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CASE STUDY

An Aquatic Wonderland in the Desert

Hungary's pavilion at Expo 2020 Dubai (October 1, 2021 – March 31, 2022), themed Aqua Roots of Hungary, explored the relationship between water, life, history, and culture without actually using a drop.

Client: Expo Hungary

Location: Hungary

Product(s) supplied:

PT-RZ21K

PT-RZ990/RZ990L

ET-DLE020

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Hungary's pavilion at Expo 2020 Dubai (October 1, 2021 – March 31, 2022), themed Aqua Roots of Hungary, explored the relationship between water, life, history, and culture without actually using a drop. To pull off this feat, designers turned to Panasonic projection-mapping to create an interactive aquatic world that allowed over a million guests to dive into Hungarian life.

Shadow-free floor-to-ceiling projections along a curving passageway created an aquarium-like tunnel, while further along, futuristic wall panels let visitors reach out and touch the interactive projections. Both displays were made possible with Panasonic's <u>ET-DLE020</u> ultra-short-throw zoom lenses and <u>PT-RZ990</u> 1-Chip DLP™ projectors. But what captivated visitors most was a magnificent dome filled with blended images served by 12x <u>PT-RZ21K</u> 3-Chip DLP™ projectors. The space proved popular with guests, who took advantage of the ball-pit below to lie back and lose themselves in the spectacle unfolding above.

