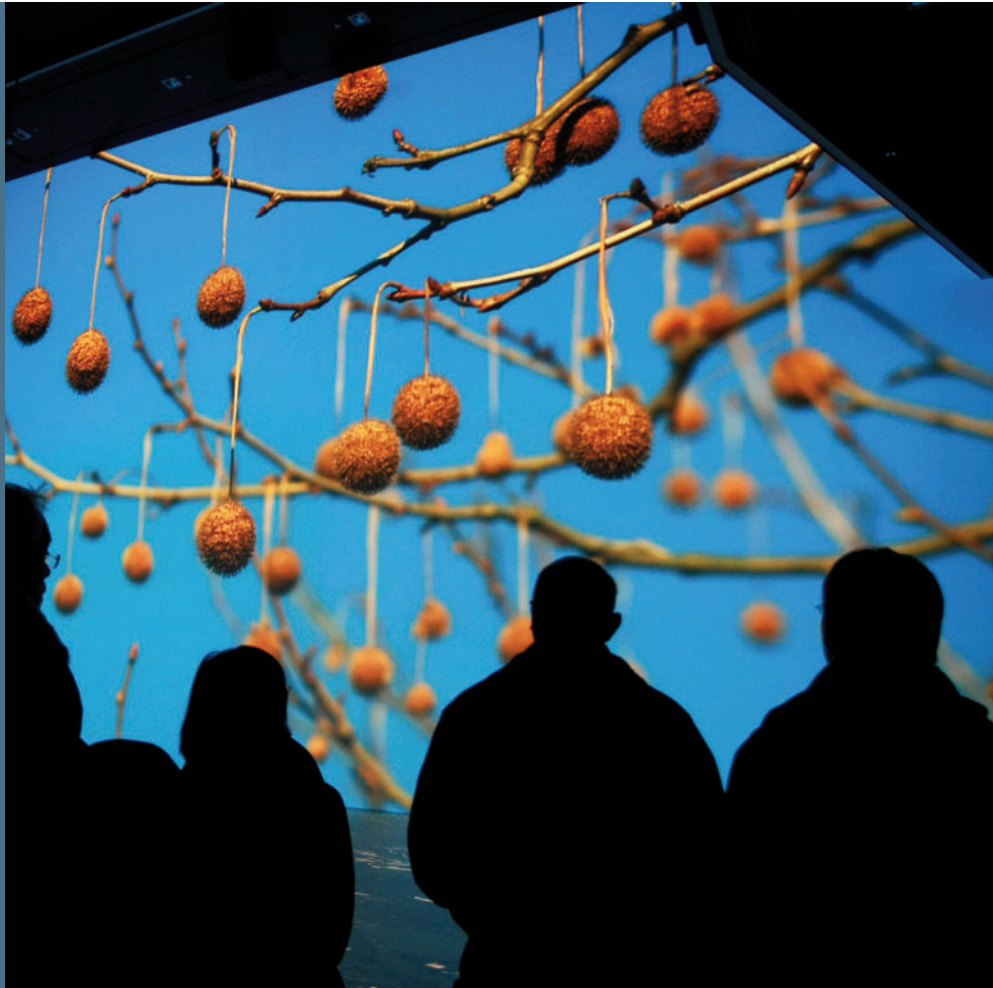


Ars Electronica, Austria

Visualization at the heart of futuristic immersion

“With Barco’s unequalled image quality, system approach and fine attention to detail, Ars Electronica is now in an excellent position to keep entertaining and thrilling visitors from all over the world with an immersive visual space for years to come.”

Gerfried Stocker,
Art Director at Ars Electronica



Ars Electronica, located in Linz, Austria, is a cultural institution with a mission to explore the implications of modern innovations and technology on art and society. As the city of Linz was appointed Culture Capital of Europe for 2009, this gave them the impetus to upgrade their facilities with impressive digital visualization. This way, visitors could be immersed completely in technology, science and innovation. Ars Electronica named the project ‘Deep Space’.

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Futureproof spectacle

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Visualization as prime center of attention

Ars Electronica and integrator Grothusen selected Barco. Their task was to create the engaging virtual reality space that would fit the vision of Ars Electronica. “The visualization we wanted had to be in line with the cutting-edge image of Ars Electronica,” explains Gerfried Stocker, Art Director at Ars Electronica, “We really wanted visitors to be stunned by the powerful imagery we had at our disposal, so we knew color, brightness and resolution were paramount to create this experience. That’s why we chose Barco.”

The ‘Deep Space’ installation at the Ars Electronica building comprises no less than eight 3D stereo, native 1080p HD projectors that together create a full 3D room from various projecting angles on screens measuring 16 by 9 meters. Barco’s optimizations for the projector include electronic blending, color and brightness equalization across multiple channels, and image warping for correct projection on curved surfaces.

Finding new angles in reality

The ‘Deep Space’ room immerses visitors in a wide variety of images, and challenges the way they normally look at the world. “Visitors can see previously hidden details, revealed by perspectives that are impossible in reality. The spectrum of projects on display in ‘Deep Space’ ranges from futuristic art to interactive storytelling. We visualize architecture, art and history as well as images from outer space shot by state-of-the-art cameras,” adds Benjamin Mayr, Lead of Creative Engineering, “And it is with Barco’s excellent image and color technology that we can make these images truly come to life.”

“We were impressed not just with the image quality, but also with the projectors’ design,” says Mr. Mayr, “Barco has specifically designed their projectors for heavy-duty 3D work and multi-channel setups. Combined with their custom-built mechanical structures, this renders the system a tight, reliable unit.”



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The information and data given are typical for the equipment described.
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