

# PROJECT PROFILE

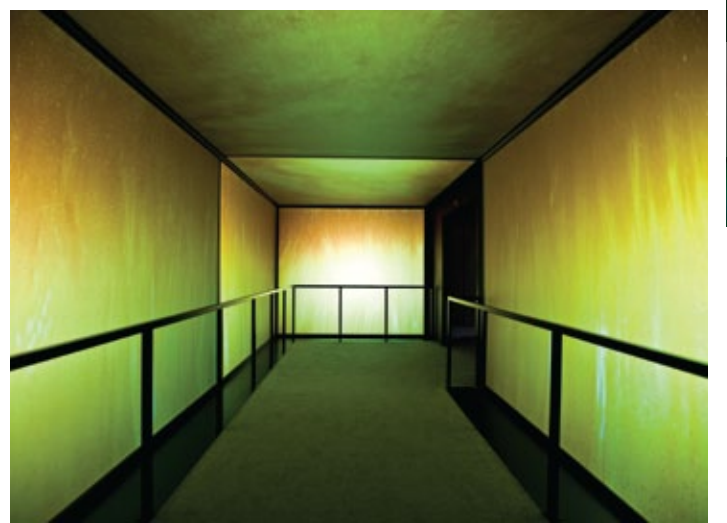


## The Heineken Experience

### Visitor Center Draws its Audience Deep into the World of Heineken

A new Heineken Experience opened at the historic Heineken Brewery in Amsterdam at the beginning of December 2008. Electrosonic was responsible for the engineering, supply and commissioning of the main audio and video systems. Designed and produced by BRC Imagination Arts, the re-designed visitor experience makes extensive use of specially produced high definition video programs. Electrosonic's UK office was appointed by BRC as its principal sub-contractor for audio-visual systems integration.

Electrosonic utilized high definition display and surround sound technology to encapsulate the visitor in a life like environment. Standout examples include "Raised by the World," which features eight synchronized screens that envelop the audience with high definition video and sound. The world bar features an interactive virtual environment. Projected "virtual beer mats" appear whenever a visitor puts down his or her glass. The "Brew U" simulation ride features a high definition film on a 10-ft. wide screen accompanied by 5.1 surround sound. The ride places the audience on a platform that shakes, rattles and rolls as they undergo the complete brewing process.



In an area themed as a traditional Amsterdam Bar, visitors view a show called "Born in Amsterdam" where they learn about the origins and development of Heineken since its founding in 1863. The presentation is informal, apparently given by a genial barman standing behind the bar. Two large rear projection screens are built into the set, and the show plays from two synchronized high definition video players. It is accompanied by high quality multi-channel sound that both ensures correct location of the voice, and creates the appropriate ambience.

Visitors enjoy the "Brew U" simulation ride, where they undergo the complete brewing process, from being mashed up as barley, boiled up with water, fermented, stored and bottled. In order to accommodate peak visitor flow there are three near-identical installations. Each one consists of a space dominated by a 10-ft. wide screen. This presents a high definition film accompanied by



full 5.1 surround sound, and a raft of special effects including lighting and water spray. The audience stands on a platform, which provides the requisite “shake, rattle and roll” that is particularly effective when you (as the now brewed beer) proceed through the bottling plant.

“Raised by the World,” is a fast paced presentation shown on eight screens that surround the audience. It shows the impact of the Heineken brand in countries all around the world, using footage from many sources. “Innovation Station” shows how Heineken has always led with innovative ideas in respect of both its products and its brand.

Near the end of the tour, visitors once again get a chance to taste the product in the “World Bars,” which includes a pouring

demonstration. Video cameras allow visitors to get a close-up view on the LCD monitors near the bar. LCD monitors that show city panoramas from around the world – all in high definition, surround the main spaces. In the center of the rooms, interactive bar tables have back projected images that match the theme of the main displays, but also include “virtual beer mats” that appear wherever a visitor puts down his or her glass.

All audio and video source equipment is rack mounted. In order to improve access and minimize cable runs, there are three control rooms. However, it is possible to monitor the status of the entire system from any one of them. The whole system is under network control, both in respect of operation and system monitoring.