



*de pinxi* press release

***de pinxi* stages the closing session of the first Dutch Congress  
on Intelligent Research and Inspiration for Innovation**

Organised jointly by the Ministry of Finance, the Ministry for Education, Culture and the Sciences, and MC Consultancy, this first Congress held on 6 and 7 September at La Haye in Holland brought together Dutch professionals from all fields (businesses, institutions and universities) to take part in a debate on the great scientific and technological challenges of the new millennium.

Speakers from Philips Research, Shell, Geotronics, Ubiquitous Communication Networks, KPN, Ericson, the CWI (Centre of IT Sciences), Delft University of Technology and the University of Amsterdam, to mention but a few, in turn presented their views on the future of interactive systems between MAN and the COMPUTER.

The congress, attended by about 900 people, was brought to a close by a presentation from *de pinxi* which perfectly illustrated the central theme of the congress in practical form.

Ever since 1993 this Brussels-based Belgian company has been developing leisure and educational systems that seek to immerse audiences in an interactive environment. The experiences consist of a unique mix of virtual worlds (infography and sound), information technology and navigational electronics. These experiences are not films, but simulations in which the spectators themselves become the cast!

Philippe Chiwy, Director of *de pinxi*, spoke to the assembly about the importance of Group Interactive Experiences and how these were of interest for museums, theme parks and major events, the three sectors in which the company is active.

Then to demonstrate the concepts expounded, *de pinxi* sprang a surprise by handing over control to the assembly. Under the seat of each delegate was an envelope containing two phosphorescent batons, a green and a red one, which were his means of navigating through the experience. The audience was then divided into two groups by beams of light in order to take part in an interactive game consisting of four challenges.

Each team's vehicle, and the obstacles positioned by the teams to obstruct their opponents, moved about as directed by the phosphorescent batons held by the members of the assembly. Showing the red one oriented the team's shuttle to the left; the green one, to the right.

The vehicles moved in exact relation to the spread of reds and greens among the audience: a camera analysed the will of the audience in real time by transmitting these movement impulses to the central computer generating the visual effects 20 times a second.

This interactive group game was developed on the basis of simulation and virtual reality techniques. The software piloting the experience, the audience analysis system, the virtual worlds and the sound atmospheres were all created entirely by *de pinxi*.

For more information about our interactive group experiences do not hesitate to contact us.

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