

Case Study

Cambridge University Fundraiser



WHITE LIGHT[®]
LIGHTING • AUDIO • VIDEO



Create an Immersive AV Environment

Planning & Approach

“As Banqueting House is in constant use, we had limited time on site. This is where the d3 technology proved invaluable. We created an accurate 3D model of the building through laser scanning and imported this into the d3 simulator environment, allowing all pre-production and design to be carried out off-site. We were also able to carry out realtime technical rehearsals of the event using a live 3D simulation at the client’s offices in Cambridge”.

Andy Hook
WL’s Technical Solution’s Director

Technology

Two disguise 4x4 media servers were utilised; one acting as an ‘active understudy’ which, as an auto failover, offered seamless back-up in the event of any problems. The d3 Designer offered real-time visualization of the entire event from the control booth. For the various speeches, multi-channel audio was delivered from d3 to the Yamaha system via Dante to enhance the immersive environment by delivering surround sound. This, in turn, allowed for the synchronisation of the visual and production elements, creating a fully immersive AV experience

Results

“This was an incredible evening for the University of Cambridge. We are extremely grateful to WL for helping us achieve our vision and their support throughout”.

Rachel Mortimer-Holdsworth
University of Cambridge’s Events Manager

Awards

Best Use of AV Technology - Event Technology Awards
Best Small to Mid-Scale Project - AV Technology Europe



Using AV Technology to Transform Historic Space

The University of Cambridge held a celebration event to engage key stakeholders with its latest campaign. Taking place at Banqueting House, 250 guests enjoyed a drinks reception, dinner and speeches whilst being immersed within an AV experience. White Light provided the complete technical solutions.

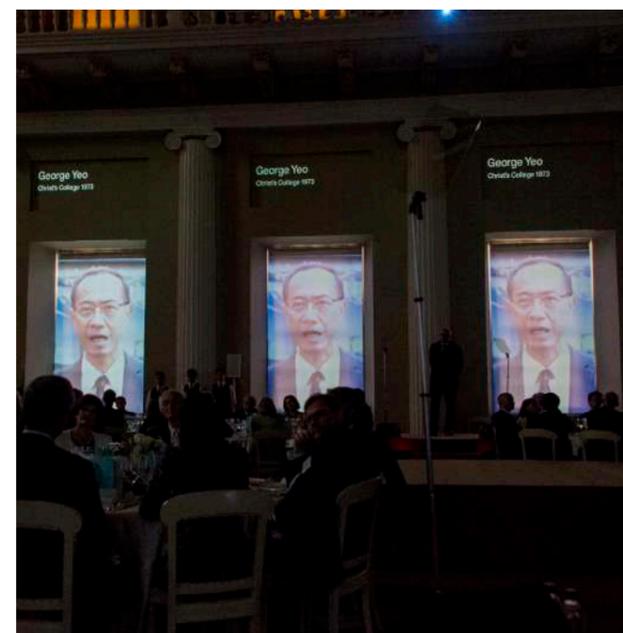
To make the event as immersive as possible, WL presented the concept of replacing the actual Banqueting House windows with projected versions; transporting guests to different environments. WL felt this would allow the technology to work holistically with the building’s architecture, creating an immersive environment without the equipment being obtrusive.

Working with creative agency johnson banks, a series of bespoke animations were created which included transporting Banqueting House to famous Cambridge landmarks and bringing virtual key-note speakers into the windows to create a fully immersive presentation.

To achieve this, WL drew on its range of state-of-the-art technology. This included the d3 system which was used to synchronise the various speeches with animated graphics; allowing key words to trigger particular content. Christie HD projectors were used to create a wraparound presentation along with multichannel audio to ensure the entire room was brought to life and those in attendance were fully encapsulated in an immersive experience.

Key Information:

- The Client
The University of Cambridge
- Event
Fundraiser at Banqueting House
- Production Team
Richard Stirzaker - WL’s Creative Producer
Darren Terry - WL’s Video Engineer
Phil Gladman - WL’s Project Manager
Rachel Mortimer-Holdsworth - University of Cambridge’s Events Manager
- Brief
To transform the Banqueting House space into an immersive environment.
- Project Timeline
Planning: Two months
On-site Prep: One day
- Equipment Inventory
disguise 4x4 pro server, Christie Projectors, EM Acoustic Speakers, Yamaha QL5 Mixer.





Dear London...
Our Nobel Prize Winners

1932 – Nobel Prize in Physiology or Medicine
Wole Soyinka (Churchill)
1986 – Nobel Prize in Literature
Joseph Stiglitz
(Fitzwilliam, Gonville & Caus)
2001 – Nobel Prize in Economic Sciences
Richard Stone (Gonville & Caus)
1984 – Nobel Prize in Economic Sciences
John Sulston (Pembroke)
2002 – Nobel Prize in Physiology or Medicine
Richard Syngé (Trinity)
1952 – Nobel Prize in Chemistry
Albert-László Barabási (Fitzwilliam)
2013 – Nobel Prize in Physics

Dear London...
Our Nobel Prize Winners

1962 – Nobel Prize in Physiology or Medicine
Charles Wilson (Sidney Sussex)
1927 – Nobel Prize in Physics
Lord Adrian (Trinity)
1932 – Nobel Prize in Physiology or Medicine
Philip Anderson (Churchill)
1977 – Nobel Prize in Physics
Sir Edward Appleton (St John's)
1947 – Nobel Prize in Physics
Kenneth J Arrow (Churchill)
1972 – Nobel Prize in Economic Sciences



Photos courtesy of Alastair Fyfe and James Mackenzie

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