



***Innovative communication for IBA, the cyclotron builders:  
3D, interactive worldwide tour!***

*A world first – de pinxi have created a nomadic interactive 3D presentation, a revolution for the scientific and technological communications sector! United States, South Africa, Europe, China, GCC... the de pinxi creations travel the world to present IBA Molecular product and services. Also a top hit on Youtube!*

***The project:***

Belgian company Ion Beam Applications (IBA) develops integrated systems for diagnosing and treating cancer. One of these systems, the "Integralab" project, provides a comprehensive solution for the production of radio-isotopes. *IBA Molecular*, the world leader in its field, has entrusted *de pinxi* with designing and producing a unique, scalable and interactive communications tool to support the global presentation of its solution.

***The challenge:***

The challenge facing *de pinxi* is to manage to communicate a highly technical message to a public consisting of time-poor decision-makers, possibly with limited scientific knowledge. This is a message, moreover, in which *IBA Molecular's* competitive edge takes the form of technical know-how and highly cutting-edge scientific experience.

***The solution:***

To immerse the visitors in IBA's message, to plunge them into the heart of the matter, first at the life-size level to display the equipment, then at molecular level to reveal the nature of the physical processes. The 3D stereoscopy adds to the visitors' total immersion, helping them to understand the framework of the *Integralab* operation.

Thanks to the hybrid team – half artists, half scientists – *de pinxi* has created an interactive 3D show, which provides access to various levels of information matching the client's area of interest.

Visitors will see a summarised presentation of the *Integralab* solution, a building fitted with the whole range of the equipment; visitors use their joysticks to activate the various production stages, and the message remains fixed in their memories because they have ***acted*** to move the presentation forward.

Any time they want, visitors can ask for more information about the concept and obtain access to over 60 elements of detailed information in interactive form, enhanced by user-friendly graphics.

The presentation is shown in 6 languages simultaneously (FR, DE, EN, PT, RU, AR), worldwide: New Orleans, Munich, Barcelona, Toronto, Johannesburg, etc.

***The 3D interactive medium:***

The entire *IBA Molecular* message has been screened by the *de pinxi* communication techniques: presentation on 3D high-definition video equipment, with explanations of the scientific concepts by interactive summarised images as pop-ups.

This is a unique blend of media, which has taken the competition completely by surprise; innovation in communications reveals the level of innovation of the solutions offered by IBA!

***Technical note***

*de pinxi* have developed two presentation solutions for the same content:

The ***interactive theatre:***

Consisting of four 3-seat modules, this is based on the exclusive group interaction technology developed by *de pinxi: argoGroup™*.

Each seat is fitted with a console allowing for individual interaction: joystick, buttons, display screen and multilingual sound module.

The ***panoramic navigator:***

Immersed in the image, visitors travel around the *Integralab* digital universe by imprinting speed and direction by their own weight on the touch-sensitive *IBA molecular* colour floor.

A range of by-products have been developed on the basis of interactive production: images for brochures and the website, animated footage, DVD commercial, PowerPoint, etc.

A global approach to communications, growing from a single production initiative!

Because it is interactive, the content of the show can easily be updated to suit the target audience and in line with the development of the *Integralab* range of services.

*de pinxi* have developed the software solutions, the equipment, the scenario and audiovisual scientific content, the 3D shots and the mascot, "Mr Ion".

***Media available:***

Photos and video of the installation.

The Integralab website, with graphics by *de pinxi*:

<http://www.iba-cyclotron-solutions.com/>

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