

## Laser Visions in Davos

At the World Economic Forum in Davos, laser show expert LOBO presented the visions of EnBW regarding renewable energy.



One could hardly be closer to the action: every night during the famous World Economic Forum in Davos, an ultra-bright sparks laser system by LOBO projected onto an igloo installed by EnBW as a VIP tent right in the center of the high security zone at the Steigenberger Belvedere Hotel, residence of the powerful and the rich.

The dazzling bright projections which could be seen from the outside and the inside of the igloo showed sophisticated laser animations of the company's visions concerning the issue of „renewable energy“. This even included quite complex and extremely innovative concepts as for example “electric mobility“, using the batteries of electric vehicles as an additional storage capacity for the eco-power generated at night. Consequently, not only the environment could be protected, but also drivers could benefit receiving a refund on their electricity bill.

The sparks system which had just been presented last year, was the ideal solution for this job. In spite of the most adverse weather conditions in the high mountain region during one of the most severe winters of the last decades, the





During the World Economic Forum, the Steigenberger Belvedere is the residence of the powerful and the rich.

sparks laser projection system worked reliably. This was possible thanks to the clever thermal design of the laser which just received the iF Product Design Award. The operating temperature of laser modules of different basic colors is controlled individually through an advanced heating and cooling system. Thus, the modules can always be operated

in an optimum way. Despite the unique brightness of sparks laser systems, the infrastructure requirements for its operation are hardly worth mentioning: only a regular socket and less than 1kW power are necessary and the system is ready to go.

The laser system was equipped with

laser modules in blue and yellow/orange, the corporate colors of EnBW. By mixing the basic colors, it was also possible to generate a clear, bright white.

About the WEF Davos: The World Economic Forum (WEF) is a Geneva-based non-profit foundation best known for its annual meeting in Davos, Switzerland. Unlike any other event of its kind, it brings together top business leaders, international political leaders, selected intellectuals and journalists to discuss the most pressing issues facing the world including health and the environment. Beyond meetings, the Forum produces a series of research reports and engages its members in sector specific initiatives.



Dazzling bright laser projections even illustrated very complex pictures...



... which could also be seen from the inside of the igloo.

**Important Notice:** All laser effects on the images derive from real photographs and have not been generated on computers.