

## EVENT PROFILE

# Spherical Transformation

PRESS EVENT TAKES HOME THE GOLD FOR A PROJECTION MAPPING FIRST

## MEGA-SIZED ANIMATION

### DISNEY PARTNERS WITH SHOWTEC TO GO BIG

**OBJECTIVE:** Bring Spaceship Earth to life as a beloved Disney character, capturing the attention of the press and generating buzz around the “Monstrous Summer” promotion. The magical transformation of the iconic structure into a full motion, mega-sized Mike Wazowski was a first for Epcot Center. Traditional and social media outlets ate up the toothy grins, with 1mil+ hits on YouTube and 120mil+ Twitter impressions via #MonstrousSummer.



**DETAILS:** Walt Disney Parks and Resorts, Walt Disney Creative Entertainment, Pixar, and ShowTec worked together to create the ~180' tall “Eyenouncement” experience. Projection design & execution was focused on visual purity – from controlling spherical distortion to precise color calibration, every pixel had to pop on the 50,000sqft surface. Projectors positioned on a rooftop over 400' away delivered a 250,000 lumen punch.

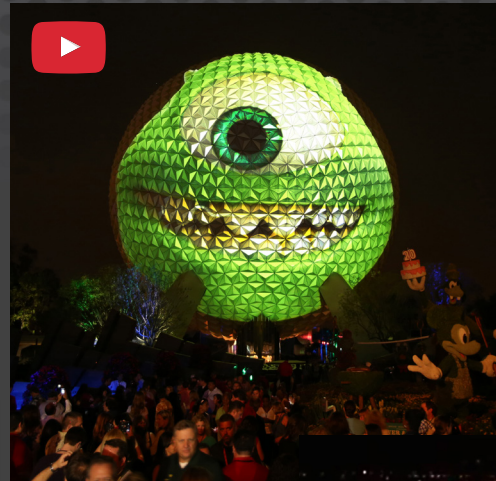
## STATS:

- 8 Christie Roadie HD+35K Projector
- 8 Christie Twist PRO Image Warping and Edge Blending Modules
- Christie/Vista Spyder Processing
- Mac based, Multi Channel Media Servers
- Fiber Based Signal Management

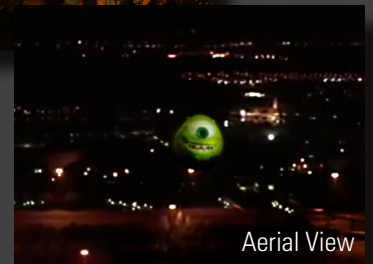
## THE ULTIMATE PRODUCTION PARTNER

ShowTec is a direct provider of design and production technology. Industry-leading products and original designs for agencies, planners, and producers.

Meetings & Conferences | Events | Launches | Premiers | Concerts | Brand Activation



~180ft Pixar animation transforms Spaceship Earth.



Aerial View



Managing spherical distortion & color to support Pixar's precise animation specs.







 ShowTec

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