FOR IMMEDIATE RELEASE

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See Dataton at ISE, Stand 12-E90, February 5-8

Dataton WATCHOUT in action: Olympic opening ceremony reaches new projection mapping heights

Linköping, Sweden: The 2018 Youth Olympic Games opening ceremony was the first in modern Olympic history to be held in a public location and not inside a stadium. At the heart of this milestone event was the 67.5 m tall Obelisco de Buenos Aires, brought to life with mind-blowing projection mapping and stunt actors. Dataton WATCHOUT multi-display and mapping software was teamed with sixteen projectors to provide the stunning backdrop.

The towering venue for the Youth Olympic Games opening ceremony, located in downtown Buenos Aires, came with a whole set of challenges for the teams behind the event which included VJ Spetto (content), Infoview (projection) and KJPL, Brazil, who provided Dataton WATCHOUT and media servers.

"The location meant that we needed to install the sixteen 20K projectors on top of two buildings in order to map the Obelisk," explains Peter Lindquist, KJPL, Brazil. "The projectors were positioned at a distance of 130 meters from the Obelisk on one side and 170 meters on the other side. The alignment was the biggest challenge with each projector working two sides of the Obelisk. With as many as eight projectors overlapping on some parts of the Obelisk, geometry correction and blending was demanding."

A large portion of the ceremony was synchronized using time code, coordinating with the other elements in the performance. In one of the most spectacular parts of the ceremony, stunt actors moved up and down the Obelisk on cables to simulate different Olympic sports such as rowing, cycling, canoeing and even diving, all while interacting with the projections.

"We were all really proud to be involved in such a fantastic event. The opening ceremony was a huge street party with an estimated 200,000 spectators and a fantastic welcome to the all the young athletes," concludes Peter Lindquist.

About Dataton

Founded in 1973, Dataton serves core markets in leisure and attractions industries, broadcast and theater, live events, retail and corporate AV. Dataton is based in Sweden with worldwide representation through an established partner network.

WATCHOUT is Dataton's flagship software package for show production and playback across multiple display areas. The award-winning system is currently in use all over the world, in live events, 3D mapping, broadcast applications, signage, museums, planetariums, show rooms, visitor attractions and experience centers. WATCHOUT lets you compose and manage all the different media elements in your show – video, still images, animations, graphics, live feeds, sound – and then play it back on multiple displays, in sync and right-on-cue. WATCHOUT is teamed with media servers for playback. Dataton's own-brand servers are: WATCHPAX 20, WATCHPAX 4, new WATCHPAX 60 and WATCHMAX series.

More info: www.dataton.com.

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Note to Editor:

Image caption: The projection-mapped 67 m high Obelisco de Buenos Aires was the main feature at the opening ceremony of the 2018 Youth Olympic Games.

Watch the video:

https://www.dataton.com/stories/youth-olympic-games-opening-ceremony-argentina

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