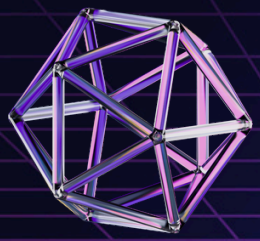
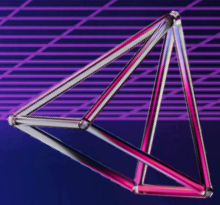


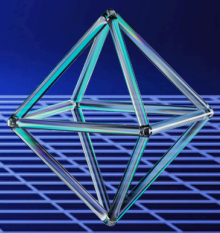


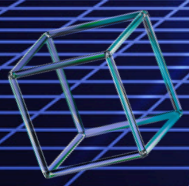
LASERCUBE

PR/FAQ

NMIX 4410

FALL 2025





Sam Levy | Michelle Ung | Stella Yoon | Nathan Cheong | Evelyn Flores

Turning LaserCube technology into storytelling at New Media Institute events and beyond.

A new student-led innovation brings immersive laser visuals to life for event experiences at the NMI.

A team of New Media capstone students at the University of Georgia's New Media Institute (NMI) has developed a new application of the LaserCube and LaserOS that stretches the boundaries of how laser projection can be used in storytelling, branding, and audience engagement.

The NMI Capstone team of designers and programmers tackled the lack of modern, budget-friendly, event projection technologies by transforming the compact LaserCube into a storytelling tool.

Before this innovation, the LaserCube was mostly limited to lighting effects for concerts, raves, and festivals. Users also faced significant creative constraints due to the limited prebuilt assets available in the LaserOS software. Event organizers often faced challenges when trying to create engaging visuals. Traditional lighting and projection setups were expensive and inflexible, particularly for non-profit organizations like the NMI.

Using custom animations, LaserOS software, and a streamlined workflow, the team created a library of assets that could be used at NMI events. Their research went beyond the NMI, aiding other on-campus organizations and off-campus partners.

"The LaserCube was an impressive piece of technology with compelling potential waiting to be uncovered" states Chris Gerlach, NMI Lecturer and the team LaserCube client.

"This application completely transformed our SLAM showcase this semester. It added a new layer of visual impact and engagement that we had never seen before," explains John Weatherford, Experiential Learning Faculty Advisor and Principal Lecturer at the NMI.

Another bonus, it's very easy to get started with the LaserCube. This project is fully documented and ready to use. NMI faculty and students can access the library of pre-built animations and a visual design guide through the resource library. The team also developed a user-friendly setup guide.

"We wanted to push the boundaries of what LaserCube technology could do outside of concerts and clubs," said Sam Levy, Project Manager. "This project has been incredibly rewarding and I'm so proud of what our team has accomplished."

This new LaserCube technology debuted at the NMI's SLAM event on December 5th, where it lit up the venue with custom visuals. To explore the project, view the trailer, or access the toolkit, visit the official project website.

Frequently Asked Questions

Q: Is the LaserCube dangerous?
A: Yes, please don't look at the LaserCube (or any laser) directly. You will also need FDA approval to utilize one in a large public setting.

Q: How long does the LaserCube battery last?
A: Around 3 hours with the battery.

Q: What are the limits of the LaserCube?
A: The LaserCube will start to flutter or blink when creating larger or more complex images. It is generally suggested that each laser projection should be short and simple for the best results.

Q: How much is a LaserCube?
A: The LaserCube is $3599.

Q: What are some other use cases, other than festivals or raves?
A: With these advancements, the LaserCube can now be used for a wide variety of scenarios. We have found that it can be used as a pre-show starter or for help visualizing presentations.

Frequently Asked Questions

Q: What intensity should I put the LaserCube on?
A: We recommend around less than 50% if utilizing it in a closed-room setting. When it's at full intensity, it gets VERY bright. Use this intensity for larger-scale, outdoor projections.

Q: What is the maximum distance the LaserCube will project?
A: Around 500-1000 meters.

Q: Where can I access the asset library?
A: The asset library is easily accessible through the team's capstone project website.

Q: What file types can I convert into the LaserCube?
A: Quite a few different file types work; however, as mentioned before, the more complex the image/asset, the lower quality the display will be.