

Eurovision Song Contest 2007, Finland

Image is everything

Company

Name: YLE, Finnish Broadcasting Company
Location: Helsinki
Products and services: radio and television broadcasting
Revenue: - EUR 20.2 million
Employees: 3401 (end 2006)
Website: <http://www.yle.fi/fbc/index.shtml>

Challenges and opportunities

- needed a flexible video solution that enabled transparency
- very short timeframe
- pilot project

Objectives

Ensure a stunning light and video show and, as such, promote the host country Finland.

Barco solution and services

- 200 sq. m. of MiTRIX creative LED
- 125 sq. m. of OLite 510 LED modules
- three SLM R12+ digital projectors

Why Barco

- innovative technology and design.
- full transparency
- low weight
- easy integration
- first-class, worldwide support
- trusted partner

Benefits

- breathtaking result, beneficial for the image of Finland



” MiTRIX was, without doubt, the absolute star of the show.

Transparency was what I wanted the visual “trademark” of ESC 07 to be and it was just that. What a cool product!

Mikki Kuntu, lighting and video designer

There is a saying; “image is everything” and no show underscores this better than the Eurovision Song Contest. But imagine a live marathon performance of 42 artists from as many countries, trying to outperform one another with catchy songs and unique visual looks – in three minutes or less...

As the industry leader in creative imaging, Barco has supported the world’s third biggest TV show (after the Oscars and Superball) for many years and 2007 was no exception. Hosted by the Finnish national broadcaster YLE, the 2007 Eurovision Song Contest was the world TV premiere for our brand new LED screen, the MiTRIX.

The creative team harnessed the MiTRIX’s endless creative possibilities to realize show designer Mikki Kuntu’s vision. With very little time for setup and a grueling rehearsal schedule right up to the show date, there was no room for errors. So Barco lent its full support...

The result: a visually stunning show that dazzled audiences, much to the satisfaction of the production team. MiTRIX performed flawlessly, creating a unique look for each performer. And the Eurovision Song Contest succeeded in promoting Finland as a ‘trendsetting’ country...

BARCO

Visibly yours

Barco's MiTRIX: 12 points from the entire jury

Every year, the show designers for the Eurovision Song Contest (ESC) raise the bar for visual creativity. YLE, the National Finnish broadcaster that hosted the 2007 edition, spared no effort or expense to make the 52nd edition an amazing event. As viewers from all over Europe tuned in to watch the contest, they saw one of the most spectacular stage sets ever. One of the stars on stage: Barco's brand new MiTRIX.



ESC has always been pushing the frontiers in the convergence of video, lighting and stage set design. To achieve that aim for the 2007 edition, the host broadcasting company YLE called upon an experienced and truly creative resource: Mikki Kunttu. He was appointed as the lighting and video designer for the show.

Screen and lights steal the show

Mikki Kunttu: "The project started in September 2006. My idea from the outset was to let screen and lights play the star role and everyone felt good about that approach. I set a few simple goals. First and foremost, the result had to be to the highest possible standard. And, quite obviously, I would only work with the best possible people, suppliers and equipment."

Mikki Kunttu decided to rely on business partners out of the existing ESC network: "It was very easy to choose Ola Melzig from Spectra to take the wheel for the technical production. Johan West from West Lighting took care of the design and integration of the system." Barco was another trusted ESC partner ...

A winning combination of superior image and high transparency

In fact it was Johan West who first introduced Mikki to the Barco MiTRIX. Johan West: "We were looking for a robust solution that would ensure transparency and could be shaped and flipped, as that was Mikki's main idea. Mikki just happened to be in contact with Barco at the time for another project. During a visit to Belgium we saw the creative LED lights in MiTRIX. We realized that this was the only solution that could fulfill our needs." Ola Melzig: "I had seen MiTRIX as well, at the Vegas LDI show, where it was premièred. I was most impressed."

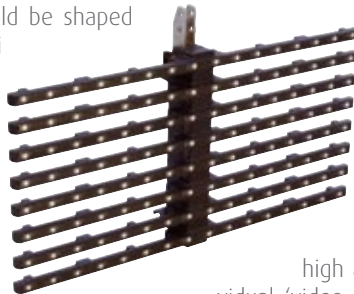
Chris Colpaert, Product Manager Barco: "MiTRIX is a creative LED product that combines low weight and high transparency with full video quality. The small size of the

modules facilitates easy, hassle-free integration with any scenic design. Moreover, MiTRIX can also function as a conventional LED screen when needed. Add to that the ruggedness, familiar software, worldwide support and the ultra-low maintenance costs and it's clear why it's a good solution."

Mikki and his team decided to take Barco rental partner Massteknik (Sweden) on board as the general video supplier to the show. Massteknik bought 65 m² of the MiTRIX screen and supplied all OLite 510 LED modules. With a team of eight the company ensured a smooth installation, leaving Ola Melzig and Johan West to concentrate on the technical and integration aspects. "It was a challenge, of course, as is every pilot project. Especially as the deadline was so tight," recounted Massteknik's Kenneth Paterson. "But Barco lent its full technical support, with a representative from the company on site the whole time. We pulled it off!"

Breathtaking result

The result was a spectacular visual design featuring over 200 sq. m. of Barco's MiTRIX, 125 sq. m. of ultra-bright OLite 510 LED modules and three SLM R12+ digital projectors. A gigantic curved screen, the "cobra" was fully integrated into the stage set, towering 9.5 meters up and behind the stage and stretching out into the audience. This created an animated catwalk that made the stage come alive with vibrant video and lighting effects.



The screen allowed the Syncrolite xenon skytrackers rigged behind the screen to shine right through it, giving incredible depth to the scenery. When the content on the MiTRIX was turned off, the screen appeared to be invisible, creating a completely different look to the set. The mix of high and low-resolution screens also allowed individual 'video backdrops' to be used for each song, giving each country and its performers a unique visual identity.