Interactive projection mapping –
magic in the making

Experience the possibilities

Unless you have a cool $140K, you probably won’t get to experience an Audi R8…or will you?
Welcome to the new possibilities of interactive projection mapping. Using Christie's high
performance, 1-chip DLP® projectors, Christie® MicroTiles® as well as leading-edge warping,
blending and imaging techniques, Christie moves well beyond the realm of current thinking.
This next-level in projection mapping brings the audience into an interactive experience and
gives designers the opportunity to convey life-like details about a product within a relevant
environment. And what better way to bring this to life than with an Audi R8.

This is beyond innovation – this is Christie

On display is a 1:5 scale, 3-dimensionally printed model car created from
digital renderings, being used as a blank canvas for ground-breaking
interactive projection mapping. The car’s features are projected onto
the canvas to replicate a photo-real, physical object that audiences
can customize and experience in real-time.
Exploration and design

Projecting onto complex-curve surfaces is challenging and often unrealistic in certain environments. Christie has broken through those design challenges by exploring the possibilities. Through this process of exploration, Christie continues to develop solutions that best meet the needs of designers, integrators and customers.

Technology highlights

Christie’s 1-chip DLP projectors and MicroTiles are blended together with creative brilliance to test drive this solution.

**Christie G Series 1-chip DLP projectors**

Standard “boardroom” equipment enables this projection mapping display – it’s a lower-cost solution, with great image quality and brightness, and flexible hardware setup.

**Christie MicroTiles**

These tiles are excellent at absorbing and reducing the effects of locally ambient light, virtually eliminating inter-reflection between the front projection on the car and the direct view of the screen. As a scalable, mega-pixel display component, the tiles were easy to set up in a customized array.

A designer’s dream

Interactive projection mapping can be used by designers to more efficiently communicate their design goals. The Audi R8 display in particular uses interactive projection mapping to allow the audience to customize the model within a meaningful environment. Ideas come to life in remarkably less time and with significantly lower costs than traditional prototyping methods. This is also a captivating way to articulate the benefits of a product, bringing the standard product brochure to life.

Christie explores the possibilities with leading-edge technology to bring your ideas to life.

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1Note: The interactive projection mapping display is for demonstration purposes only and is not for sale as a solution set. If you are interested in exploring interactive displays or high-performance projection mapping using Christie technology, please contact us for discussion and collaboration opportunities.