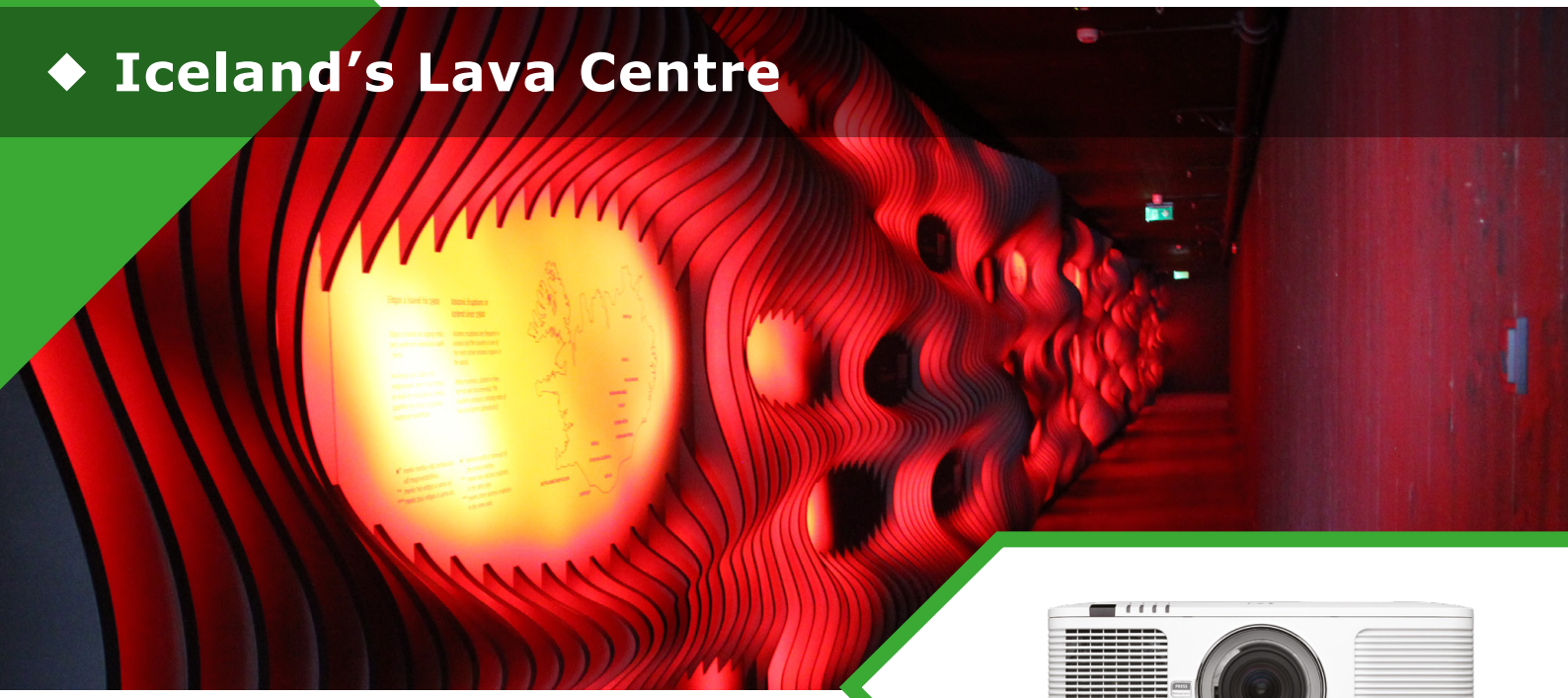
Case Study

◆ Iceland’s Lava Centre



Iceland’s Lava Centre Unleashes Vivitek’s Powerful Projection Forces

Nestling low and sleek amid a dramatic Icelandic landscape, lies the Lava Centre. A modern and stylish building, it integrates elegantly with its uncompromising surroundings. Despite its graceful external serenity, it is located close to five active volcanos, including 2010’s notorious international flight disruptor and headline grabber, Eyjafjallajökull.

It’s a position that makes the Lava Centre ideally suited to the study, exploration and appreciation of both volcano and earthquake centre. Expected to welcome between 130-150,000 visitors per year, they can enjoy its array of interactive experiences that replicate the epic forces that shaped the planet. Visitors to the Lava Centre can examine various volcanos, eruptions and lava flows, volcanic and rift systems, faults and glacial floods via eight experiences. These range from the Volcano Corridor, Geology Globe, Earthquake Corridor, The Fiery Heart of Iceland, Lava Corridor, Intro to Volcanology and an Ash Corridor. Thanks to the power of technology, the Lava Centre can simulate eruptions in Iceland, as well as the creation of Iceland and its earth quake belts. There is also the opportunity to experience a Mantle Plume, get immersed in life-like audio of geysers bubbling, explore a Lava Room and, for the brave, to find out what it is like to live under a volcano.

Given that the objective for the Lava Centre was to offer an interactive, high-tech educational exhibition depicting volcanic activity, earthquakes and the creation of Iceland over millions of years, it needed high performance projectors that it could rely on to create an unforgettable and realistic guest experience. Today, 15 Vivitek projectors enable Lava Centre to bring the volcanic elements outside, inside.

“The projectors are integral to the whole experience,”

explained Jakob Kristinsson, Chief Technology Officer, Feris ehf, the System Integrator appointed by the Lava Centre.

Thinking of Lava Centre’s projector requirements and the solutions

available on the market, Jakob was convinced that Vivitek's offering met its requirements.

"The Lava Centre needed laser projectors with a wide range of lenses, as it would be projecting over quite large distances,"

he added. To that end, the Lava Centre purchased 15 Vivitek projectors, comprising ten DU8090Zs, three DU8190Zs and two 4K DK8500Zs.

"The projectors offered the Lava Centre all that it needed in terms of performance and flexibility," Jakob said. That's unsurprising given their comprehensive spec, performance and features which makes them suitable for a multitude of applications. The DU8090Z, for instance, features a WUXGA resolution, an 8000 ANSI Lumens brightness and 10,000:1 contrast ratio for a clear and bright projection. The projector is equipped with a laser light source which offers up to 20,000 hours of operation which makes it the perfect solution for large venues that need power, flexibility and a durable solution.

The DU8190Z, meanwhile, features a WUXGA resolution, a 10,000 ANSI Lumens brightness and 10,000:1 contrast ratio for a clear and bright projection. Like the DU8090Z, the projector is also equipped with a laser light source which offers up to 20,000 hours of operation.

The lamp-free and eco-friendly 7,500 lumen laser projector - the DK8500Z - offers an extraordinary 4K-UHD resolution with full 8.3 million pixels for large venue applications. It is designed for easy installation with motorized interchangeable lens options and 360° degree set up flexibility. Its long lasting laser light source provides up to 20,000 hours of operation with low maintenance for the peace of mind.

Located throughout the Lava Centre, the projectors play a key role in some of the Centre's more interactive elements. For example the timeline of Iceland's creation is peppered with sensors that monitor how the visitor is interacting with the display, and can even trigger a simulated earthquake. The sensors' movements determine what images the Vivitek projector displays.

With the number of projectors dispersed over the Lava Centre, a software application that enables them to be turned on and off remotely, is a convenience boon for the team. Perhaps more importantly given how central the projectors are to the Lava Centre experience, they also had to offer durability and reliability in addition to excellent image quality.

“The projectors are on from 08:30 to 19.30, and they are running seven days a week,”

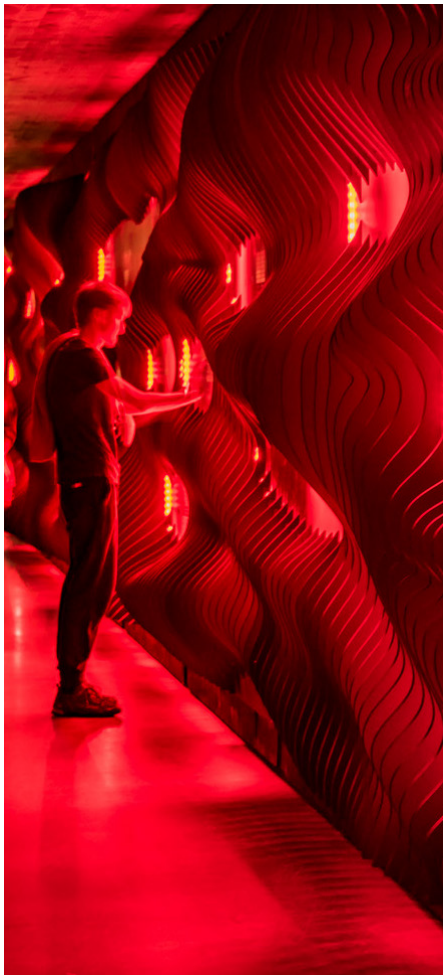
Jakob stated. Their long operating hours means that effective cooling and efficient airflow are prerequisites. Vivitek’s expertise in projector design ensures that not only are they capable of controlling their temperature effectively, but their fans are quiet, too.

“That point is important to the Lava Centre, and the experience the guests have. We didn’t want them being distracted by fan noise.”

From an investment perspective too, Jakob is satisfied the Lava Centre has made the right choice.

“There are three things that really stand out about the projectors. Their size is fine for the Centre’s needs and they fit perfectly. The lens interchangeability saves money and gives real Return on Investment, while the quietness of the fans means the only things likely to grab guests’ attention are the interactive displays and exhibits. I wouldn’t hesitate to recommend Vivitek projectors.”

That’s a conclusion that suggests they have created a lasting impression at an attraction that aims to achieve just that, by celebrating and bringing to life the powerful forces that Mother Nature can unleash.



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