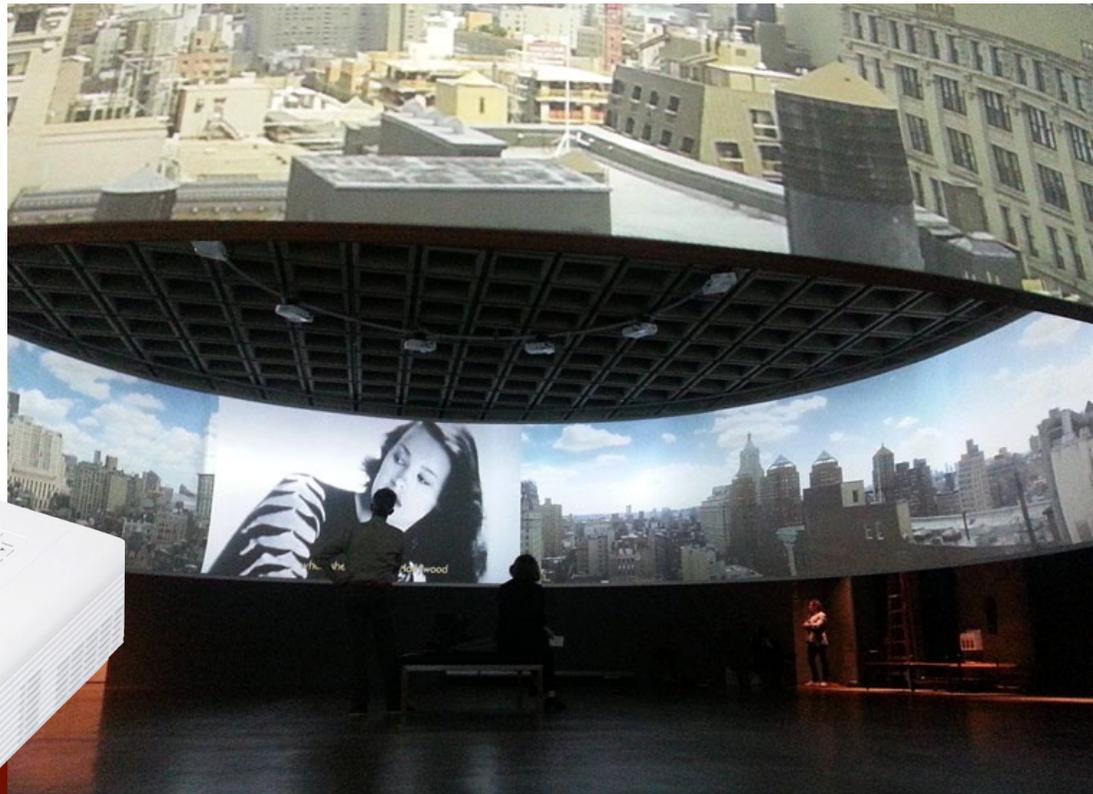


Optoma and Pixelwix Create Art that's Bigger than Life

T.J. WILCOX:
'IN THE AIR' AT THE
WHITNEY MUSEUM IN NYC

INSTALLATION BY
CHRIS BRACKENBURY,
OWNER OF PIXELWIX
PORT RICHEY, FL



W306ST

PROJECT NEEDS

Design an 8 foot tall, 360 degree Projection screen for T.J. Wilcox' work "In The Air" exhibit for the Whitney Museum in NYC.

EXPERT SOLUTION

Brackenbury used ten Optoma W306ST projectors for their unsurpassed short throw performance and intense immersive viewing capabilities.

RESULTS

"In the Air" premiered to rave reviews as a dazzling, one of a kind, panoramic projection exhibit.

Innovative Media Solutions Provider

Pixelwix, an innovative media solutions provider, knows how to take art to the next level. Pixelwix warp and blend software gives multiple Optoma projectors the ability to be blended and displayed as one large mega pixel screen. This is exactly the type of display technology that avant-garde artists are looking for to exhibit their work as an immersive cinematic experience.

Artist T.J. Wilcox is such an artist. He had a vision of a 360 degree panoramic art film depicting a 24 hour time lapse of New York City. His film was shot in lower Manhattan

from his 18th floor studio on Union Square. He needed a "never been done" way to present this majestic view with the drama it deserves. Mr. Wilcox had seen the work done by Pixelwix and was impressed with their warp and blend solutions and their customization of unique projection screens. "At the time, the biggest custom projection display we had designed was about 55 feet", said Chris Brackenbury, owner of Pixelwix. "TJ wanted it to be twice that size, 110 feet around AND suspended in air for viewing from within the panoramic circle"



A Viable Solution

The challenge for Pixelwix was how to display a work of art to be featured on an 8 foot high circular screen, hanging 4 feet off the floor in which museum goers could enter into and submerge themselves in the art without the use of a door? Light levels had to be 100% with absolutely no picture distortions. Ten projectors would need to be displayed at precise space intervals around the panoramic screen display. Pixelwix experimented with other manufacturer's projectors and which proved problematic. They were either too expensive, produced too much light or ran too hot for continual play. The cost of replacing lamps regularly would fall to the museum which housed the art. None were acceptable solutions.

Enter the W306ST, a short throw projection powerhouse from Optoma. The installation required a projector with exceptional color reproduction from a short projection distance and advanced energy features to reduce the cost of the production. And, because the W306ST is easy to operate and maintain, they could walk away from the installation knowing the museum staff was capable of monitoring the ongoing display. "We tested many projectors but none had the quality and total cost of ownership mix the Optoma brand has." said Chris. "I look forward to working with Optoma on future projects even bigger and more complex".

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Chris Brackenbury, Port Richey, Florida



W306ST