



*de pinxi on the road to Memphis: FedEx presents the "Personal Time Line",
an interactive system for exchanging memories and emotions.*

A project coordinated by nWave Digital in Belgium.

In November 2004, FedEx launched a major new installation at its Memphis basketball stadium.

The "Time Center" enlivens the wide corridors of the FedEx Forum stadium, giving visitors the opportunity for a little distraction on a theme which is dear to the sponsor: the (rapid) passage of time!

de pinxi is responsible for development of the "Personal Time Line", a giant screen nearly 20 metres long with four control consoles.

Visitors pause at the consoles to answer the questions that appear on the console screens. In this way they interactively compose a 45-second film clip, a time line consisting of the major events in their personal history and reflecting their tastes and shared interests.

Four visitors can enter into the adventure at the same time.

By entering their date of birth and defining their tastes in music and sport, each individual is shown on screen the important milestones in "their" 20th century.

What happened on the day they were born? Which events stood out in a particular decade? Which songs were hits when they were 20?... The FedEx Time Center holds over 3,000 archive images and themed sound sequences to answer such questions!

The "Personal Time Line" is a completely new kind of interface. Visitors exchange memories and emotions as they discover the timelines of their friends and acquaintances; strangers converse with one another, discovering shared interests they would not have known about without the revelations of the giant screen!

Technical notes

The system is based on *de pinxi*'s interactive synthesised image technology. A cluster of four graphics computers feeds information to the giant screen to produce a very high definition panoramic image (over 4,000 pixels!), generated live by our *argoKernel* software.

To create the personalised time lines our software "delves about" in a databank of dynamic sounds and images.

- Each visitor discovers his or her own, completely individual, time line;
- The databank can be expanded with music and images at the operator's request; the show never stops evolving!

This technique combining very high definition images with the interactive exploration of a bank of audiovisual objects opens up many new uses of archives and stored digital data, in ideal conditions of conviviality and respect for the quality of the media.

The consoles are managed by an *argoGroup* interface which in this case allows four people to interact with the show simultaneously and also manages the holding of data in order to produce each individualised sequence.

The installation has been in daily operation ever since its commissioning.

The image bank was built up in conjunction with Getty images and constitutes the largest group control of rights management in existence to date.

Concept and Client management: Landor.

Technical management US: Mice Creative.

Project management nWave: Don McBain.

Documents available

Images and videos of the installation.

About *de pinxi*

www.depinx.be

Ever since 1993 *de pinxi* has been developing leisure and educational systems that seek to immerse the audience in their interactive content. Over 60 interactive installations have been realized worldwide. These experiences involve the creation of virtual worlds (infographics and sound), videos, special effects, information technology and control electronics which are placed in the audience's hands. Our job is to translate an idea, a scenario, a museum trip into a shared interactive experience which is far from ordinary!

Please contact us for more information about our interactive group experiences and virtual voyages.

info@depinx.be