



**DIGITAL** **PROJECTION**

A Delta Associate Company

Visitor Attraction  
Case Study



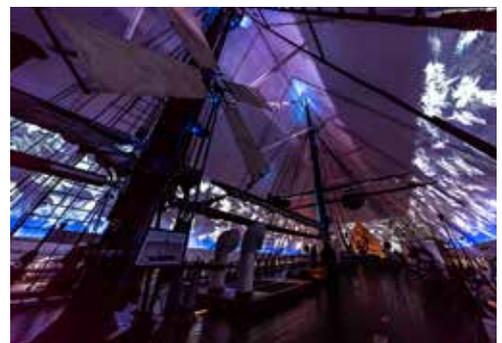
## Digital Projection Help Oslo's Fram Museum Set Sail

Docked in Oslo's Frammuseum, the Fram is a ship steeped in rich history. Having voyaged to the Arctic and Antarctic between 1893 and 1912 with its Norwegian crew at the helm, and carried the first person to reach the South Pole in 1911, it came to rest in 1936 - and has since evolved into a much-lauded tourist attraction in the city, with an annual footfall of over 200,000 every year. Drawing visitors from all over the globe, the museum sought to upgrade its offering in 2018 to provide a world-class, immersive experience - turning to UK-based specialist visitor attraction AV integrator Sarner International to lead the ambitious and complex installation project.

To bring the concept to life, 10x Digital Projection E-Vision Laser 10K projectors were custom-mounted to create a glacial backdrop so that visitors feel completely surrounded when on the deck of the ship - each delicately positioned by BlueBox in order to project at the perfect angle and protect the beam whilst circumnavigating the obstacles on board the ship.

The E-Vision Laser 10K range is a single-chip DLP® projector delivering 10,500 lumens and capable of producing over 20,000 hours of constant illumination with virtually no maintenance. Perfect for professional venues and visitor attractions which contend with ambient light such as the Fram Museum, its brightness carries the content to the audience with saturated colours, bright imagery and dark area detail. Running costs are kept to a minimum as regular lamp replacement is bypassed by the solid state illumination system - resulting in a much lower total cost of ownership.

Powering the AV engine room at Fram are 7thSense's media servers. For the wall display, a single 7thSense Delta Infinity media server - the most powerful in its portfolio, widely chosen by attractions worldwide for its performance and dependability - drives a 15-minute sequence of 270-degree content which takes visitors on a journey through arctic conditions culminating in a violent storm and the boat's eventual stall as it freezes in pack ice. The cutting-edge server - into which BlueBox manually programmed blending and geometry - boasts uncompressed media serving, capable of playing up to 16K 60fps uncompressed video content.



### E-Vision Laser Projectors

#### Key Features of the Single Chip DLP Projectors

- WUXGA & 4K-UHD Resolution
- Laser illumination with ColourBoost + Red Laser (E-Vision Laser 13000 & 11000 4K-UHD)
- Up to 12,500 Lumens
- 20,000 hours illumination
- IP 60 Sealed Optics



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