



## ***de pinxi* at the heart of a polar experience**

*For the “SOS Planet” exhibition, de pinxi has created multimedia environments and systems, which are fully immersive and - polar!*

### **The concept**

Two companies, “Collections & Patrimoines” and “Europa 50” have decided to create an exhibition at Liège Station, Belgium, on the subject of climate change called “SOS Planet”.

The melting of the ice-sheets, species extinction, the rising level of the oceans... all are the result of global warming and it is this which forms the subject of the exhibition.

### **The solution**

*de pinxi* has been commissioned to create the interactive animations covering the polar world section and the tragic melting of the ice sheets.

Immersed in the arctic world and supported by light and sound effects created by *de pinxi*, the visitor helplessly witnesses the melting of the ice-sheets and the crumbling away of the sea-ice.

*de pinxi* has created this simulation in its entirety by means of an impressive audio-visual simulation and a rigged floor which reproduces the phenomenon of ice-floes breaking up.

In the distance, thanks to *de pinxi*'s creations, visitors enjoy the Northern Lights by means of illumination and magical lighting effects.

As the visitors make their way through the exhibition, they are equipped with augmented reality interactive binoculars especially designed by *de pinxi*, supplying interactive media and data.

When you look through these binoculars, you find yourself setting off in search of the creatures which make their home on the ice floes, moving against the background of their real environment: a killer whale shoots out of the sea, a polar bear waves a banner warning of the dangers of global warming...

If you direct your field-glasses at the stuffed polar bear, you will see it come to life and speak to you, thanks to the magic of synthetic animation created by *de pinxi*.

Visitors receive personalised and multilingual information simultaneously about the creature they are looking at.

And you can take a souvenir photograph of your trip through the ice floes. *de pinxi* has set up an interactive photo unit: visitors pose with the virtual polar bear and can then download the photograph via the exhibition website.

### ***Technical data***

The augmented reality, digital animals and synthetic backgrounds have been fully reconstructed by *de pinxi*. Visitors have access to 6 interactive binocular units.

Information communicated to visitors is in four languages.

The wrap-around soundscape is supplied by a 28 track sound system.

Special effects include mechanical effects, fog and over 70 programmed light sources.

Three wall surfaces have been rigged to simulate the melting of the ice sheets and the appearance of the Northern Lights.

### ***Available media:***

Photos and videos of the exhibition and official opening.

Check out the teaser:

<http://www.youtube.com/watch?v=6z-XpPqguro&feature=plcp>

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

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

Polar Adventure 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

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