

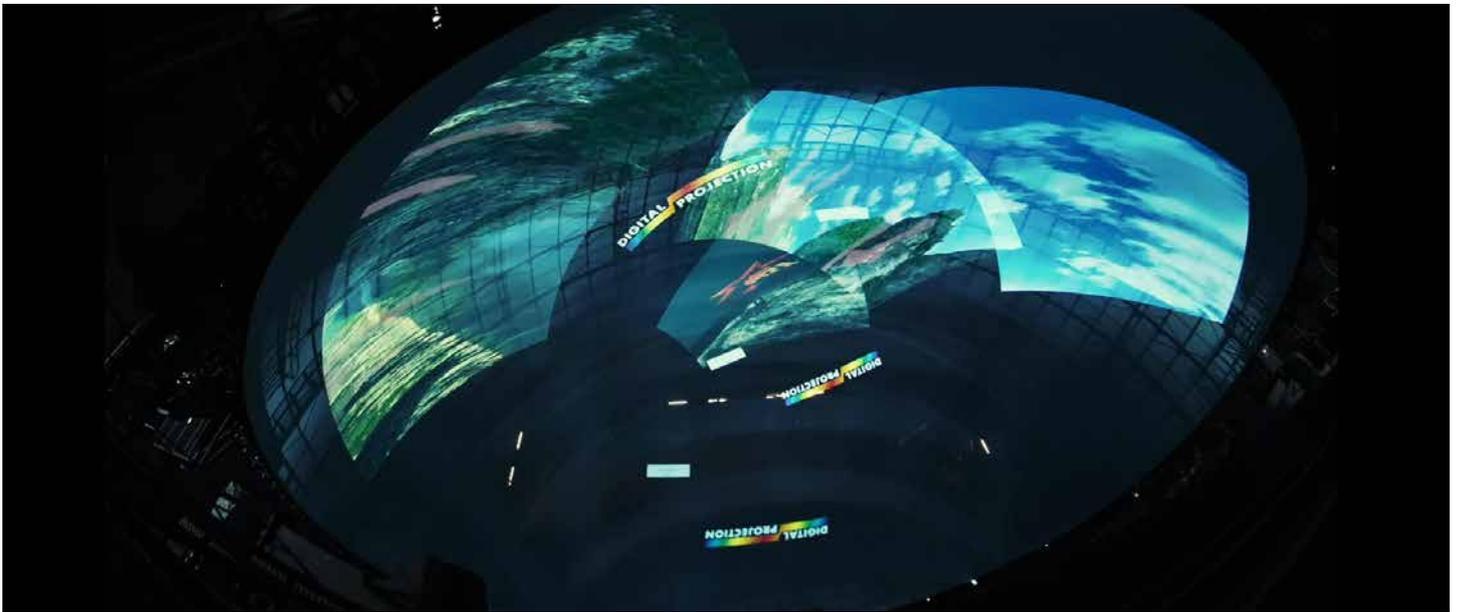
DIGITAL **PROJECTION**

A Delta Associate Company

Flying Theatre Case Study



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Digital Projection Charts Course in Hengdian's Studios New Flying Theatre

project: syntropy selects 16 Digital Projection's HIGHlite Laser II projectors for Hengdian World Studio's amazing Flying Theatre attraction

In the early '90s, a vast expanse of farmland in central Zhejiang, China, was procured by the Hengdian Group. The goal was to build an expansive film studio and later adding attractions to turn it in a theme park that recreated thousands of years of Chinese history and culture. Today, Hengdian World Studios is known as the largest film studio in the world, spanning over 370 hectares, and welcoming over 150 million visitors since 2011.



With more than 1,200 movies and TV shows filmed on the grounds, including the recent 2020 live action remake of Mulan, the studio has continued share China's culture with the world. Film crews are welcome to rent the scenes available free of charge, thanks to the theme park attractions that bring the steady stream of tourism that floods the grounds every year. Hengdian World Studios is always looking to continue to innovate and expand for the 20 million tourists which visit each year. In its latest venture, visitors are plunged into a so called 'Flying Theatre', installed inside the Qin Palace set.

German integrator, project: syntropy, worked on the concept and system design for the theatre, including delivery, installation, and locally-sourced maintenance. Making use of more than a decade of experience in serious flight training and simulation, they developed an entirely new generation of flying theatre experiences. "The theatre is a mix between a theme park ride and a cinema," Christoph Bode, CTO of project: syntropy, explained. "Users are suspended in ride seats in front of a 25m domed screen. The seats then lurch and move as though the users are in the film, creating a fully immersive experience for the user."

The projection equipment for this venue was a vital component for the theatre. The projection needed to be flawless, with visitors directly facing it at all times. Project: syntropy chose 16 of Digital Projection's HIGHlite Laser II for the projection.

"We needed a projector that could provide a state-of-the-art visual result without needing maintenance frequently, which seemed an impossible feat," said Bode. "The HIGHlite Laser ticked all our requirements."



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