



***The ‘Champimobile’ is on the road and Portuguese students are discovering the interactive 4D show “Future of Medicine”. The operation is a real success!***

*A world first: de pinxi has created **mobile interactive 4D theatre** for the Champalimaud Foundation. The facility, launched on 10 April 2008 in Lisbon, has begun its 5-year trip across Portugal and Spain.*

A simulator that houses a 20-seat interactive 4D theatre is put on a lorry for mobile operation from school to school. Children participate in the interactive “*Future of Medicine*” show.

The aim of this interactive experience is to arouse the visitors’ curiosity while entertaining them at the same time: the spectacular elements and the interaction are there to encourage children and pre-adolescents (aged 9 to 14) to reflect on their vocation, to give the youngest visitors a taste for the sciences and to promote the different branches of science and more specifically medical research as a possible career path.

*“Future of Medicine” is a 23-minute 3D journey through the human body, which teaches us about medical techniques of the future: taking today’s treatments as our starting point we progress to areas of therapy that are still at the basic research stage. The production tackles the following subjects: combating viruses, gene therapy, stem cells, nanotechnology, and the importance of the interdisciplinary approach.*

The spectators interact with the elements of the story and play a direct part in the digitally simulated operations! The message is all the more powerful because the narration is ***participative and collaborative***: the visitor can only move the story forward by taking action himself.

Interactive media are used to help the spectator to understand that research is a continual and ongoing challenge, a challenge demanding not only curiosity and passion but also perseverance!

Through this project the Champalimaud Foundation, based in Lisbon, aims to support research in the medical sciences in order to improve people’s health and wellbeing. A major part of the Foundation’s mission is the development of initiatives to encourage talented youngsters, disseminate new ideas and promote education in the widest sense.

## ***Technical Note***

### *Mobile installation*

The simulator is installed on a 13-metre lorry: in a world first a 20-seat 4D interactive theatre is mounted on a dynamic platform with 6 degrees of freedom. As well as controlling the image, the audience also determine the movement. Thrills guaranteed!

### *Interaction and immersion*

- argoGroup™ exclusive group interaction system: each seat has its own console (joystick, buttons, display and sound module) allowing spectators to interact individually.

*The interactive technologies developed by de pinxi have been awarded prizes by Tile, Laval Virtual and IAAPA.*

- This exclusive system from *de pinxi* combines group navigation and social experience with highly individual interaction.
- 3D projection, high definition, special effects and 5.1 surround soundtrack.

### *Accessibility*

All configurations allow for 10% of visitors being left-handed and offer solutions for persons with reduced mobility.

### *Fully automated*

All of the constituent parts of the show are synchronised and work without the intervention of an operator.

## ***Additional Medias***

Celebrate the launch of Champimobile (Champimóvel in Portuguese) at <http://www.youtube.com/watch?v=hWA99sD4YXk>

The following are also available:

- Photos and video preview
- Screenshots
- Stereograms of the show
- Press review
- Our web pages: [www.depinxi.com](http://www.depinxi.com) - select. **Champimóvel**

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