



WATCHOUT ARCH TRIUMPHS IN DUBAI

Munich-based Neumann & Mueller worked closely with Dubai show producers HQ Creative to deliver a stunning high definition AV and projection show celebrating the achievements of the Dubai International Financial Centre (DIFC). The outdoor event featured a 16-strong Dataton WATCHOUT™ rig and a multitude of lighting, performers, audio sources and, not least, pure talent.

THE ANNUAL OUTDOOR event for the Dubai International Finance Centre, DIFC, celebrates the successes of the previous year. And the stats for the 2006 event reflect an excellent year: HD images filled the 2673 square meter surface of DIFC's marbled arch, with a central diamond shaped screen of 196 square meters. The impressive total resolution of 4628 x 3990 pixels – moving, still and animated – created an incredible high-impact 3D effect. Behind the scenes: a 16-computer strong Dataton WATCHOUT system.

Surface covered with images

The 2006 DIFC event continued the highly successful concept initiated the previous year of using the building and the surrounding space to produce the show. This time the show producers HQ Creative and N&M wanted to take it a stage further in terms of AV and use the full DIFC building surface for projections. N&M's Klaus Ostermayer took the "hot seat" on content and AV programming. Ostermayer specified a Dataton WATCHOUT system for control and design of the show. The WATCHOUT system was chosen for its huge flexibility, reliability and dynamic operation.

The show content (pictures, real video and animation) was delivered by a WATCHOUT system consisting of 15 high performance show computers and one control computer. Using WATCHOUT, the 15 separate feeds were vertically and horizontally soft-edged together to create one seamless image. WATCHOUT was also used to mask images to the shape of the diamond screen in the center.

Audio from WATCHOUT

Five-channel surround audio plus timecode for lighting and laser departments were also supplied via WATCHOUT, and live video 'windows' were managed and integrated into the diamond screen using a Barco Encore system.

Thirty Digital Projection Highlight 1200 DSX projectors (11000 ANSI lumens each) were rigged onto three 30 metre high towers to beam the images onto the arch. Ten covered each of the sides, six did the centre section and four Barco FLM-R20s were used to cover the diamond screen.

The presentation music track was specially arranged with an advance rough mix allowing N&M to start programming video off site. Audio playback for the corporate presentation was stored on hard drive and run by timecode sent from the WATCHOUT system. In addition to d&b speakers, the 5.1 audio system for the corporate show was completed with 7 d&b Q1 speakers at the back – five in an array and two single separate enclosures used as fills.



Above: The stunning WATCHOUT show on the arch in Dubai. Left: Lining up the video projectors to cover the projection area.

The DIFC corporate presentation included vertical cat-walkers zipping down the front of the building before launching in to a concert starring Jose Carreras and Hiba Al Kawas. This included further projections and an IMAG camera mix, supplied by Neumann & Mueller, who also co-ordinated lighting, sound equipment and crew.

On a spectacular scale

DIFC was a massive success. HQ Creative's Jo Marshall sums up, "The technical complexity and content of the projection was something that's never been done on this scale before, and everyone worked really hard to make sure it looked spectacular. N&M were extremely helpful – they get right behind the creative aspects as well as the technical and really added value to the production." N&M were also involved in the even grander 2007 event. But that's another story...