

CASE STUDY

Connecting the World to Portuguese Passion

Themed “A World in One Country”, Portugal Pavilion at Expo 2020 Dubai (October 1, 2021 – March 31, 2022) welcomed about 800,000 visitors to celebrate the people of one of Europe’s oldest nations.

Client: Expo Duabi

Location: Dubai

Product(s) supplied: PT-RZ120

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Guests were immersed in the emotion of Portugal with a mesmerizing 360° multimedia experience created by GEMA, an agency specialized in creating pioneering AV experiences for museums and exhibitions, that synchronized video art with sound and light.

Six Panasonic PT-RZ120 1-Chip DLP™ projectors supplied by ÉSISTEMAS Visual Communication Solutions Multimedia Products filled the space with seamlessly blended images. The projector's high brightness and contrast proved ideal for the colorful program content, accurately handling changing contrast levels in fast-cut scenes and resolving complex visuals in fascinating detail.

With more than 20 million visitors to Expo 2020 Dubai, and millions more participating via social media, equipment failure was not an option. Hermetically sealed optical blocks, advanced cooling systems, and built-in redundancies make Panasonic projectors the safest choice for reliable imaging under continuous operation in dusty environments.

