Projected shark silhouettes moved menacingly through the pool.

Shark! Shark in the pool!

The average television series only runs for about five years. So when Discovery Channel’s “Shark Week” marked its 25th anniversary in August 2012, Discovery Channel threw a celebratory event at the Beverly Hilton in Los Angeles, and played host to friends of the network, producers, the press and members of the Television Critics Association.

Sharks were the theme of the evening. Guests ate shark-fin-topped cupcakes and sharks’ favorite food — sushi. Event sponsor, Volkswagen, provided a Beetle-shaped shark cage, and a giant sand sculpture at the entrance featured a fearsome shark.

The poolside façade of the Beverly Hilton served as a giant screen where video footage of sharks swimming, jumping, biting and circling set an exciting tone. Of course the pool was filled with sharks too.

Bart Kresa, principal at BARTKRESA Design created a projected school of sharks swimming menacingly through the water. The projection projects for the event required seven Christie® projectors.

Six Christie Roadster S+20Ks 3-chip DLP® projectors were stacked in two 1:3 blends for double brightness, and used to show the projected video on the hotel’s façade.

“I love the [Christie] Nitro. It was such a good tool for this application.”

Bart Kresa
Principal, BARTKRESA Design

A Christie Roadster HD20K-J projector used with a Christie YK200 dual-arm yoke projected the pool’s sharks. Kresa states with pleasure “The reason that I love [Christie] Nitro is because it moves a 20K projector. And in this event… in order to do this across the whole pool, we probably would have...
had to set up six 20K projectors. With the [Christie] Nitro we can use one projector and then create an animation. When we move the animation and the projector around, it looks natural. The sharks are moving around the pool but it sort of gives the sense that the whole pool is filled with an image."

Designed for staging and event applications, Christie Nitro Solutions has three yoke models to choose from. Each yoke provides a platform to move and control a variety of Christie video projectors with light outputs ranging from 5,700 to 20,000 lumens.

The Christie YK200 yoke used with the Christie Roadster 3-chip DLP models is the brightest moving digital luminaire system on the market. With this yoke system, users can display images between 12,000 and 20,000 ANSI lumens on almost any surface — including the bottom of a filled pool.

"Using a Christie YK200 yoke with a Christie Roadster HD20K-J projector to move the sharks around the pool means we can use a single projector as opposed to using several projectors to do the same thing."

Joel St. Denis
product manager, Christie

The Christie YK200 system can be controlled with DMX protocol, so users can integrate and control lighting equipment and video projectors easily with the same console. These versatile yokes can be flown, rigged or set up at floor level.

The “Shark Week’ projection display in the pool was controlled using a Pandora’s Box media manager and server. Jared Leunis of Coolux Media Systems explains that “…the Pandora’s Box media manager and server controlled the movement of the Christie yoke. So it controlled the sharks’ movement throughout the pool as well as the playback of the sharks and moved between multiple pieces of content while everything stayed synchronized."

Commenting on the technologies used for the “Shark Week” celebration, Kresa approvingly notes that “We’ve been doing projection work for close to 20 years now. We specialize in architectural projection design. We work in different environments…. Five years ago this work was quite a bit more difficult than now because we had to measure and calculate everything, and everything had to be very very precise. The cool thing about the new technology is that working with digital projectors and with digital tools we can predesign everything…."

Contact Christie
Contact us today to find out how your organization can benefit from Christie solutions.