

HoloVis delivers IMAX-style 3D Theatre Experience for Sony PSE

Following the success of HoloVis's partnership with Sony and using their 4K projection technology to deliver the world's most advanced immersive 3D solutions for the likes of Jaguar/LandRover, Sony Professional Services Europe asked HoloVis International to design and deliver a 'next-gen' IMAX-style 3D theatre solution, including the immersive CGI content for their 2008 Sales Conference in Barcelona.

HoloVis engineers setup a dual-stacked Sony4K passive-stereo projection system (with a HoloVis OptiRIG precision alignment rig) to deliver all of the standard 2D presentation content and the specialist fully immersive 3D content onto their 10m-wide silver-fronted 3D screen. Driven using dedicated 4K stereo media servers and show-control systems from HoloVis, over 500 attendees at the conference, including some of Sony's senior executives from Japan and their Vice President, were given an 'experience to remember' when the conference opened and they were all immersed in the specially created Sony-themed 3D content.

The whole conference had a 'Beyond 2010' theme for Sony and HoloVis worked with Sony's Financial Director, David McIntosh, and project coordinator Emma Nelson, to storyboard the whole experience several weeks before the conference. The 3D CGI content was created and tested on HoloVis's own Sony4K-driven 3D ApolloWALL within their demonstration facility in the UK, this was to ensure the whole storyline held together correctly and the level of immersion was delivered to maximum effect.

