



## **An interactive journey through the human body**

***The Nestle Alimentarium Foundation immerses its visitors in interactivity!***

The Food Museum in Vevey, Switzerland, is adding the finishing touches to major renovation work that has been underway for the last two years. As part of the new and improved look to the museum, *de pinxi* has installed an interactive theatre showing the latest version of "Human Body Travel".

*A 100% interactive 3D journey through the human body presented in a host of different languages with an in-depth trip down the digestive system !*

Visitors to this show take on the role of active participants as they are reduced to the size of a pea to find out all about the digestive system of the unfortunate Mr Z!  
They take part in the different biological processes in groups and collect the information that interests them most individually and in their chosen language.

And at the end of the adventure, the explorers will have learned all about the different stages of the digestive process ***through their own actions.***

The inauguration celebration took place during the evening of 28 June 2002 when hundreds of visitors were invited to discover the mysteries of the theatre and the different types of interaction it offers, fascinating for children and adults alike.

Two successive open days were then held on the Saturday and Sunday, each enticing just under 1,000 visitors eager to try out the new interactive show.

### ***Technical explanation:***

This extraordinary experience is made possible thanks to the exclusive **argoGroup™** technology developed by *de pinxi* for halls with 15 to 150 seats.

Inside the theatre, each seat is equipped with a console, complete with joystick, buttons, display and multilingual sound system, enabling each individual to take part. This unique system combines the social aspect of group action and the independence of individual interaction.

The show uses only high-definition, 3D images sent out at a rate of 60 per second!

Last but not least, "Human Body Travel" is an entirely autonomous show. The central computer controls access to the theatre by automatically opening the doors, as well as switching off the lights and switching on the projectors. A special VIP mode is also included which deactivates the automatic settings allowing special showings to be run on request.

*argoGroup™ was voted best new show product at IAAPA 2001!*