**de pinxi carries off the best new product award in its class
at the IAAPA convention 2001!
Show production and entertainment.**

The first time it has exhibited at the annual convention of IAAPA, the International Association of Amusement Parks and Attractions, *de pinxi* has carried off the "Best New Product Award" for *argoGroup*™, its interactive group experiences for between 10 and 500 people.

argoGroup™ allows the audience in an interactive theatre to interact simultaneously with the audiovisual content, throughout the spectacle; it allows and encourages interaction between the members of the audience.

The system created by *de pinxi* was presented in collaboration with the companies Barco (for the projection techniques and theatre construction) and sgi (for the real-time computers).
This synergy makes it possible to offer a complete, integrated solution to buyers at the show.

de pinxi exhibited a reduced-scale auditorium consisting of 5 interactive seats in front of a 155° panoramic screen. Three Barco projectors displayed an image 2,500 pixels wide, generated on an sgi Onyx 2 deskside computer.

de pinxi gave visitors the opportunity to take part in some of its most famous interactive productions: "Mission K" , "Kegopolis Challenge", "Probaste la Muerte", "Discover the pleasure of Mars®", "Tenochtitlan Interactive" , "A la découverte du Douanier Rousseau" and the "Virtual Gallery". The *spectActors* were able to experience immersion and group interactivity for themselves, in all the facets of their play and cultural applications.

argoGroup™

argoGroup™ is suitable for group interactive spectacles for a maximum of 500 people. The audience is "immersed" in an auditorium dominated by a great screen. This can be a conventional screening room, a panoramic auditorium or a planetarium with stereoscopic 3D vision, surround sound, or 3D sound spatialised on up to 256 tracks.

The audience, sometimes divided up into teams, is tasked with different missions to undertake together. Each seat is equipped with its own console, consisting of joystick, buttons, display and sound system – allowing the operator to obtain specific information in his own language, and to interact independently. This exclusive system from *de pinxi* combines group navigation and the social experience with strong individual interaction.

argoGroup™ also offers: integration into the operator's website and interaction with the show through the Internet; the linking of several auditoriums via transnational networks; management of the automation of the auditorium; piloting of the mobile platform etc….

Applications are many and various, and include: historic frescoes and great scientific adventures for museums; team challenges and discoveries through play for amusement parks; product launches, conferences and road shows for the communications and factual industries.

IAAPA

IAAPA is an organisation that was created in 1918 and now has 5,600 members such as amusement parks, museums, tourist associations and organisers of entertainments in a hundred different countries throughout the world.

The annual IAAPA convention is the big international trade fair of the world of attractions: this year it was held in Orlando, Florida. It involved nearly 1,300 exhibitors spread across 52,000 m2 of stands, and was visited by 30,000 professionals in 4 days.

It is in this prestigious setting that *de pinxi* took the "***Best New Product***" prize. The criteria for awarding this prize are: the benefits to potential customers, innovation and originality, and the quality and design of the product. This is an award of great industrial value.

Barco

Barco Simulation Products, expert on large-screen multi-channel projection, delivers the ideal platform for any simulation or immersive 3D application through an optimized and wide range of CRT, LCD and DLP™ projection solutions. As a result of extensive technological know-how and expertise on active and passive stereo solutions, screen technology and projection aligment software, Barco and its partners can provide tailor-made solutions in a very fast and cost-effective way.

The system installed on IAAPA has a compact design of 20x20x10ft and provides an immersive 150° horizontal field of view and is therefore perfectly suited for group interactive experiences in which the viewers are immersed in a virtual 3D world. The set-up of this self-contained theater, which is equipped with three state-of-the-art BarcoReality 909 projectors, is easy and fast thanks to the interlocking modular supporting structures and curved Barco screen.

SGI

Power of interaction and immersion in large imagery are made possible thanks to SGI real-time graphics supercomputers. The Onyx2 IR2 machine powering the show, enables to reach very high display resolutions (typically 4000 X 1000 pixels), at 60 fps, including stereography!

Unrivalled rich and complex virtual worlds can be rendered at a steady frame rate. Furthermore, the outstanding antialiasing removes any computer image artefacts from the displays : no jagged edges, no flickering, perfect rendering of texts, light points and symbols.

For more information, contact us : www.depinxi.be - info@depinxi.be