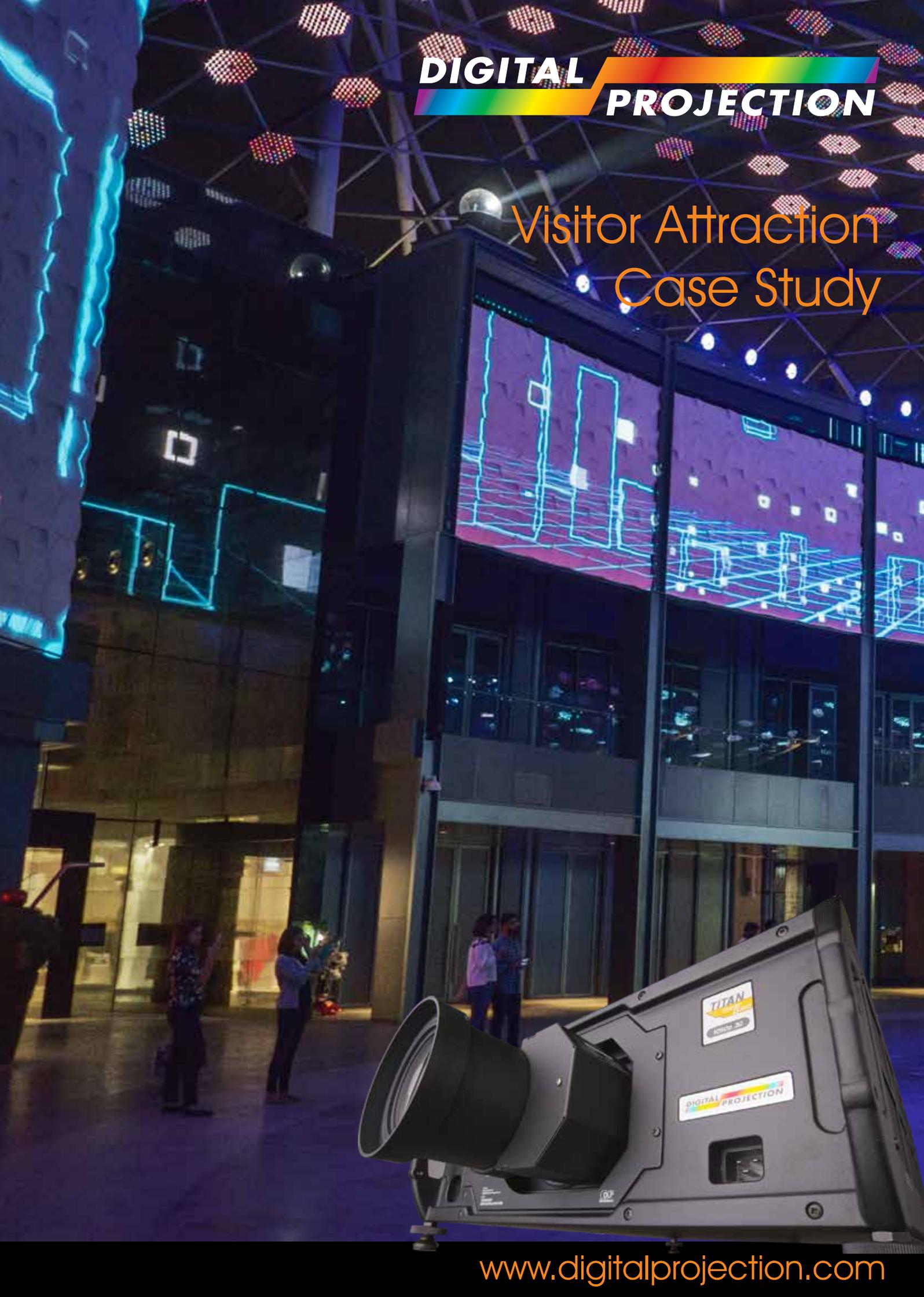


DIGITAL PROJECTION

Visitor Attraction Case Study





Digital Projection Lights Up Dubai's City Walk

Making its mark as Dubai's latest shopping destination, City Walk presents an impressive visual feast in multimedia for its visitors. Amongst a dizzying range of digital media elements combined to deliver more than 100 million pixels, a total of 30 Digital Projection projectors form the backbone of the destination's jaw-dropping connected displays.

Owned by Dubai-based holding company Meraas, City Walk is comprised of a network of streets in Dubai containing cafes, restaurants, shops, entertainment areas and even a gaming park – surrounding a central plaza complete with water feature. The vast digital canvas that unites the area is divided into three sections: An entrance hosts a vast LED screen feature named 'The Gateway'; which leads into 'Show Street', a walkway flanked by retail and restaurant spaces; which in turn opens out on to the central area and entertainment hub: Place de Lumière.

On Show Street, 12 Digital Projection TITAN 930, 14,000 lumen, WUXGA projectors, housed in Tempest enclosures, beam down onto the floor. The projection combines with LED elements running along the street and LED strips, about 50 pixels high, which are large enough to show moving images.

The projectors were able to be mounted in an unobtrusive way with minimal effort and the built in ColorMax technology ensured that they could all be easily calibrated to ensure a perfect, seamless blend across multiple channels," he notes. "Additionally, the dual lamp system allows for redundancy ensuring the show can run uninterrupted should there be the need to change a lamp."

Shows at City Walk take place at regular intervals every evening. A punchy sound system fires up and one of three shows created by Float4 plays across the facades of buildings and LED displays. Digital Projection Titan units were again selected for the façade projections with a total of 18 TITAN 930 projectors mounted around the plaza. These combine with LED screens and about 120 lighting features to create one digital canvas.



TITAN 930 Digital Projectors

Key Features of the TITAN 930

- WUXGA Resolution
- 15,000 ANSI Lumens
- 3 Chip DLP
- 2,000:1 contrast ratio



DIGITAL PROJECTION, LTD GREENSIDE WAY, MIDDLETON MANCHESTER, UK. M24 1XX • T: +44.161.947.3300 • F: +44.161.684.7674

www.digitalprojection.com

Offices in: > Manchester, UK > Stuttgart, Germany > Paris, France > Fredrikstad, Norway > Amsterdam, The Netherlands > Moscow, Russia
> Atlanta, GA USA > Beijing, China > Singapore > Delhi, India