

EVENT PROFILE

In-The-Round

VP AND ABOVE MEETING: AN AWARD-WINNING QUALCOMM EXPERIENCE

THE 360 DEGREE EXPERIENCE

Qualcomm partners with ShowTec to go outside the box

Qualcomm and their communications agency teamed with ShowTec to design and produce this unprecedented internal meeting. The directive given the ShowTec design & production team: Reinvent a vacant off-site warehouse and create a meeting experience outside the box. The design would need to support a corporate forum to promote leadership development, while giving attendees intimate access to presenters and enable a conversational tone for the high level presentations. The venue would need, well—everything! An exciting blank slate—but no rigging, concrete floors, support pillars, insufficient power and echoing warehouse space far exceeding the event footprint.

Meeting Focus & Theme: Qualcomm's VP Level & Above gathered to: "cause an effect". Key words for the meeting: Know, Relate, Collaborate, Question, Lead, and Act. Their communications agency assembled a sin wave inspired graphic incorporating these core words, providing the starting point for the meeting design.

Design Solution: Meeting presentations staged in-the-round with a 360 degree dynamic, digitally projected environment and adjacent pre & post networking space.

Illuminated seating surrounded the central stage to keep presenter and attendee in close proximity, supporting dialogue and meaningful direct interaction.

The projected environment created an intimate theatrical experience within the cavernous warehouse space. The use of a 285' x 15' fringe curtain afforded the event a stunning dual sided digital canvas, acting as both a media projection surface and the visual perimeter for the event. Networking at the reception or seated for a presentation, every vantage point offered a rich visual experience inspired by Qualcomm's global leadership and innovative corporate culture.



Built for Conversation: Staged in the round with seating for 300. Six rows, all within 25' of the presenter.



The Stats:

- 285'x15' continuous white fringe projection surface was suspended 8' over attendee heads via ground supported truss. A vibrant, dual visibility surface with clarity from all viewing angles. The fringe was actively engaged in the flow of the space, free to subtly undulate with the passing of guests below.
- 16 Christie Digital M-Series S+10k projectors with Twist technology enabling seamless white and black level edge-blending. An uninterrupted, 360 degree digital experience with perfect image alignment through every video cue and graphic.
- 16 Watchout Media Servers creating a resolution of 19250 pixels x 1050 pixels. The server array offered fine control over each projector output, supporting individual blending, positioning and color calibration. It removed the boundaries between projectors, allowing animations and images to travel the entire circle or appear in selected areas. The result was total image precision with a consistent, unparalleled viewing experience around the entire 285' circumference.

THE ULTIMATE AGENCY PRODUCTION PARTNER

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

Design | Lighting | Sound | Video | Special effects | Scenery | Décor | Florals
Trucking | Staging | Rigging | 3-D rendering | CAD services | Virtual programming





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