

Application Story

coolux Media Systems



Christie and coolux transform St. Agustin church into a kaleidoscope of colors

Christie and coolux turn imagination into reality

Christie® technology and coolux® Media Systems continue to stretch the boundaries of possibility, teaming for spectacular, colorful installations and giving lighting and stage designers the freedom to turn dreams into reality. Based in Cologne, Germany, coolux became its own reality in 2003 with an already impressive record of accomplishments from its founders who had vast touring and museum exhibit experience. Pandoras Box® media server, coolux's flagship product, earned the 2008 Emmy® Award for Outstanding Achievement in Engineering Development, and its resume includes Celine Dion's "Taking Chances" tour, Expo 2010 Shanghai, and movie and video game premieres. With two 2K outputs, the hardware-based Pandoras Box provides 3D compositing and rendering with customized, real-time, on-location media control. Featuring a 4K workspace in dual channels of 2K HD/SD outputs for live and pre/post-production, Pandoras Box allows users to arrange video and images freely, change the color, form, and position of images, and synchronize 3D sound or animate 3D objects.

State-of-the-art projects bring dreams to life

coolux Media Systems clients have selected Christie technology for more than 50 projects worldwide. Hans Stucken, marketing and communications director at coolux, illustrated the technology convergence: "If you have a very good camera but a cheap lens, the picture will be okay at best. However, if the lens is also very good, the picture is much better. Pandoras Box is the proverbial camera and Christie is the lens. Christie projectors are among the best and combining Christie projectors with coolux systems for state-of-the-art, high-end projects gives you excellent results."

At Expo 2010, Christie and Pandoras Box technology merged at the China Oil and Gas Pavilion and the Urban Planet Pavilion. "The Oil Pavilion was sponsored by three Chinese oil firms who showed 3D films using eight Christie CP2000-ZX DLP Cinema® projectors," said Stucken. "With moving seats and special effects, it was a challenge to make sure everything went as planned, but Pandoras Box and Christie got it right. Our clients chose Christie because the oil companies wanted reliability and high quality; people lined up for nine hours to see this exhibit and were very impressed."

Customer:

coolux Media Systems

Location:

Cologne, Germany

Industry/Market:

Live Events

Requirements:

- Flexible and easy-to-use technology for coolux customers
- Integration of coolux and Christie digital projectors

Products:

- coolux Pandoras Box
- Christie CP2000-ZX
- Christie Roadster S+20K
- Christie DS+10K-M

Results:

- Christie Roadster S+20K and Christie CP2000-ZX projectors, and Pandoras Box present vivid images at high profile international exposition
- Christie DS+10K-M projectors and Pandoras Box display history of Zacatecas, Mexico in brilliant colors weekly on church façade
- coolux and Christie expand capabilities of lighting and stage designers

Christie CP2000-ZX DLP Cinema® projectors deliver high-performance at 2048 x 1080 pixels and up to 18,500 lumens. Purpose-built for exhibitors, the Christie CP2000-ZX is a one-piece compact design for flexible mounting and installation.

At the Urban Planet Pavilion, 26 Christie Roadster S+20K digital projectors and Pandoras Box displayed dramatic and colorful footage of a planet undergoing urbanization and climate change. "The Blue Planet portion of the exhibit – with its huge dome representing Earth – was beautiful. The colors were incredible," said Stucken. "It was the perfect marriage between Christie and coolux technology. You looked at it and it hit you: this is dead cool."

Built for rental staging, Christie Roadster S+20K 3-chip DLP® projectors provide 20,000 ANSI lumens, SXGA+ (1400 x 1050) resolution, 1800:1 contrast ratio and 10-bit image processing. Compact and durable, the Roadster S+20K is a rugged, stackable and reliable projector that meets the demands of rental staging while providing crisp, clean images with superior brightness.

Another blending of Christie and coolux technology (together with Proluxon is at San Agustin church in Zacatecas, Mexico. Every Saturday evening, six Christie DS+10K-M 3-chip DLP® digital projectors display the town's history on the church façade in a dramatic display of color and light. Three Pandoras Box media servers run content to the projectors. The Christie DS+10K-M, at 10,500 ANSI lumens (dual lamps, 350W), offers high efficiency and low cost of ownership by drawing a maximum power of 1320W – providing full brightness while using less



power. Comprehensive Color Adjustment (CCA™), embedded Christie Twist™ for image warping and edge blending, and Intelligent Lens System (ILS™) for zoom, focus, horizontal and vertical offset, make it the perfect choice for the presentation.

"The church has one section in disrepair,

which presented a challenge during the design phase, but coolux products and the six Christie projectors continually present a beautiful production and make the building's flaws invisible with bright, stunning images," remarked Stucken.

"The edge blending and warping capability of the projectors combined with coolux's ability to soft-edge (a diffuse and slightly blurred boundary), creates vivid images and something very special. Working with lighting designer 333 Luxes and the beautiful designs they produced is a real pleasure. They have provided a wonderful display telling the history of Zacatecas."



To ensure heat and rain don't affect projector performance, the Christie DS+10K-M projectors are in custom-designed Tempest Lighting Cyclone™ all-weather enclosures.

"coolux continues to prove that by understanding how to push the limits of your imagination and choosing technologies that integrate seamlessly, breathtaking displays can be created. I am in awe each time I see a display coolux has helped create and pleased that they continue to recommend Christie technology to turn their customers' dreams into reality," said Joel St-Denis, value-add product manager, Christie. "Pandoras Box and other coolux products are on the leading edge of what is achievable in high-end entertainment and event applications – and Christie projectors ensure the result meets everyone's expectations."

"Christie is a household name where coolux is concerned and we feel confident in recommending Christie to our customers. They are definitely one of the best and we are happy when people use them," Stucken concluded.

Contact Christie:

Contact us today to find out how you can benefit from Christie projection and display solutions.

*Project: San Augustin ex-Temple, Zacatecas, Mexico
 Producer: 333 Luxes, Merida, Mexico
 System Design & Artistic Production: Proluxon Inc.
 Artistic Directors: Valy Tremblay and Andre Lantin
 Video Content: Proluxon Inc. and Realisations Inc.
 Photos: Jason Riordan and 333 Luxes*

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For the most current specification information, please visit www.christiedigital.com

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