

[Click to view this email in a browser](#)



Press Release  
Immediate Release

For

*See projectiondesign at Booth N1221 at InfoComm 2010, Las Vegas, June 9th - 11th*

Media Contact:

Tracey Mari

(201) 375-4744

[tracey.mari@projectiondesign.com](mailto:tracey.mari@projectiondesign.com)

## Museum of Science and Industry, Chicago Giant Heart relies on projectiondesign®

### ***Unique 'double layer' projection to show heart's inner workings to millions of Museum guests***

Fredrikstad, Norway, June 4th, 2010 - Breaking new ground in the creative deployment of high-resolution video in visitor attractions, Norway's projectiondesign® has supplied seven of its high resolution DLP® projectors to the Museum of Science and Industry, Chicago for its stunning new *Giant Heart* within the *YOU! The Experience* exhibit. Following the opening of *YOU!* in late 2009, thousands of people have visited this educational exhibit over the past six months including local school groups.



Located in the Museum's Abbott Hall, *YOU! The Experience* comprehensively showcases the connection

between the human mind, body and spirit in the 21st century. The 15,000-square-foot exhibit provides a fascinating, hands-on opportunity for visitors to explore and optimize their personal health, fitness and well-being. The *Giant Heart* is a focal point of the exhibit, and allows guests to see different interior and exterior views of this amazing virtual organ—it can even beat in time with a guest's own pulse.

Conceived and designed by Thinc Design with AV systems integration carried out by BBI Engineering, Inc., the *Giant Heart* uses a major technological and architectural innovation: a steel “XURF” projection surface developed by Milgo / Lalvani and created by custom fabricator of architectural metal, MILGO/BUFKIN, based in Brooklyn, New York. This surface acts as a projection screen for two projectiondesign F12 and three F22 projectors. These units project a single, seamless moving image, with content coming from one of four different pre-programmed movies, each designed to emphasize a different aspect of human heart function. All computer-generated, 3D animated media for the *Giant Heart* was produced by scientific animation specialist firm XVIVO.

Mark Roos at BBI Engineering, Inc. comments: *“We selected projectiondesign for this project for many reasons, chief among them the company's ability to custom-configure and color-match the exact units that would be supplied to us. The company always takes an active interest in the end application and, as an integrator, that is incredibly valuable to us. Suppliers really don't come better-informed than projectiondesign.”*



Concealed behind the large front-projection surface is a two-channel rear-projection screen utilizing two additional projectiondesign F22s. Designed to show the inner workings of the heart, this screen is normally invisible, but can be partially or entirely revealed by visitors via a touchscreen interface, thanks to a soft, central image mask within the external projection surface that can be faded up or down. Four videos, each showing a different aspect of cardiac activity, provide content for this second projection screen. The videos for both screens are stored on customized Delta Media Servers from 7thSense.

In addition to selecting which types of heart activity they want to view, and in what proportion, Museum guests can also synchronize the multimedia show to their own heart rate, using a pair of hand grips on the *Giant Heart's* control console.

Available in a choice of WUXGA (1920 x 1200), 1080p (1920 x 1080) or SXGA+ (1400 x 1050) resolutions, projectiondesign's F12 and F22 both feature the latest VIDi light processing technology, giving improved image

quality and performance, particularly in blending areas - making them especially suitable for seamless multiple projected images such as those used in the *Giant Heart*. Both also feature projectiondesign's proprietary RealColor management suite for easy, perfect on-site matching and calibration of multiple projectors.

Commenting on this latest application of projectiondesign technology, Anders Løkke, international marketing and communications manager, projectiondesign, says: *"It is always great to see our systems being used in new and creative ways, and visitor attractions don't get much more compelling than the Giant Heart. It is a breathtakingly simple concept, brilliantly executed by all companies involved, and the perfect showcase for the accuracy, definition, resolution, and reliability of our projectors."*

For more information about the Museum of Science and Industry, Chicago, visit [msichicago.org](http://msichicago.org). *YOU! The Experience* was made possible through the generosity of Abbott; the Abbott Fund, the philanthropic foundation of Abbott; and the Pritzker Foundation. Additional major funding provided by J. Ira and Nicki Harris Family, Mazza Foundation, and Robert S. and Susan E. Morrison.

- ENDS -

DLP is a registered trademark of Texas Instruments

#### About projectiondesign

projectiondesign is a Norwegian company that designs, manufactures and markets a range of high performance projectors for professional, business and consumer applications. Amongst its core markets are high resolution scientific visualization, visual training and simulation, medical imaging, broadcast and post production, public media and entertainment. Numerous industry milestones that distinguish projectiondesign's award winning, innovative technology include the introduction of the world's first single-chip SXGA DLP projector in 2002, the first commercially available 1080p DLP projector in 2006, the first WUXGA resolution DLP projector and the first portable and high-resolution active 3D stereoscopic projector in 2008. In 2009, projectiondesign introduced its first 3-chip projector and debuted LED illumination. 2010 signifies the company's first image warp and blend product with the MIPS processors, as well as the world premiere of the WQXGA resolution (2,560 x 1,600) projector, and revolutionary patented Remote Light Source™ technology. The entire professional product range is warranted for 24/7 usage. projectiondesign is based in Fredrikstad (Norway), and has offices in Singapore, Mumbai, Dubai, Cape Town, Milan, Bilbao, Stuttgart, Meteren, and Liverpool, and has representation in New York.

For further information about this and other leading products please visit [www.projectiondesign.com](http://www.projectiondesign.com) or contact:

#### Manufacturer Inquiries

Gary Plavin

projectiondesign, LLC

Telephone: (201) 375-4744

Fax: (201) 288-1034

Email: [gary.plavin@projectiondesign.com](mailto:gary.plavin@projectiondesign.com)

#### Press Inquiries

Tracey Mari

US Marketing & Communications Manager

projectiondesign, LLC

Telephone: (201) 375-4744

Fax: (201) 288-1034

Email: [tracey.mari@projectiondesign.com](mailto:tracey.mari@projectiondesign.com)

#### Manufacturer Inquiries - International

Anders Løkke

International Marketing & Communications Manager

projectiondesign AS

Telephone: +47 69 30 45 68

Mobile: +47 48 08 16 14

Email: [anders.lokke@projectiondesign.com](mailto:anders.lokke@projectiondesign.com)

#### Press Contact - International

Katinka Allender  
PR Consultant  
Telephone: +44 (0) 1491 571402  
Mobile: +44 (0) 7887 711 246  
Email: [katinka@k-communications.com](mailto:katinka@k-communications.com)

### About 7thSense

7thsense is an award-winning creative design house with expertise in high-end media serving and projection onto any surface, whether flat, curved, full dome or even non-standard shapes. The company markets their own Delta™ Media Server product family which provides real-time high quality video serving, show creation and display matching for a variety of markets including Digital Signage, 3D theatres, Visitor Attractions, Museums, Live Events and Planetariums. 7thSense founders have created several patented real-time products in the audio-visual field which are often used in some of the world's most interesting and challenging of video and audio environments.

[www.7thsense.co.uk](http://www.7thsense.co.uk)

### Contact:

Ian Macpherson  
7thSense Design  
Phone: +44 (0) 1903 812299  
Email: [ian@7thsense.co.uk](mailto:ian@7thsense.co.uk)  
[www.7thsense.co.uk](http://www.7thsense.co.uk)

295 North Street  
Teterboro, NJ 07608  
P: 201-375-4744  
F: 201-288-1034



W: [www.projectiondesign.com](http://www.projectiondesign.com)