

***To launch its international Nuclear Fusion message,  
Euratom has chosen de pinxi with its interactive multilingual 3D media.***

*de pinxi has produced a mobile interactive 3D show designed to help the general public understand the issues involved with Nuclear Fusion as an energy source for the Future.*

*Civatel is backing the project.*

***The Project:***

Euratom, the General Research Department section concerned with energy, has the job of persuading the general public of the importance of exploring Nuclear Fusion because Nuclear Fusion is a serious possibility for meeting the future energy needs of the western world.

***The Challenge:***

To highlight the importance of a research project which is set to extend over several decades, which means that some of us are not going to be here to enjoy the results! And to demonstrate that this is a project which depends on international collaboration.

These very technical messages need to be communicated to people who may have very little technical training but who still need the information, and in a context which may not be very supportive of the project.

***The Solution:***

To plunge the visitors into the very core of nuclear fusion, then to place them at the controls of the tokamak (a Nuclear Fusion reactor). The public finds itself at the heart of the source of inspiration behind this energy source: the Sun.

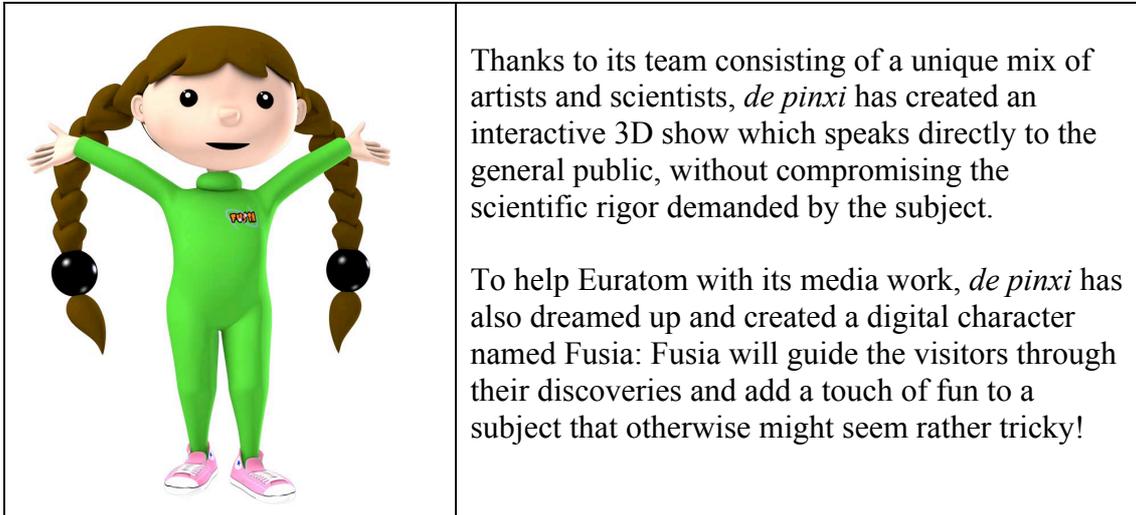
Having been shown the principles of nuclear fusion, visitors now discover how Man is striving to reproduce this phenomenon on earth, by means of the tokamak; the audience then takes control of the system itself and finds out how it works. All the various aspects are tackled – technical principles, safety, supply, and so on.

Visitors are literally immersed in the theme and use the *de pinxi argoGroup™* interaction system to interact with a virtual Nuclear Fusion system as well as with the message – visitors choose the areas they want to understand better.

Visitors will find the interaction system thought-provoking, and the programme stimulates curiosity.

Using stereoscopic 3D, we discover the life-size JET experimental reactor thanks to super high definition photographs taken by *de pinxi* while the Cambridge site was undergoing maintenance.

At the end of the presentation, visitors will have received plenty of answers to their questions and will be in a position to ask yet more as they take part in the public debate the subject is likely to generate.



The presentation can run in 8 languages simultaneously and is designed to travel throughout Europe in support of the “Fusion” exhibition which plans travel from one science museum to another.

### ***Interactive 3D media:***

The Euratom message uses the most advanced communication techniques developed by *de pinxi*: presentation of the teams and apparatus in 3D high definition video, with the explanation of the scientific concepts via interactive synthesised relief images.

This is a unique blend of media formats, which offers the visitor the best of two worlds: life-size *actual reality*, where it exists, and *virtual reality* to create scientific concepts or experiences.

The theatre is mobile, which means that Euratom can come to the people and can travel throughout Europe to present the subject to as large an audience as possible.

### ***Technical details***

*de pinxi* has developed the interactive broadcast device:

#### **The *interactive theatre*:**

Consisting of 4 3-seater modules, it makes use of the exclusive group-orientated interaction technology developed by *de pinxi* known as argoGroup™.

Each seat has its own console allowing for individual interaction: a joystick, key panel, screen and multilingual sound module.

A range of derivative elements have been developed from interactive production: images for leaflets and the internet, animated 3D sequences, a YouTube channel, posters, stickers, PowerPoint, and many more.

This represents a global communication approach based on a single production project!

Because of its interactive nature, the content of the show is easy to update to suit the target audience and to match the progress of research in the world of Fusion and Project Iter.

*de pinxi* has developed the software and equipment solutions, the scientific audiovisual scenario and content, the 3D photography, and “Fusia”, the mascot.

***Media available:***

Photos video of the installation.

Check out the teaser:

<http://www.youtube.com/watch?v=qEcWHFzeLJ4&feature=plcp>

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