



**Interactivity, 3D stereoscopy, light, sound, pyrotechnic effects:
Belgium's top insurance company chooses *de pinxi* and total entertainment to
launch its name change to its 1800 employees...**

It is by means of a treasure hunt beneath the Mediterranean Sea that the Ethias employees set off on a quest to discover their new identity in the insurance market.

The company submarine dives 25 metres below the surface in its search for the treasure, which is thought to be buried in the wreck of an ancient Roman galley...

It soon becomes apparent that the dive is a metaphor for the market in which Ethias moves. Vigilance is required as the reefs of the company's competitors are negotiated; the founding values of the company are rediscovered; underwater excavations reveal the major projects undertaken by the company, and air bubbles show the results achieved!

This ambitious and colourful event was arranged by B&S with the support of the team from Rivage.

Launch report:

The scenario for this night dive is written by Jacques Bredael, who also animated the interactive experience, along with Karine van Hoorick. Their aim is to ensure that all the submariners will soon be working together in harmony to guide the vessel through the twists and turns of their underwater adventure.

The 1800 employees of Ethias are each given 2 luminous batons, a red one and a green one. These are their means of steering the action. When they hold up the red baton, the submarine turns left; when they hold up the green one, it turns right; when they bring both batons down together sharply the submarine digs into the sea bed, operates its robotic arms, or clears obstacles from its path with jets of compressed air!

The audience is also provided with polarising spectacles so that it can see the show in 3D (relief).

Their route leads them through a rapid succession of trials, and at the end of each trial Ethias directors Messrs Burton and Baerten intercede to explain the purpose of that trial. Their faces appear on the submarine's control monitor, perfectly integrated into the 3D adventure.

The audience finds the wreck it is looking for, but is caught by an enemy submarine at the very last moment. In order to escape its clutches, the submariners have to join together and shout out the new company name, which echoes round the auditorium: Ethias! Ethias! Ethias! ...

The group's determination causes the enemy submarine to explode (see photo) so that the Ethias submarine is free to head off into the blue yonder, revealing the company's new logo in its wake.



The making of:

The show:

The whole show is generated in real time from **argo** software developed by *de pinxi*. The spectators steer the action thanks to *argoMass*, the audience analysis system, which evaluates the movements of each individual member of the audience 30 times a second. *argoMass* gauges the number of red or green batons activated and the audience's impulses cause the show to take specific directions!

The submarine adventure is an interactive experience developed by *de pinxi* and adapted to fit the image and purposes of the Ethias group.

The world beneath the Mediterranean is accurately recreated: the marine flora, the reefs, the shoals of fish and marine mammals swimming about among the wrecks and other signs of man's influence. The expedition strays into the bowels of a sunken cargo ship, is sucked up in a subterranean siphon and finds a submerged Roman town.

The infrastructure:

At the heart of the system, operating the *argo* software, is the central computer, a linux cluster built by *de pinxi*. For the show it generates an image of 1280x1024 pixels, in relief, at over 30 images per second!

The show is projected onto a giant 12 x 8m screen with quite remarkable definition.

The Ethias show was used by *de pinxi* to introduce its special effects management module, synchronised with the projected images: so for example the explosions on screen are backed up by pyrotechnic effects on stage.

Media available:

Images of screens, images of launch, making of.
Stereograms from the show.
Video of launch.
press@depinxi.be

Acknowledgements:

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