

'The 08 Place' Liverpool

SANYO LCD Projector Case Study



SANYO projectors installed in new state-of-the-art tourist information centre in Liverpool



In preparation for Liverpool's year as European Capital of Culture in 2008, Liverpool City Council have created a unique tourist information centre using advanced technology provided by SANYO and HoloVis International.

As European Capital of Culture for 2008, Liverpool's cultural and tourism infrastructure will benefit from an investment of over £2 billion during the next five years. The cumulative effect of Capital of Culture will be an estimated extra 1.7m visitors generating extra spending of over £50 million a year up to and after 2008.

To build on this growth, Liverpool City Council took the decision in January 2004 to create a fully functional tourist information centre, called 'The 08 Place', that would provide information on events in the city, engage the public in the Capital of Culture programme and generate revenue from merchandising. After twelve months of hard work, 'The 08 Place' opened on August 20th 2005.



As Liverpool Councillor Mike Storey CBE comments,

"The 08 Place is a high-profile cultural centre to showcase and promote the 'Capital of Culture Experience' in the build-up to 2008 and beyond. The centre uses the very latest state-of-the-art display and information technology to create one of the most advanced and exciting tourist centres of its kind anywhere in the world"

Following extensive deliberations, project meetings and demonstrations, the contract to design and build the centre was won in December 2004 by HoloVis International, using high-end data projectors from SANYO and optical rear-projection screens. HoloVis's previous experience in very high-end immersive display technology was an important factor in the final decision taken by Liverpool City Council. The company's use of 3D interactive walkthroughs to demonstrate their proposals also impressed the Council. HoloVis chose SANYO projectors for the installation because of their high specification and reliability - a crucial consideration in a project of this size and scope.



The final design was agreed by the end of 2004 and maximised the use of the 330m² space of the previously empty retail building. For greatest impact, HoloVis created six separate Zones inside the centre using different sizes and types of screens and sixteen SANYO LCD projectors. The design also includes ultrasonic directional audio technology, interactive touch screen systems and a Box Office information system driven using database software. All these solutions create an interactive user experience unlike any other and all within one facility.

ZONE 1 comprises six 60" HoloScreens installed directly onto the glass at the front of the building to create a huge media canvas on which advertising and video footage can be played. Six 5,000 ANSI lumens SANYO PLC-XP56's are used to project onto these HoloScreens.

ZONES 2 & 5 utilise two SANYO PLC-XP56's to project onto two 60" Ultra Contrast Screens, which are set at eye level in the front and back windows of the facility. This creates a very clear, high definition and wide-viewing angle image to capture the attention of pedestrians.

ZONE 3 consists of a 6.4m wide and 1.3m high MediaWall screen solution made up from four 80" new wide-angle rear projection screens and driven by four SANYO PLC-XP56 projectors. The system uses a special Content Management and Control solution 'Jupiter', developed by HoloVis and powered by the Delta display engine from partners 7th Sense. The MediaWall has the capability to run massive video or computer content across all four screens as one large video wall; or as four separate screens; or as any configuration required.

ZONE 4 is an interactive zone for the public using three 3,000 ANSI lumens SANYO PLC-XU58 projectors to rear project onto three large screens that are interfaced with touch screen systems and individual ultrasonic directional audio systems. This set-up allows viewers to browse interactive content and media and select videos and relevant information in a range of languages to then be played through the large rear-projection screens in front of them.

ZONE 6 is the Box Office zone and uses the same Ultra Contrast Screen used in Zones 2 & 5 to deliver instant ticket information and live updates on shows and events within the City. The system is driven by a SANYO PLC-XU58 and uses database software developed by HoloVis specifically for the Council. This software is interfaced to their database systems to give real-time information to the viewers at all times.

A reception area, with 32" SANYO LCD monitor, and a shop selling souvenirs are also located inside the centre.

As Liverpool Councillor Warren Bradley, Executive Member for Culture, says:

"The '08 Place allows the public to touch, feel and discover what is happening in Liverpool now, the opportunities it presents and how they can get involved and what they can do to make '08 a life-changing year."

Louise Grey, Head of Customer Access at Liverpool City Council comments:

"We are delighted with the extremely high standard of work carried out by HoloVis International in helping design and build the advanced multimedia display technology and specialist support systems they have installed at the 08 Place centre. The HoloVis team has helped produce a world-class facility for us and met all our objectives and deadlines to deliver a vast array of technology at exceptional value."



All projectors used are from SANYO Europe Limited. All computer systems and content management software has been supplied by HoloVis International. All screens are from DNP Denmark and supplied to HoloVis through Paradigm AV.

About SANYO

SANYO'S extensive range of presentation products combines advanced technology, superior design and ease of use. The products draw on SANYO'S experience and expertise as one of the world's leading electronic manufacturers. SANYO'S extensive research and development programme and its reputation for reliability and commitment to technical support has made the company the first choice for many of the UK's leading organisations and has positioned SANYO as the UK's official number one brand for LCD projectors for six consecutive years.

About HoloVis International

HoloVis design and develop specialist display solutions to specific customer and market requirements. The HoloVis team has over ten years of extensive knowledge and experience in all aspects of visual display technology, advanced collaborative networking, large-scale immersive environments, product development and project management.

For more information visit www.holovis.com



For more information visit:

www.sanyo.co.uk email: lcdprojectors@sanyo.co.uk
or call 01923 477220

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