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- iSuppli's Display Market Update
- Sorting Out Flat Panel Technology
- New Digital Signage Product Showcase

# Digital Signage Quarterly

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## MOUNTAIN OF DREAMS

DIGITAL SIGNAGE FOR 20 MILLION VISITORS ON  
THE WORLD'S LARGEST FLAT PANEL FLOOR SCREEN





# MOUNTAIN OF (DIGITAL) DREAMS

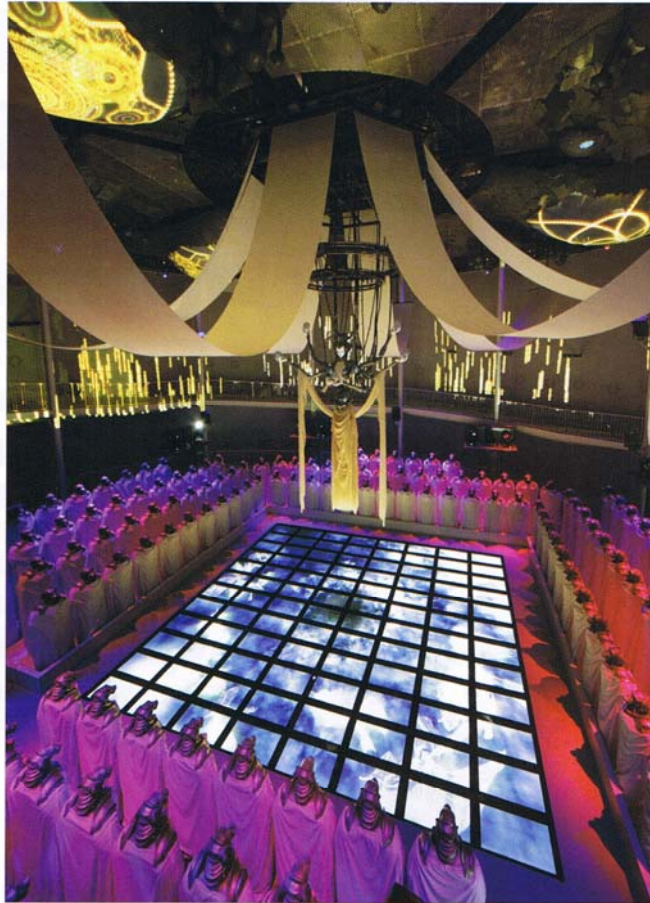
## 2005 WORLD EXPO FINDS CREATIVE APPS FOR DIGITAL SIGNAGE

Approximately 20 million visitors attended the 2005 World Exposition in Aichi, Japan, located in Nagoya Eastern Hills, encompassing Nagakute Town, Toyota City and Seto City. The Expo, which ran from March 25 to September 25, is one of many museum/education environments worldwide that are quickly dispelling the idea that digital signage is only about retail shopping.

At the 2005 World Exposition, the "Mountain of Dreams" pavilion alone housed four technology-rich attractions under a dome in the shape of Mt. Fuji. The Mountain of Dreams pavilion, together with the interactive "Open Your Mind" zone, utilized 96 Panasonic plasma displays, 96 Adtec edge-1013 MPEG digital video players and three of Adtec's Soloist 2 Broadcast MPEG players.

"Visitors to Aichi Expo's 'Mountain of Dreams' pavilion could stand and walk on the world's largest flat-panel floor screen, composed of 96 Panasonic plasmas, to view a three-dimensional performance using Adtec's equipment to broadcast the images," Tech-Knots Corporation technical director Chris Yamaguchi said. "Visitors were also able to look anywhere around them to see different images to their left, right, front, behind and above. Depending on the visitor's position, even the sound differed."

VISITORS TO AICHI EXPO'S 'MOUNTAIN OF DREAMS' PAVILION COULD STAND AND WALK ON THE WORLD'S LARGEST FLAT-PANEL FLOOR SCREEN, COMPOSED OF 96 PANASONIC PLASMA PANELS, WITH CONTENT CONTROLLED BY ADTEC DIGITAL VIDEO AND MPEG PLAYERS.





## APPLICATIONS

Tech-Knots, accompanied by Laguna Hills, Inc., were the systems integrators for the project.

"Our edje digital video players are playing back video images in the pavilion, while our Soloist 2 players provide backup," said Adtec Asia-Pacific manager Joanna Ching. "Adtec equipment facilitates dynamic audiovisual MPEG productions designed for integration into global multimedia networks."

### EXPERIENTIAL IMAGE SPACE IS A FIRST

The pavilion featured the first-ever experiential image space at a World Exposition created by world-renowned director of animated and live-action films, Mamoru Oshii. Oshii created a multifaceted performance that made use of images on Panasonic plasma display mosaic floor to produce a three-dimensional performance, making this

the first experiential space in the history of World Expositions. The aim was have visitors think anew about the recovery of the Earth while experiencing the wonder of nature and the environment.

"The content played at the 'Mountain of Dreams' pavilion will be different images featuring themes of nature and living creatures," Yamaguchi said. "Each of the 185 days of the Expo will see a different program."

"During conception of the project, we realized simplicity and stability was important to the project's success," Yamaguchi said. "The project called for a synchronous source and a simplified control system, with the ability to control the video, audio and lighting system."

"Adtec's edje-1013 devices master cross-channel synchronous playback, enabling scalability and accuracy unmatched in the industry," Ching said. "The edje-1013 also allows orchestration of multimedia presentations with absolute control."

"We were very pleased with Adtec's equipment and its performance," Yamaguchi said. "Synchronization is not easily achieved in this type of installation."

The 2005 World Exposition, in cooperation with more than 120 countries from five continents, showcased cutting-edge technologies and highlighted global diversity in lifestyles, cultural traditions and traditional and modern arts. The overall theme of the Expo was "Nature's Wisdom," encompassing sub-themes such as, "Nature's Matrix," "Art of Life" and "Development for Eco-Communities." For more information, visit [www.expo2005.or.jp](http://www.expo2005.or.jp).

Tech-Knots, established in 2004, conducted audiovisual consultation and system design work for the "Mountain of Dreams" project. Tech-Knots oversees planning, design and rentals and coordinates the import and export of audiovisual equipment.

Laguna Hills, established in 1989, designs and manufactures audiovisual control systems for many different applications. Laguna Hills also supplied the audiovisual control equipment to the "Mountain of Dreams" project.



## APPLICATIONS

Laguna Hills distributes Adtec equipment to Japanese markets.

Adtec Digital is a world-leading designer and manufacturer of innovative technology for ad insertion, digital television delivery, IP streaming and multimedia digital video applications.

### LEARN MORE

For more information, contact:  
**The 2005 World Exposition,**  
Aichi, Japan  
[www.expo2005.or.jp](http://www.expo2005.or.jp)

**Tech-Knots**  
[www.tech-knots.com](http://www.tech-knots.com)

**Laguna Hills**  
[www.laguna-hills.co.jp](http://www.laguna-hills.co.jp)

**Adtec Digital**  
[www.adtecinc.com](http://www.adtecinc.com)

**Panasonic**  
[www.panasonic.com](http://www.panasonic.com)



THE PAVILION FEATURED THE FIRST-EVER EXPERIENTIAL IMAGE SPACE AT A WORLD EXPOSITION CREATED BY WORLD-RENOWNED DIRECTOR OF ANIMATED AND LIVE-ACTION FILMS, MAMORU OSHII.