

## SINGAPORE

## Robe DigitalSpots Are Always On The Pulse

"Always on the Pulse", is the tagline of Orchard Central (OC). OC strategically located at the new heartbeat of Orchard Road, hosted the local media and her tenants to a launch party right at their doorstep at the Discovery Walk. The aim was to showcase the concept shopping of OC, which is the first clustered vertical mall in Singapore. **Alcotrad**, the event organiser of the launch party engaged **Glorious Singapore** – a 360 Degree Entertainment Company to collectively conceptualise an event with its theme of F.A.C.E. which expressed its clustered concept through a high-end fashion parade choreograph and produced by local fashion icon Daniel Boey on its five unique clusters: Fashion, Active Lifestyle, Cuisine and Exchange. In line with OC intent to have its own character serving the modern individuals, Chris Ee, Multimedia Director of Glorious Singapore took this opportunity to bring the best of the Multimedia through digital large format projection to the fore. For the Multimedia presentation, Chris specified the use of **grandMA ultra light** lighting console which was programmed to work with the **Arkaos A10 Media Server** and a **Christie Roadster S+20K DLP Projector**. Due to the limitation of the short distance between the projected rock walls to the projector position, Chris uses a short throw lens to negate the limitation. In addition, to handle the multimedia component of the show, the **Arkaos A10 Media Server** was also used to accept the live feed from the roving cameras during the show for output to the mall's video wall. Chris having worked with the **grandMA Video Server**, **Arkaos-Numark VJ** and

the **Green Hippo Hippotiser HD** is comfortable with the latest kid on the block, the **Arkaos A10 Media Server**. He opined that with further development and enhancement, the **Arkaos Media Master** and its touring unit – **Arkaos A5/ A10 Media Server** will prove to be a good investment not too long in the near future. He added that the strength of **Arkaos** is that it is one if not the only media server that can operate on both the **MAC/ Windows OS**. LD and engineer, **Jeffrey Tan** was on board the **Wholehog 3** lighting console. All the cues are triggered through the **Hog 3** console to run the show. For this special occasion, Jeffrey wanted to create a real "WOW" factor for guest when they enter the mall as he chose to complement the existing LED generics, moving luminaries with digital moving luminaries using 4 **Robe DigitalSpot 7000 DT** which was rigged on the main lighting truss directly over the centre stage area. The **DigitalSpot 7000 DT** fixture was chosen as it was the most flexible option, and also because of its two onboard LED modules. Each of these modules consists of 48 **Luxeon Rebel RGBW LEDs** and provides an extremely bright light output across the full colour spectrum. It is ideal for adding colour washing effects onto black & white content. The **DigitalSpot's SDI** input allows connection of professional video equipment while its many onboard effects and features enable Jeffrey to produce new and exciting ideas quickly. Jeffrey commented that this event gave him an opportunity to experience the power of convergence between lighting and media. The side stage lighting rig was designed using 12 **DTS XR8 Profile**, 8 **DTS XR8 Wash** moving lights and 20 **1KW Fresnel**. Together with the

**DigitalSpot**, this helps to build the atmosphere while giving guests a taste of all the different offerings they can enjoy in the venue. The movable digital images combined with imagination certainly produced the desired effects thus stopping visitors in their tracks as they walk through **Discovery Walk!** For this event, **Robe** sent **Louis Teo**, their distributor for **Robe South East Asia** to ensure that the installation set up and initial programming went smoothly. The **DigitalSpot** software has 'DigiMerge' and 'DigiWarp' functions - which have hugely benefited the production. The **DigiMerge** feature allows for soft edge overlapping which helps even in the most challenging environments. The built-in **Full RGB Gamma** correction makes the edge overlapping invisible. Pre-mastered content was also mapped into the merged matrix. Jeffrey also used the 'Mirroring' mode together with different **DigiWarp** effects to create 'endless' projection. All the fixtures for the show were run on wireless **DMX**. Technical production and equipments supplied by **Glorious Singapore**. **Alcotrad** and **OC** management was impressed with the launch with a difference. **Lincoln Yeo** from **Alcotrad** appreciated the value that the digital technologies have contributed to the success of their launch event and would explore possibilities to include the use of digital projection and moving luminaries for his future event. He added, "What I am used to previously with tens of moving heads and generics can be replaced with an effect from the digital moving luminaries and media server. Not only had it change the ambience but

also the feel good factor. I am definitely learning about the new rules and relishing the new experiences."

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