

# mondo'dr

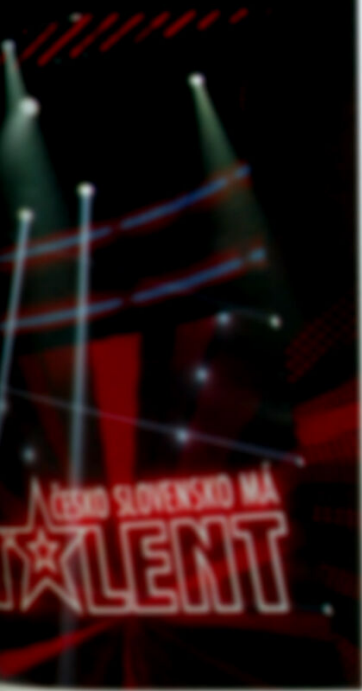
the international publication for technology in entertainment

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## new direction

hartmut braun • video + visuals  
mixing consoles





## CZECHOSLOVAKIA'S GOT TALENT 2012

Company: Showtacle

Location: Czechoslovakia

Czechoslovakia's Got Talent is one of the biggest TV shows in former Czechoslovakia. Authors of the TV show required an original design of full stage lighting effects. The idea was to create a huge 14-metre star at the top of the stage. However, this was particularly challenging, because it was not possible to use standard LED screens on the roof, as they are too heavy and not very practical. In the end the decision to use video LED strips was made.

The star shape was created using LED strips, which are controlled by an LED strip studio system. As the best product in the field, it took care of all necessary requirements, including performing live-HDMI video mapping onto any shape created using LED strips. LED strips were also used on the floor of the stage and all were controlled by LED strip studio.

This amazing stage was one of many reasons Czechoslovakia's Got Talent show became the most popular TV show in both Czech Republic and Slovakia.

[www.showtacle.com](http://www.showtacle.com)

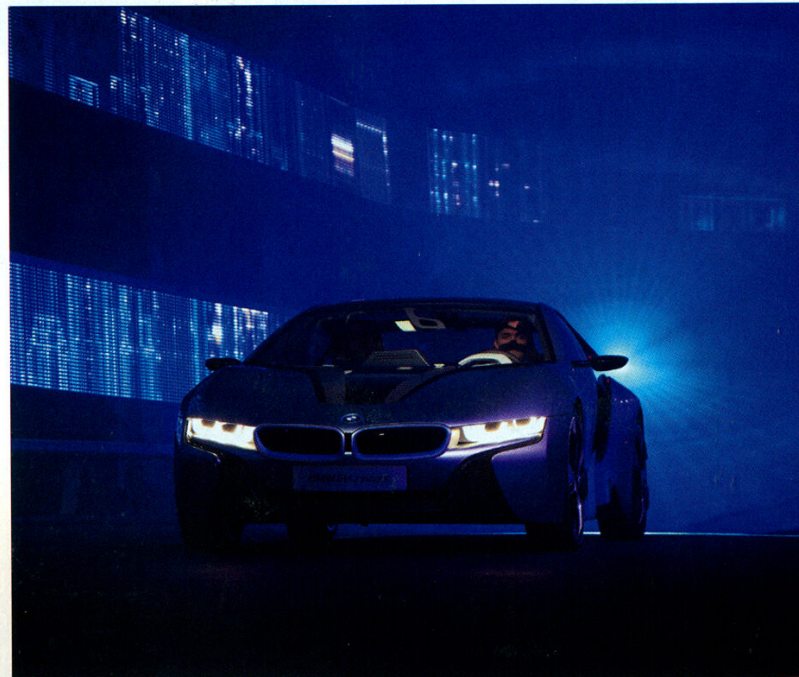
## FRANKFURT MOTOR SHOW

Company: Coherent

Location: Frankfurt, Germany

A dramatic laser display at the Frankfurt Motor Show launch matched BMW's corporate blue wavelength, and was achieved with a minimal carbon footprint, in harmony with the fuel efficiency theme of the company's new i-3 series of automobiles. The recent launch of BMW's new i-series of cars at the Frankfurt International Motor Show IAA was a milestone event for the BMW brand image, which has previously been based primarily on superior performance and handling. That's because this new i sub-brand is marketed as 'born electric'. In fact, the i-3 is completely electric with no internal combustion engine at all. Some of the other models use a combination of hybrid type features, such as regenerative braking, a carbon cell, and user-selectable software optimisation of engine efficiency (called ECO PRO), to deliver a 20% reduction in fuel consumption compared to similar earlier models. The launch was conceived by the BlueScope agency and managed by Rockservice, using the services of LOBO, a leading laser light show company based in Aalen, Germany. The Bluescope concept was to unveil the new models through a 'birthing tunnel' of blue light. It also utilised moving laser patterns and other effects to obscure the various areas of the display. The two primary challenges were to implement a bright laser display that matched BMW blue, and to accomplish this with a minimum carbon footprint by employing energy efficient technology. These needs were both met by using Taipan optically pumped semiconductor laser (OPSL) technology from Coherent integrated into Sparks colour laser projectors from LOBO.

[www.coherent.com](http://www.coherent.com)



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