

***de pinxi* creates the John Hancock observatory interactive experience,  
at the top of the Tower, in Chicago!**

*Interactive panoramas and multimedia treasure hunt: 18 activity stations providing  
information and fun, in 7 languages!*



The ***interactive panoramas*** created by *de pinxi* need no introduction: they provide information to visitors at the top of the Tower about the views in front of them, with a zoom level greater than 30x! Visitors are plunged into an image of over 3 billion pixels, and can touch the places featured in the interactive browsing experience to discover more about them!

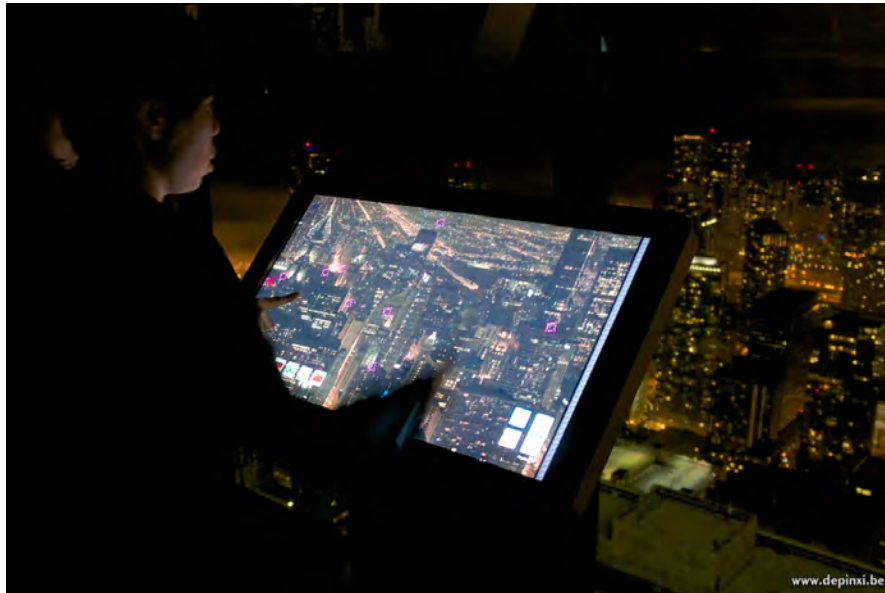
Ten interactive panoramas cover the 360° view from the top.

Depending on the space available, the panoramas come in 32- or 42-inch diagonals: a family or group of friends can easily get together to enjoy some fun experiences with the multilingual interface, as well as the multi-touch screen facility!

When a point of interest attracts a visitor's attention, they simply need to touch it, and they will immediately receive, in their own language, a presentation including text, video or still images. In other words, there's the complete history of the city here, with all the famous names and architecture just waiting for you to start exploring.

***The Tower is now the essential starting point for any visit to the city:*** what you get is everything you could find out by footslogging – but visually and interactively!

To track the course of the sun, the panoramas are adapted and offered to visitors on a day or night basis, depending on the time you visit. And what's more, you can illuminate the view under the light of your choice, just by touching the giant screen.



### **Multimedia treasure hunt.**

The experience is now all the more exciting, thanks to the multimedia quest. By following the tower mascot, *Seemore*, animated in 3D by *de pinxi*, visitors are invited to discover all the various aspects of Chicago: its music, its architecture, history, famous characters, big companies – everything!

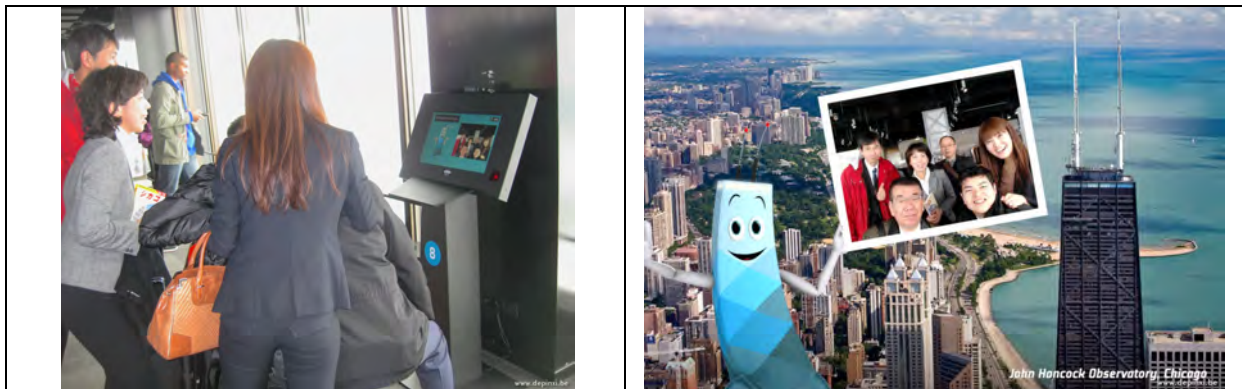


**interactive experiences**

All the information is doubled up by means of a fun game, in which *Seemore* works out how clever or skilful you are through a number of different challenge: quiz, puzzle, memory game and more.

The discovery game encourages visitors to meet up at the next station point, facilitating a natural visitor flow throughout the observatory. Visitors are identified by their ticket number and move from station to station trying to get the highest score! Your entry ticket automatically configures the station in your own language.

The final station will display the result you've scored on your way, and also allows you to create a personal post card, including a photograph of yourself, which it will then send to the email address of your choice.

**Technical facts:**

The whole of the exploration experience described above has been developed and installed by *de pinxi*: we created the graphic artwork and the layout of the stations, audiovisual production, the mascot animation and 3D modelling, the computerisation, engineering and control electronics.

*de pinxi* also designed the furniture and supervised how it was incorporated into the architecture – important features when it comes to animating a pre-existing site.

**Virtual panoramas:**

Day/night view.

From 20 to 30 points of interest per panorama, illustrated by text and media info.

7 languages.

32- and 42-inch screens.

Over 3 billion pixel definition, giving a zoom factor of 30 to 40x!

Multilingual interface (7 languages) and multi-touch function (zoom in, zoom out, selection).

**Multimedia discovery game:**

Route consisting of 8 interconnected stations.

Culture and tourism themes.

Multiple choice games, puzzles and memory game.

Move-through by entry ticket scan.

Multilingual – 7 languages.

Hall of Fame management showing the top visitor scores.

Create and send a personalised post card.

**Centralised management and maintenance:**

The 18 stations are maintained remotely from our studios in Brussels.

## **Documents available**

Photos and videos of the installation.

## **About *de pinxi*:**

*de pinxi* designs and develops interactive experiences in a variety of fields (education, culture, tourism, communication and entertainment).

John Hancock interactive experience is the result of the unique skills of *de pinxi's team* of engineers and artists specialized in the development of such an interactive installation.

3D interactive theatres & shows • Treasure Hunt • Virtual Panorama & binoculars  
Digital books • The Big Hole • Simulators • 3D filming services

## **Contact :**

Philippe Chiwy  
phil@depinxi.be Tel.: +32 2 245 75 01