

**DIGITAL**  **PROJECTION**

A Delta Associate Company

# Visitor Attraction Case Study



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## Digital Projection Enables Spectacular Production at the Tower of David Museum

The Tower of David – one of Jerusalem's most significant historical sites – is home to a magnificent museum dedicated to the city's history. A symbol of the city in the heart of the ancient Citadel, the Tower of David was a royal palace for thousands of years before it became a setting for exhibitions, works of art, concerts and performances visited by 400,000 people each year.

One of its most celebrated events takes place every night, with visitors drawn in droves to watch the story of Jerusalem unfold in a blaze of images projected onto the walls, archaeological ruins and pathways of the Citadel. Captivating the gaze and senses with a truly immersive experience, 'The Night Spectacular' production is now proudly enabled by Digital Projection's award-winning projectors – including the popular M-Vision Laser 18K - following a full upgrade of the experience.

The Tower of David's show project manager, Yehuda Vaknin, takes up the story. "When we began 10 years ago, there was nothing to do in Jerusalem at night. We started The Night Spectacular and such was the success, it has been running continuously ever since, fully booked almost every evening. Now, the show is world-renowned and completes not only any visit to the museum, but indeed any visit to Jerusalem. After nine years, it was time to replace the AV equipment and embrace the latest technology on offer in order to take the show to the next level – so we engaged Showlogix to design the technical aspects of the experience."

15 Digital Projection projectors are deployed across the site in total - 13 of the brand new M-Vision Laser 18K and two E-Vision Laser 8500, illuminating the walls of the Citadel with 250,000 Lumens and 35 million pixels, and representing a hardware investment of close to US \$500,000. With a staggering 18,000 Lumens of laser-powered brightness, the latest introduction to Digital Projection's M-Vision series offers brightness levels that have traditionally been reserved for much more expensive 3-Chip DLP® projectors, but the M-Vision Laser 18K delivers a large scale imaging solution which near equals three chip performance at a single chip price point..

Owing to the intelligent processing from its built-in Colour Boost technology, the M-Vision Laser 18K projects true and saturated colours which were previously synonymous with more expensive DLP projectors. Coupled with a 10,000:1 contrast ratio, new dimensions are brought out in the show thanks to the sharp high resolution cinematography, vivid colour and crisp lines. Powerful built-in ColorMax technology means all the projectors can be calibrated to exactly the same colour space, allowing for a seamless blend across multiple channels and delivering a smooth, colour-balanced image across this vast expanse.



### M-Vision Laser 18K

#### Key Features of the M-Vision Laser 19K

- WUXGA Resolution
- Laser illumination
- 18,000 Lumens
- 20,000 hours illumination
- 1-Chip DLP



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