

Christie projection, auto calibration, image processing and SDVoE solutions light up Lotte World's Magic Castle

Lotte World is a major entertainment and recreation complex located in South Korea's capital. Magic Island, the outdoor theme park of Lotte World, is an artificial island located in the middle of Seokchon Lake. It contains 17 different rides such as The Comet Express, Atlantis, Gyro Swing, Gyro Drop, and many more. Widely acknowledged as the most famous landmark on Magic Island, the 41-meter-high Magic Castle is distinguished by its medieval-style towers with signature blue tiles and white brick exteriors.

Challenge

The theme park operator wanted to undertake initiatives to rejuvenate major attractions and reinforce Lotte World's position as South Korea's leading themed entertainment destination.

Solution

Christie's projection, auto calibration, image processing and SDVoE solutions were chosen to bring the iconic Magic Castle to life with a brand new 3D multimedia mapping show.

An original six-minute nighttime spectacular was designed by international digital company d'strict based on the formative characteristics of Lotte World Magic Castle's architectural structure.

The amazing visuals are accomplished using three Christie D4K40-RGB pure laser projectors, Christie Mystique™ – Large Scale Experience (LSE) Edition, two Christie Pandoras Box servers, a Pandoras Box Manager and Widget Designer, as well as three sets of Christie Terra transmitters and receivers. They were installed by Christie's trusted partner Star Networks, which delivered several highly-acclaimed large scale projects in Korea.

A spokesperson from Lotte World commented, "We are excited to harness the latest technologies from Christie to deliver a fascinating 3D multimedia mapping show on the façade of Magic Castle. This is a spellbinding nighttime show that lights up our iconic landmark with Lotte World's most beloved characters. We are also proud to be the first theme park in the world to use Christie Mystique auto calibration solution for outdoor 3D projection mapping."

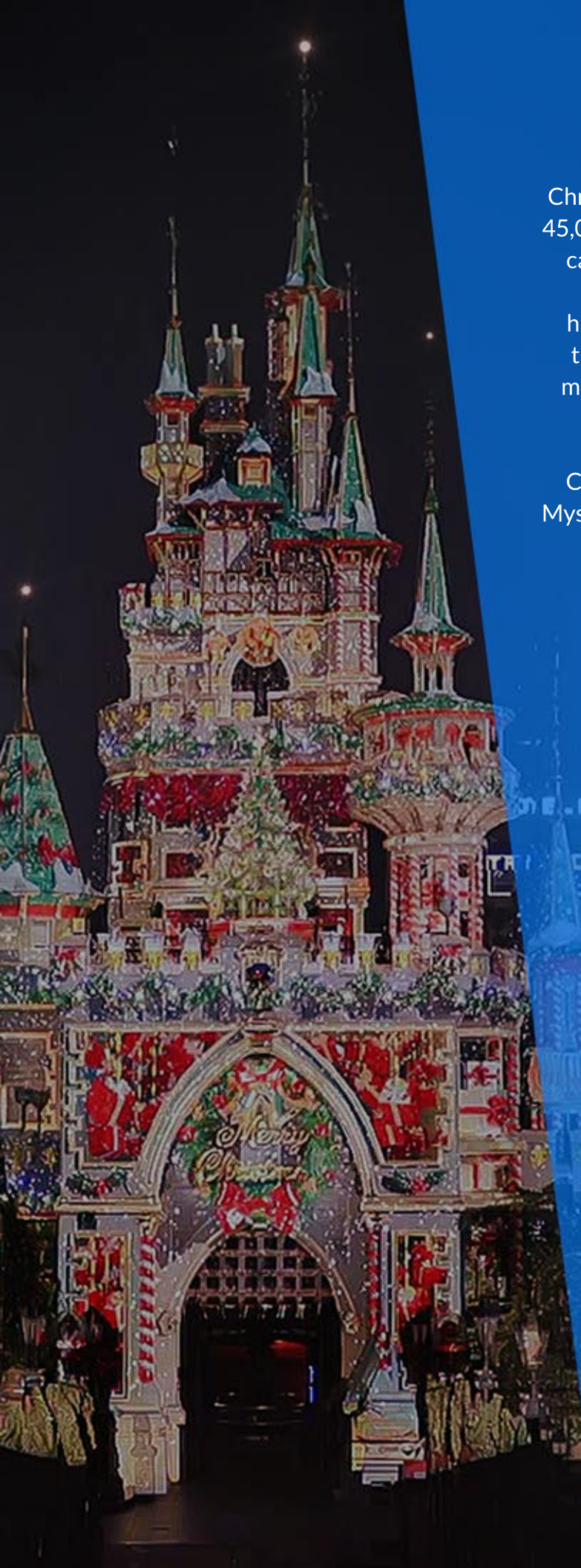
S.H. Ham, General Manager, Star Networks, added, "The Magic Castle 3D multimedia mapping show is a large-scale, dynamic spectacle that requires a fully integrated solution that not only delivers excellent visuals and color fidelity, but also a powerful content management and AV-over-IP system that offers long-term reliability. The Christie solutions installed are perfect for this venue as they have an excellent track record in terms of performance, level of integration and dependability."

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ALLIANCE



Christie's award-winning D4K40-RGB with 4K resolution, 45,000 ISO lumens, all-in-one chassis, and omnidirectional capabilities, produces an astounding depth of detail that fulfils the requirements of Lotte World's highly-anticipated mapping show. Since its introduction, the D4K40-RGB has become the projector of choice for major installs around the world, including Al Wasl Dome, the beating heart of Expo 2020 Dubai.

Complementing the Christie D4K40-RGB is the Christie Mystique LSE Edition, designed for 3D projection mapping installations, theme park dark rides, flying attractions, giant screens, and domes. It provides multi-camera warping and blending for projection stacking and edge blending along to ensure the highest image quality and therefore the best possible customer experience.

Together with the powerful and versatile Christie Pandoras Box for real-time show control, as well as Christie Terra SDVoE solution for AV distribution and processing, this complete suite of solutions enables the delivery of a breathtaking spectacle that creates an illusion of a moving Magic Castle that morphs into numerous forms. A variety of music spanning various genres completes the soundtrack, and fills the night of Magic Island with an air of enchantment.

Paul Lee, sales manager, Enterprise, Christie Korea, said, "We are delighted that the Lotte World Magic Castle 3D multimedia mapping show has been well-received since its debut.

This is a clear testimony of the high performance and integration demonstrated by Christie's laser projection, auto calibration, image processing and SDVoE solutions, which have set a new benchmark for large-scale outdoor projection mapping projects in Korea."



Benefits of SDVoE Technology

SDVoE reaches beyond existing standards to provide benefits no other technology can claim:

- A complete ecosystem – SDVoE Alliance members are manufacturers with expertise in signal distribution, display manufacture, IT infrastructure, chip design and AV software. The integrator has dozens of partners to align with and products to choose from.
- A flexible yet simple software platform – the SDVoE API allows rapid development of highly specialized software, custom-tailored to the needs of a vast array of end users.
- A full OSI stack solution – only SDVoE offers the simplicity of a complete top to bottom solution, fully encompassing infrastructure, transport, processing, and a simple control layer.

For more information about Christie's Terra line of SDVoE solutions, visit www.christiedigital.com.

About d'strict®

d'strict, which is the digital design company that conducted the Lotte World project, creates a space-based user experience (UX) through innovative technology and content. With the pride of being the best in the world, it is famous for not compromising the degree of perfection for their work. d'strict specializes in creating 'realistic content' through the use of projection mapping, holograms, AR/VR/MR, etc. In 2020, through the display of their public media art 'WAVE' on the Coex electronic displays at Samseong Station, they were introduced to the international community through foreign media such as CNN and Reuters, gaining the spotlight with an accumulated view of more than 100 million views. Since then, d'strict has advanced into the field of pure art through a project group called 'a'strict', and opened 'Arte Museum', the largest media art exhibition in South Korea, while being recognized for its value by the general public. Visit www.dstrict.com.

About Christie

Christie Digital Systems USA, Inc. is a global visual and audio technologies company and a wholly-owned subsidiary of Ushio Inc., Japan (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors, complete system displays, and cinema audio solutions; Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound.

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Images courtesy of d'strict