

IBM conferences

Christie Pandoras Box powers eye-popping creative canvas at multi-venue, multi-screen events



▲ A presenter speaks at an IBM conference in front of a complex visual presentation

Cutting-edge production team treats multiple screens as creative canvas

"The unique aspect of this project is that there was almost no traditionally sized content in the show except for a few 16 x 9 presentations and video rolls," explains Cameron Yeary, visual media developer, Unlimited Visibility Inc. "Absolutely everything else had some type of cropping or masking or magic custom element, which would have made doing the show in a traditional format very, very difficult."

The project in question?

Two large IBM conferences held in Las Vegas in March 2017: IBM Interconnect 2017, a global cloud computing conference, and IBM Amplify, a conference on the use of IBM's Watson in marketing disciplines. The multi-day conferences included both general and break-out sessions over multiple venues, from large arenas and ballrooms to concourse spaces. Adding to the complexity of the project was unique content from multiple sources: IMAG

(image magnification) live video feeds, animations, transitions, speaker support graphics, regular presentations and more.

The production team

Yeary, in collaboration with Walter Soyka, design lead, Drury Design Dynamics, Inc. and a team of artists, programmers and graphics coordinators were not only responsible for bringing the multi-venue spaces to life for attendees, but for managing and presenting a seamless flow of content across the duration of the conferences.

"Walter and I have worked together for several years and we find nothing more boring than your typical 16 x 9 window up on a wide screen," shares Yeary. "So we worked with the rest of the team from Drury to engineer the inputs, outputs, demos and the overall look of the program to be very non-standard."

Soyka agrees, adding, "We built IBM's event branding on a mathematically derived grid. It was the structure that

Customer

Drury Design Dynamics, Inc.

Location

Las Vegas, NV

Industry/Market:

Corporate
Live events

Partners

Unlimited Visibility Inc.

Requirements

- Powerful real-time video processing and show control that can handle multiple sources, non-traditional cropping and aspect ratios, and has pre-visualization capabilities
- Advanced, customizable show control framework for complex media cues

Summary

Challenged with presenting complex media at multi-day, multi-venue IBM conferences, an expert production team relies on Christie® Pandoras Box and Widget Designer

Products

- [Christie Pandoras Box Server system](#)
- [Christie Widget Designer](#)

Results

The creative team successfully presents a complex yet seamless broadcast quality show, leaving both attendees and the customer impressed

informed all of our layouts. The scenic design plays a big role in our success because that's what fixes our screen sizes and aspect ratios."

Christie Pandoras Box Server system

"As a designer, I like Christie Pandoras Box because it allows us to treat multiple screens as one big creative canvas," says Soyka. "We can mix sources, composite any way we want, and it gives us one place to control the overall look and feel of the show."

"The level of complexity that Pandoras Box allows us to achieve really makes our shows look thought-out, from the first pixel to the last pixel, from the first case into the room to the last case out."

Cameron Yeary
Visual media developer
Unlimited Visibility Inc.

The Christie Pandoras Box Server system—part of an award-winning family of hardware and software tools for real-time video processing and show control—is a turnkey solution that unites state-of-the-art rendering technology with intuitive media and show control.

"Pandoras Box allows us to create a broadcast-level of seamlessness that savvy audiences are accustomed to. We never have to fade one thing out before we can fade something else in," agrees Soyka. "We don't have to bring something to a pause before we take the next media cue, we just roll straight through. Pandoras Box also made it easy to crop live IMAG inputs to fit our non-standard grid arrangement."

Christie Widget Designer

Another tool in the team's toolbox: Christie Widget Designer, an interactive application builder you can use to create

customized show-control scenarios.

"We use Widget Designer in two different ways. First, we put it to work as a translation protocol for controlling all of the routers," explains Yeary. "Second, we run a Widget Designer in each room, which helps manage all of the feedback from the Pandoras Box system so we can see what's going on. We can route everything live and change it as it comes into our systems, giving us not only better control but a much cleaner cueing system than you typically get."

"It's a little outside of what you traditionally think about when designing content, but what's a big deal to me is the fact that all of the cueing happens in one place," shares Soyka. "Being able to pull off a complex media cue is a really big deal for us because it sets the ceiling a lot higher in terms of what we can accomplish."

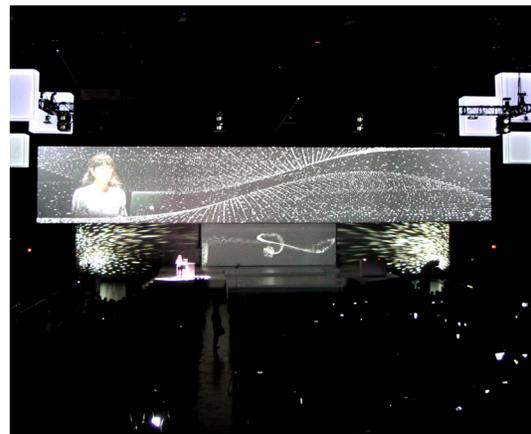
The result

"It's really important to us that the client understand how everything's going to look in the space. The fact that Pandoras Box allows us to create accurate pre-visualization makes a big difference," shares Soyka. "We knew going in that we were making all of the client design stakeholders happy. And once we were on-site, we saw everything happen exactly according to plan."

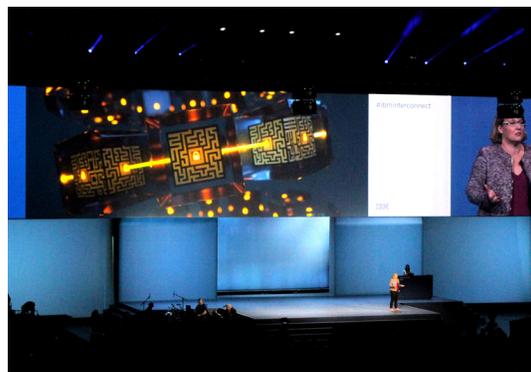
"We were lucky in the fact that we were able to program everything ahead of time," says Yeary. "Having the power of Pandoras Box in your back pocket is a very good thing that this client likes a lot."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ IBM's event presentations, displayed in a complex mathematical-grid arrangement



▲ Drury Design + Unlimited Visibility's broadcast-level presentations

Photo credit: Drury Design Dynamics, Inc.

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