



CASE STUDY

Titanic Belfast

Panasonic LCD projectors enable this iconic visitor attraction to deliver an absorbing human experience that keeps visitors coming back time and again

Client: Titanic Belfast

Location: Belfast, UK

Product(s) supplied:

PT-MZ16KL

PT-MZ780

PT-VMZ71

Challenge

After being open for more than a decade, Titanic Belfast was looking for new ways to capture attention and attract repeat customers by re-envisioning the visitor experience. The attraction was looking to create an emotional impact around the human element of the Titanic story by designing and creating an additional immersive space. Powered by Panasonic LCD Projectors and lenses, Titanic Belfast has seen visitor numbers swell as people flock to this historic site and city landmark.

Solution

More than 30 Panasonic PT-MZ16K, PT-MZ780 and PT-VMZ71 LCD projectors with Ultra Short Throw and Short Throw lenses were chosen to deliver the optimal balance of high brightness and vivid colour picture quality, alongside reliability and low maintenance.



"In the summer, we have 4500 people coming through a day and the last thing we need is for a projector to go down and I have to say that this happens rarely here - if at all. We have had a really great relationship with Panasonic and its people from day one and that means a lot to us."

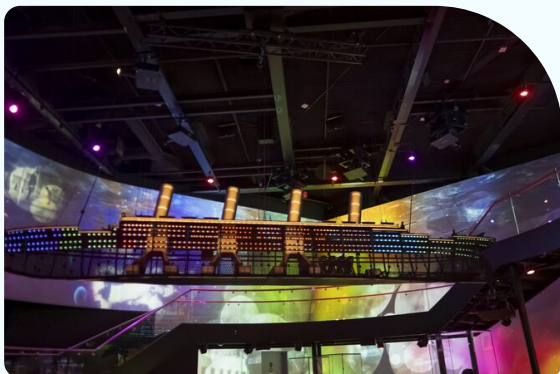
Judith Owens MBE

CEO

Titanic Belfast

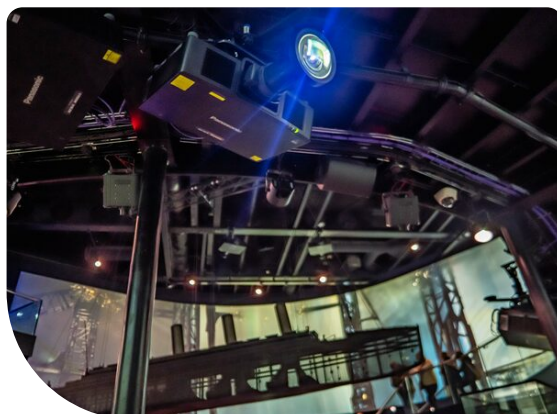
Designing an unforgettable experience

Titanic Belfast is a world-leading attraction that tells the story of Titanic from her conception to her maiden voyage and tragic demise. A unique visitor attraction, which opened in 2012, it is an iconic monument to Belfast's maritime heritage on the site of the former Harland and Wolff shipyard in the city's Titanic Quarter, where the RMS Titanic was designed, built and launched.



The famous RMS Titanic was a British passenger ocean liner that sank in the North Atlantic Ocean on April 15th, 1912, after striking an iceberg during her maiden voyage from Southampton to New York City. Now, thanks to Titanic Belfast, visitors can witness the true legend of RMS Titanic, in the city where it all began, through an unmissable and unforgettable experience.

Right from the outset, Titanic Belfast set out to create an experience that would mesmerise visitors. Using Panasonic's leading LCD Projectors, it developed a stimulating and impressive re-creation of what it might have been like to be a passenger travelling on the liner. Today, the self-guided Titanic Experience is the world's most authentic way to discover the sights, sounds, and stories of the ship, as well as the people and city that made her.



Re-envisioning the space



More than 12 years on from the opening of the attraction, a significant investment saw the visitor experience reimagined, replacing 3 of the existing galleries with 4 new themed spaces to enhance the experience for returning visitors and continue to grab the attention of those new to the venue.

Judith Owens MBE, CEO Titanic Belfast, takes up the story

"Unfortunately, we can't change the tragic ending of the Titanic story but we wanted it to be even more impactful for our guests. That's where we looked to technology to help us. We wanted to make sure that the guests that come from across the world could have their own experience. We felt that the best way to do that was through immersive technology."

As the successful relationship with Panasonic spanned back to 2012, Titanic Belfast naturally turned to the manufacturer for this new project.

Josh Miller, from the integrator DJ Willrich Ltd, is responsible for the audio visual and multimedia systems at Titanic Belfast. He explained:

"Our relationship with Panasonic and Titanic Belfast goes right back to 2012. Some of those projectors are still being used today, which is really impressive. It made it a very easy decision when we came to work on this new project. Panasonic has given Titanic Belfast excellent support, so there was really no question in my mind which projectors we were going to use."

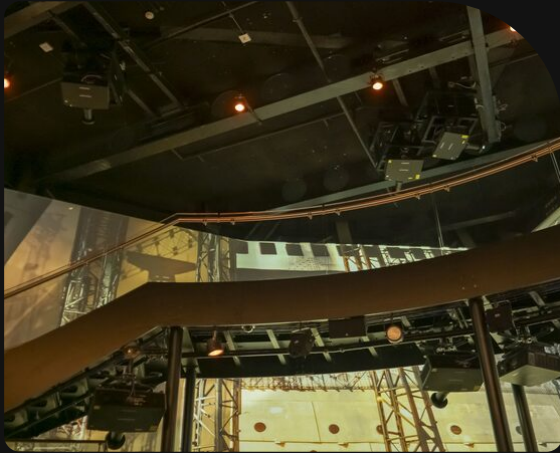
Josh Miller

Integrator
DJ Willrich Ltd

Panasonic offers the world's widest line up of 4K projectors from 3,000 and 50,000 lumens and had the expertise to bring the venue's vision to fruition. Its technology is renowned around the world for helping museums bring history to life and location based entertainment venues to show art and culture in innovative new ways.



Thousands of images powered by Panasonic



The new immersive area at Titanic Belfast puts the visitor at the heart of the human tragedy. "We have built a steel staircase in this incredible new gallery called 'The Ship of Dreams' where the guests can follow the journey whilst being completely immersed in original images," explains Judith. "The key to the success of the installation is that the guests never see the technology. They just feel that they are part of the story and that's incredibly important for us."

Panasonic projector technology is also pervasive across the rest of the experience. Josh adds: "We also have the ship's model, which is absolutely brilliant. As the ship finally sinks, there is a single LED that just disappears and it's like the heartbeat of the ship fading away."

Then there is Titanic Beneath, where thousands of images are stitched together showing Titanic as she lies now in Nova Scotia, three-and-a-half miles below the surface on the seabed.



Flexible and unobtrusive technology

Critical to the success of the experience is the ability for the flexible and cost efficient Panasonic LCD laser projectors to deliver well balanced colour and brightness, alongside quiet operation, so as not to disturb the visitor experience. The Ultra Short Throw lenses enable the projectors to be easily positioned in any space – even close up to walls - and deliver stunning visuals, without fear of visitors casting shadows.



Visitor numbers swell

Renowned worldwide, Titanic Belfast has had a real impact on tourism in Northern Ireland and the island of Ireland. It has won multiple awards, including for this latest project, winning the Themed Entertainment Association Awards in November 2023, for the “Visitor Experience Re-envisioned on a Budget” category.