



LIGHTWARE POWERS 3D-MAPPED UMBRELLA AT EPSON'S ISE-2024 BOOTH

Market

Rental & Staging

Country

Spain

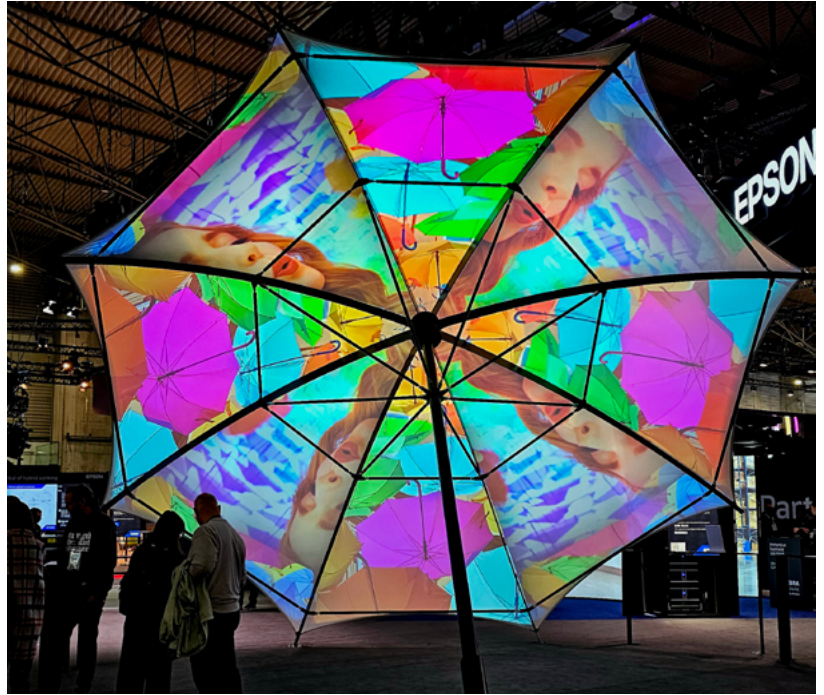
Lightware Equipment Used in Project

MX2-8x8-DH-8DPi-A | HDMI20-OPTC-TX220-Pro | HDMI20-OPTC-RX220-Pro

MOTION MAPPING, A CREATIVE PROJECTION SPECIALIST OPTS FOR LIGHTWARE'S PRO AV TECHNOLOGY TO POWER IMMERSIVE INSTALLATION FOR THEIR HIGH-PROFILE CUSTOMER.

In preparation for the Integrated Systems Europe (ISE) 2024 exhibition, EPSON, a leading imaging and projection equipment manufacturer, commissioned Motion Mapping, a creative technology agency specializing in projection mapping, to design the focal element of their booth. Inspired by the vibrant Umbrella Festival in Portugal, the team aimed to design an immersive installation that would display EPSON's cutting-edge projection technology in a visually captivating manner.

For this purpose, EPSON's powerful EB-PU220B x 6 projectors, featuring 4K Enhanced resolution, were deployed to rear project onto the curved surface of a giant umbrella. Measuring 7.5 meters in width, the umbrella served as a canvas for projection mapping, providing vibrant colorful imagery for visitors.



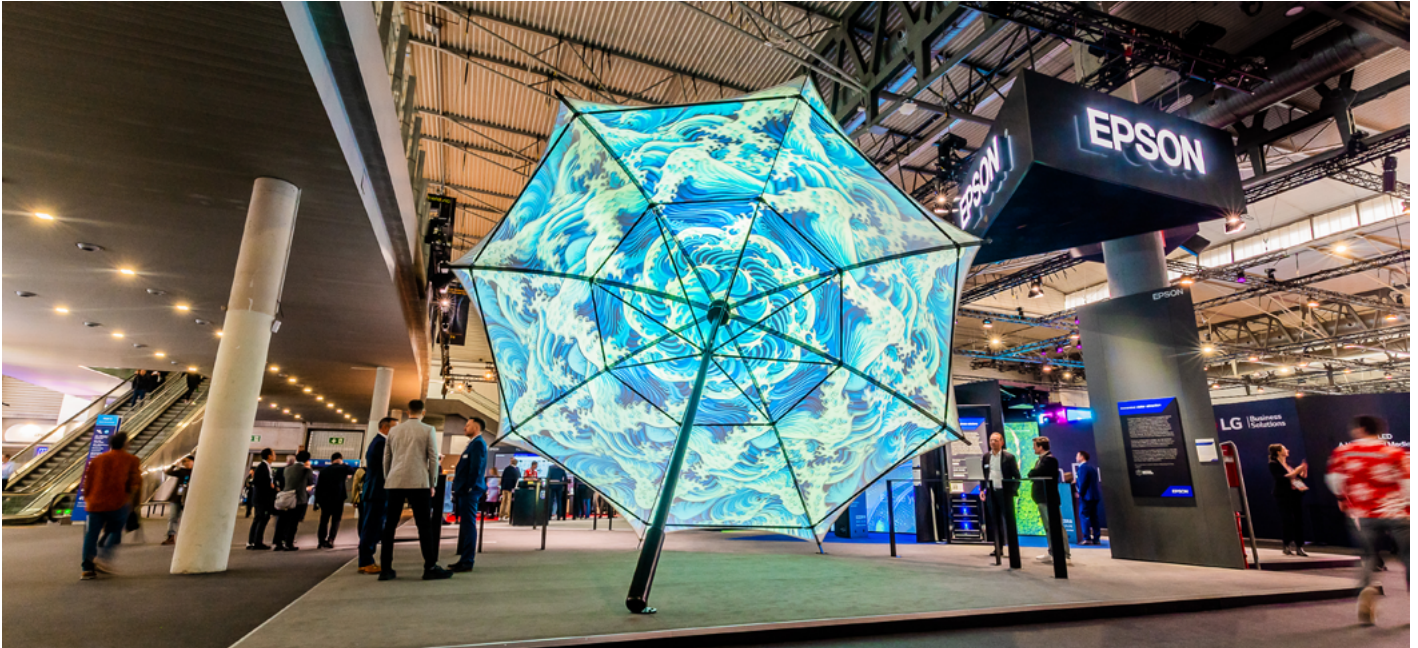
Motion Mapping meticulously designed every aspect of the installation. They chose Lightware's standalone MX2-8x8-DH-8DPi-A x 2 matrices and 9 fiber optic extension pairs of HDMI20-OPTC-TX220-Pro transmitters and HDMI20-OPTC-RX220-Pro receivers, to facilitate instantaneous switching and zero-latency transmission of uncompressed 4K@60Hz 4:4:4 video signal, and to offer unmatched crystal-clear color authenticity.

Lightware's renowned no-latency signal transmission capability was essential for the installation that featured two Green Hippo Boreal + MK2 media servers with 4.9 software working together to cover the entire umbrella with high resolution. Being genlocked for synchronizing, they relied on zero-frame-lagging signal delivery ensured by Lightware's OPTC Series transmitters and receivers.

Under the typical for such shows time pressure, Motion Mapping was tasked to rig up the installation in challenging 2 days. That said the team needed reliable technology boasting predictable excellent performance.



According to Stuart Harris, Creative Director of Motion Mapping, they utilized Lightware's steadfast devices at ISE-2024 based on their long-term successful usage experience: *"We have used Lightware products for many years always finding them stable and reliable. They do exactly what they are meant to do, causing the least amount of fuss!"* As Stuart remarks, Lightware's personnel are very friendly and helpful. They take the partners' success personally. This professional approach distinguishes the manufacturer from many and serves as the basis for a trustworthy long-term partnership.



The collaboration resulted in a visually spectacular booth element that surpassed expectations and garnered widespread attention at ISE 2024. **The combination of EPSON's state-of-the-art projectors, Lightware's advanced video switching and extension technology, and Motion Mapping's creative prowess resulted in a bold and colorful display that fascinated the visitors and brought them to a world of imagination.**

The massive umbrella served as a dynamic canvas, showcasing a variety of captivating visuals inspired by the Festivals of colour from around the world. From swirling patterns of colors to immersive animations, the projection mapping experience captivated attendees. It highlighted the power of EPSON's projection technology to underscore its position as a leader in the industry.

The seamless integration of Lightware's cutting-edge matrices and fiber optic extension solution ensured instantaneous switching and reliable zero-latency uncompressed 4K@60Hz 4:4:4 video transmission, allowing an immersive 3D-mapping experience at the booth.

With Lightware's award-winning AV signal management technology and unmatched technical assistance, the bursting creativity of Motion Mapping stays supported in any of their breathtaking projects, be it a fascinating projection at an exhibition or an astounding video mapping project for a huge nuclear power plant visualizing sustainability concepts.

Learn more: [MX2 product family](#) | [HDMI20-OPTC-TX220-Pro](#) | [HDMI20-OPTC-RX220-Pro](#)

For more information on Lightware, please visit lightware.com. Keep up with the latest news from Lightware on Facebook, Instagram, Twitter and LinkedIn.