

Airbus Impresses with Projection Mapping Presentation

Munich, January 15th, 2015

For their Internal Commercial Symposium 2014 in Toulouse, aviation industry leader Airbus used a sophisticated projection mapping setup to enhance the main presentation. The installation was based on the real-time graphics software Ventuz.

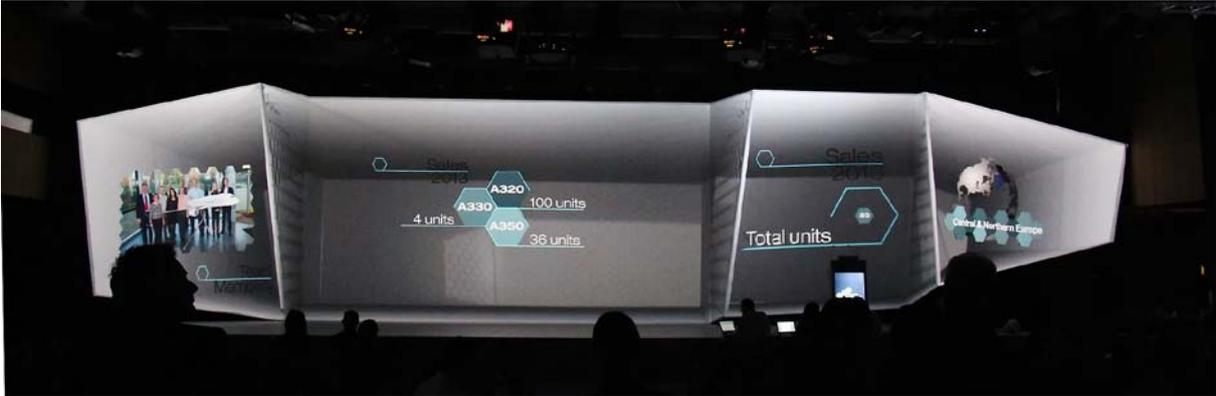
The global Airbus sales force came together in Toulouse at the 2014 Internal Commercial Symposium to discuss strategies, products and the company's development for the upcoming year. As an innovative enterprise, Airbus wanted to turn this event into a unique experience that reflected the company's pioneering spirit.

The French agencies Master Films and Avant-Garde Imaging were commissioned to create the event's stage setup as well as presentation content. They designed and installed a custom stage backdrop consisting of different elements, resulting in an unusual shape and format of the presentation surface. In order to create a smooth projection on this challenging backdrop, the 3D real-time graphics software Ventuz was used. Ventuz features sophisticated projection mapping functionalities as well as a high-end design and authoring environment.

Four HD projectors were used to create a smooth projection which matched up perfectly with the setup on stage. Next to this, four screens were installed across the hall to enhance the viewing experience of the audience on the sides and at the rear of the room. "We needed to bring together a number of different elements for this event", explained David Schmitt, Technical Director of Master Films. "The mapping on stage, the satellite screens, an embedded live camera feed – all these individual parts had to operate as one. We used the Ventuz Director application as a control hub, and everything worked fluently and reliably."

Additionally, the Commercial Director's main presentation was designed and created in Ventuz and displayed on the main stage as well as the four satellite screens. "Using a real-time 3D software like Ventuz allowed us to utilize stunning design while at the same time maintaining full flexibility", explained David. "The presentation content needed to be changed until the day before the show. We would not have been able to do that if we hadn't used real-time technology."

The wow-effect requested by Airbus was well achieved using this elaborate setup and stunning design work. Indeed, Airbus has already announced their commitment to working with Master Films and Avant-Garde Imaging on future projects.



ABOUT VENTUZ

Ventuz Technology AG, located in Munich, Germany, is developer of 3D real-time technologies for presentations, events and broadcast graphics. Their main goal is the creation of solutions that combine state-of-the-art technologies with high class design and thus surpass the visual expectations of any audience. A central focus lies on interactive applications.

Among the brands that have used Ventuz for their events and presentations are Microsoft, Porsche, Bosch, Adidas and many more. Furthermore, several TV-stations and production companies worldwide are utilizing the broadcast-version of Ventuz, such as Fox Sports. Some of the best known productions which have been produced with Ventuz are "Who wants to be a millionaire?", "Million Pound Drop" and "Big Brother".

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