

Description

XYZ Cultural Technology's experts programmed the control system that broadcasts three multimedia experiences using 34 projectors, 133 lighting features, 3 motorized water-screens and 30 LED screens comprising 21 different formats onto a surface equivalent to 12 American football fields. All the elements are connected by an automated communication system and operate on a continuous basis in an arid outdoor environment. A total of 33 video servers, 7,000 metres of fibre optics and 33,000 metres of video cable were used to bring this dazzling digital experience to life in Dubai's vibrant City Walk!

The enormous projection and broadcast surfaces of varying dimensions, along with the specific format requirements of each medium, contributed to the project's complexity. In addition to this considerable technical challenge, the main issue XYZ's specialists encountered was ensuring the liaison between the construction team and the different subcontractors, who hailed from ten different countries, so that the systems could be properly integrated and connected.

Mandate

Technical design
Integration
Calibration and programming

Expertise

Audio
Video
Lighting
Control systems

Production

Meraas Holding

Design

Float4