

The interactive Montparnasse Tower!

The Montparnasse 56 Group has entrusted the task of upgrading its visitor route to *de pinxi*, ...

...the first interactive experience 200m above the ground!

The Treasure Hunt.

Emerging into the huge 56th floor observatory, the visitor hardly knows where to look!



PiNX

But then..! *PiNX* beckons him over so that the guided tour can begin:

Via a route of 10 interactive stations, visitors are invited to discover Paris: monuments, quotations, historical facts, popular songs, and in their language of choice!

Visitors who wish to can take part in the Quiz game, which covers the entire space, and at each station, they can take the *PiNX* challenge.



The best scores are stored and can be checked on the Tour website - and the best score of the month wins the surprise Montparnasse 56 gift!

The final station offers visitors the opportunity to send a personalised postcard featuring their own picture... and to add another face to the top scores in the Hall of Fame.

And don't forget, no two successive tours are ever the same - *PiNX* picks questions at random from a database containing hundreds of questions.



The Big Hole: a (fortunately) virtual experience!

This is a world first - at the top of the Tower, *de pinxi* has created the virtual experience of plummeting to the earth!

As visitors move through the Tower, they find themselves on a ramp leading to Espace56 room; the floor of the ramp is made up of illuminated images, advertising the Espace... when all of a sudden, everything starts to fold: the ground shakes (really), the glass shatters, lights flash - the floor crumbles under the feet of the visitors to reveal a hole through the 55 floors below them!

Alerted by the noise, one of the many neighbours from below appears, selected at random by the computer system, and makes his entrance...



vertical group therapy

The installation.

After being in operation for a few weeks, the interactive stations statistics show that the global system has fulfilled the brief: movement of visitors has been created in non-directional space.

The number of visits to the interactive equipment shows that visitors really are taking their contents on board.

The visit is punctuated by the Big Hole, a unique multi-sensory experience, installed as a world first at the Montparnasse Tower.

Technical note.

The tour described above has been entirely developed and installed by *de pinxi* who were responsible for: the audiovisual production, lighting, the new signage, IT work, the engineering and control electronics.

de pinxi designed and also supervised the way in which the whole experience has been incorporated into the furnishings and architecture, very important elements when it comes to overhauling a pre-existing site.

- 600sqm to cover in the Treasure Hunt, with 10 interactive touch-screen stations and on-board camera;
- central Treasure Hunt game server:
 - results database and photos of visitors, with a connection to the operator's website;
 - centralised control of the interactive stations with each time a new game; two visits in succession are never the same!
- the Big Hole :
 - next-generation real time *de pinxi* argoKernel 8 graphics engine;
 - real time 3 million pixel computer graphics imagery, reacting to the movement of the visitors;
 - integration of the action of real actors in the virtual image;
 - new animation and actors can be added life to the show;
 - Personalisation of the system using a sponsor's colours;
 - Special lighting effects, trembling false floor, 8-channels surround sound!
- digital signage:
 - latest digital display techniques giving the visitors better guide instructions;
 - DMX512 lighting control and presentation.



de pinxi didn't think twice about controlling the sunset in DMX512, thereby ensuring visual harmony.

Documents available.

Photos of the installation.

“Making of” images.

Trailers for the Big Hole and the interactive Treasure Hunt.

About de pinxi.

www.depinxi.be

de pinxi creates spectacular interactive experiences and digital exhibitions aimed at the worlds of leisure, education and communication. The spectators discover, play and experiment by means of their own actions within the experience. Since 1993, we are putting into worldwide daily use the unique concept of group interaction, bringing together the concepts of individual, team and working together. We work for science centres, fine arts & archaeology museums, cultural and touristic destinations.

For more information, feel free to contact us: info@depinxi.be +32 2 245 75 01.

Last minute: New version of the virtual panorama!



Unrivalled specifications:

- display two times more accurate than full HD !
- interactive navigation in a picture of over 400M pixels.
- **touch** interaction on a 30in surface!
- perfect readability even in sunlight.
- multilingual.