



EACH MONTH, ANOTHER EVENT TECHNOLOGY... EXPLAINED IN ENGLISH

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## THIS ISSUE: PROJECTION MAPPING 2.0

### WHAT IT IS

The precise application of light onto unexpected surfaces using video projectors. Often the projection of 3D animation to a 3D surface such as a building facade or sculpture.

### WHY IT'S HOT & WHY YOU CARE

It remains a very effective way to radically transform space through the simple medium of projected light. Software and motion designers are becoming more adept at the techniques involved and the medium is ripe for creative expression. Telling stories in motion brings them to life.

### BRANDS USING IT

NOKIA  
SAMSUNG  
HYUNDAI  
RALPH LAUREN  
YOUTUBE

### VIDEO CASE STUDIES (CLICK TO WATCH)



### THE EXPERIENTIAL POSSIBILITIES.

The medium has seen widespread usage by event marketers, primarily via large-scale building projection (by b-to-c marketers) and indoor general session staging projection (by b-to-b marketers). Some of the more interesting event applications include projecting on objects such as vehicles to show a technology within, projection on moving objects or people, and most recently, projecting on moving surfaces.

### REQUIRED INFRASTRUCTURE.

Outdoors, your event team will need an array of 20k lumen projectors. Indoors you can use lower-powered equipment. Multi-projector rigs are typically run with specialized software off of a multimedia server array. One of the key things you need for maximum impact is a dark environment. **Tip:** When projecting on buildings, work with the city to get the lights in the area turned off for greater effect.

### WHAT'S NEXT FOR THIS TECHNOLOGY?

Mapping on moving objects (click the link, left), people and vehicles. "Holodeck" type 360-degree immersion experiences in retail and briefing centers. Simplified software and low-cost solutions from your AV supplier. Projection mapping on miniature surfaces.

### HOW IT WORKS— THE BASICS

A three-dimensional model of the space or object that will serve as the "screen" is created in CAD and imported into projection mapping software to allow animators to physically "map" event media to those surfaces.

The mapping software calculates the angles and distances of the projector throw and adjusts the projected image accordingly.

Designers work painstakingly on manipulating, warping and changing focus on the projected image so that when it hits its intended target, the image looks seamless, fits perfectly and is always in focus.

Even though the software does most of the work, be prepared for those last-minute adjustments that are often needed during set up to make sure the mapping is perfect.



### TURNAROUND TIME: 4-12 WEEKS IS TYPICAL

(Highly dependent on concept and content)

## 5 TIPS FOR MAXIMIZING THIS TECHNOLOGY AT EVENTS

### Start With a Clear Purpose

Projection mapping is impressive, but it can be costly and typically involves a large team. To get the best payoff, plan well and tune the creative to the message.

### Plan Ahead

Outdoor installations require permits and requests from the city. The top creative and a/v teams are booked well ahead of time, so bring them in early if you're thinking of a projection mapped experience.

### Consider Your Soundtrack

The best projection mapped experiences have great audio tracks that integrate perfectly with the visual concept and experience.

### Document It and Go Viral

In an ideal world, you'll have a large audience for your projection mapping experience. But the online audience has a lot of potential for viral earned media if your concept is unique and the story is amplified.

### Get In On the Action!

Don't wait for this trend to fade out before getting in on the action. Technologies and platforms change quickly and projection can help enhance your b-to-c or b-to-b event experience.