

# PROJECT PROFILE



## EXPO 2010 Shanghai

### USA Pavilion

Attracting over two million visitors in its first two months of operation, the USA Pavilion at Expo 2010 Shanghai China delivered its Rise to the Challenge theme in a series of Hollywood-style, multi-dimensional presentations that told the story of the American spirit of perseverance, innovation and community building. BRC Imagination Arts was the show designer and producer and created all the content for the Pavilion. Electrosonic provided the audio-visual and control systems to bring the spirit of America to life.

Upon entering the pavilion visitors were ushered into the Overture section, which functioned as a welcome lobby. There, in an informal and fun environment, they viewed a four-minute montage of the American landscape intercut with everyday people and celebrities, including Kobe Bryant and Tony Hawk, attempting to welcome visitors with Chinese words and phrases, with sometimes hilarious results.

Electrosonic supplied the Overture with four elevated projection screens, four Panasonic HD projectors, Extron



video players and a 70 volt distributed overhead audio system featuring JBL speakers.

The Preshow, or Act I, followed. Visitors were seated on benches in a theater outfitted with a trio of large side-by-side projection screens measuring a total of 78x15 feet. The eight minute presentation, which displayed huge images spanning the three screens or three discrete images, addressed the important US-China relationship with comments from President Barack Obama and Secretary of State Hillary Clinton.

The Main Show, or Act II, showcased the story of "The Garden" told with live-action imagery, CGI, and 4D effects such as vibrating seats, mist and lighting. The creative film illustrated how a 10-year old girl dreamed of turning a vacant lot into an urban oasis and inspired her neighbors to make her dream come true.



The show was displayed on five, 30-foot tall screens, each with a unique trapezoidal or hourglass shape oriented in portrait mode. They were rimmed with LED light frames choreographed to change color and mimic the beat and mood of the content—833 lighting cues in less than eight minutes. With no dialogue, the film’s visuals, lighting and music combined to deliver the message of community to the visitors.

“It was quite a challenge to rig and install the screens with their height, different shapes and proximity to each other,” noted senior project manager Thursby Pierce. “Although the content had been masked for display on the screens, we also had to handle masking in the five Panasonic PT-DW10000 projectors, too.” Electrosonic also furnished the dynamic multi-track surround system and tactile transducers under the seats for sub-frequency vibrations.

All show control was accomplished via Medialon software. Operator control consoles throughout the pavilion utilized touch screens instead of traditional button panels.

Visitors exited the Mainshow into Act III where 22 corporate pavilion sponsors spotlighted the best in American business and technology. Electrosonic provided the distributed audio system for background music in this area as well as ceiling mounted projectors for three

of the sponsors. Electrosonic performed the equipment maintenance and service for not only the pavilion, but for the sponsors’ exhibits as well.

In the pavilion, show equipment was divided between two linked equipment rooms: one for the attraction and the Preshow amplifiers and a second room to house all the amps for the Mainshow. As a temporary attraction, the pavilion’s design complexity was kept to a minimum and the focus was on using quality, stable and readily available components and equipment.

“Since power can be unstable in China, each show room and the equipment rooms have temperature, humidity and voltage monitoring equipment to alert us to any potential problems,” explained Pierce. “A server system emails status reports to our on-site tech.”

Electrosonic’s Design Consulting team provided guidance to the exhibit designers on AV equipment selections, projection geometry, facility impact and budgeting.

From Expo 67 in Montreal to the last major expo in 2005 in Aichi, Japan, Electrosonic has an extensive credit roster of international expos. Electrosonic’s participation in Expo 2010 Shanghai pushed the number of projects the company has completed for these fairs to over 50.