

COCA-COLA PAVILION

2010 WINTER OLYMPICS - DESIGN & INSTALLATION BY: DANGERS INC AND RLDS



CONCEPT

The concept was to create a memorable and interactive Coca Cola experience at the 2010 Vancouver Olympic Winter Games. The 8,600 square foot Coca Cola Pavilion was designed to feature an interactive 4 meter high, projected classic Coca Cola bottle, serving as the central attraction in the 270 degree projected dome pavilion. Additional attractions included a surround sound capable HD video chamber and an interactive recycling game.

CHALLENGE

The interactive Coca Cola bottle presented numerous AV challenges. The difficulties of real-time projection onto the complex shape of the Coca Cola bottle was further complicated by the interactivity requirements. Any delay in the video signal would compromise the overall interactive user experience.

SOLUTION

Four Sanyo PLC-XP100 projectors were installed above the bottle, projecting downwards at an angle of approximately 43 degrees. Image AnyPlace-IA-100_BEX Geometry Correcting Scalers with Edge Blending were used to shape the panoramic image precisely to the contours of the bottle. The IA-100_BEX's Edge Blending capability was used to seamlessly mask the top and bottom edges of the bottle, creating the impression of a 4 meter high, continuously changing classic Coca Cola bottle. Using IR sensors, and software developed for Dangers Inc by ResponDR Reactive Video Systems, the bottle "reacted" to the presence and movements of visitors in real-time. Thousands of spectators and athletes of the 2010 Vancouver Winter Olympics viewed and enjoyed this impressive display.



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