

Christie Ushers in The New Year With China's Largest Outdoor Projection Mapping

SHANGHAI, China – (January 6, 2013) – Spanning a projection area of more than 9,000 square meters and stretching across 70 meters from the Shanghai Pudong Development Bank building to the Customs House, Christie's visual display solutions created China's largest [projection mapping](#) with a live performance at the Countdown Party on December 31, 2012. The projection mapping used 34 Christie projectors. The Shanghai municipal government organized the Countdown Party.



Taking place at The Bund – an embanked riverfront facing the Huangpu River featuring various historical buildings and architectural styles – the eight-minute show featured multimedia contents of the infrastructure and transportation system within Shanghai to heighten the magical attraction of the city. Commencing several minutes before midnight, the razor sharp and ultra-bright images projected onto the building exterior uplifted the mood of more than 200,000 people. The audience brought the event to its peak as they counted down to a fresh beginning of 2013.

“Making the biggest outdoor architectural projection in China's history was a memorable accomplishment we proudly shared with the Shanghainese and visitors at the Countdown by the Bund. It is our honor to add limelight to the party with Christie's most robust projectors,” said Lin Yu, vice president, Asia Pacific.

“‘Activate 2013 with Dreams’ is the theme of this Countdown. Following the success of the last party, which captured the world's attention, we elevated the show to a new height of 4D projection show. Working with Hollywood's special effect team from The

Fifth Element, it took us six months to put together larger-than-life-images multimedia content to impress the audience. The last 30 seconds of the projection mapping brought the audience to our roots in China by showcasing the faces of 2013 local Chinese collected through Weibo and our governmental official website,” explained Xiaolan Sha, director of lighting and projection mapping of the 2013 Countdown for Shanghai. “The large-scale projection mapping required clarity and brightness of the images to be uncompromised. Thanks to Christie, the visual effects surpassed our expectation.”

According to Sha, people were impressed and could relate well with the lively visual effects of projection technology, especially after witnessing the visual feasts of advanced [projection technology](#) presented at the Olympic Games’ opening ceremony in Beijing and the Expo event in Shanghai.

“The Bund is famous for the various architectural styles of the many historical buildings lining the financial hub of Shanghai. The uneven building facades and shapes with their delicate details posed a challenge for the projection mapping,” added Sha. “We overcame the challenge by using four layers of overlapped images. For this, we attributed our success to the superb image-blending capabilities of Christie’s projectors.”

About Christie®

Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925). Consistently setting the standards by being the first to market some of the world’s most advanced projectors and complete system displays, Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images. Visit www.christiedigital.com.

“Christie” is a trademark of Christie Digital Systems USA, Inc., registered in the United States of America and certain other countries. DLP® is a registered trademark of Texas Instruments