

The LiveCore™ Series Dazzles the Burj Khalifa in Dubai



A huge 26,88 x 4,8m LED screen composed by 560 LED tiles for an impressive ceremony

Dubai hosted the last edition of the Young Artist Awards. The ceremony took place in the Armani pavilion at the bottom of the Burj Khalifa, the world's tallest building. Once again, the ceremony lit up Dubai along with the young emerging artists from all over the United Arab Emirates.

To make the tower sparkle, the organizers for the ceremony contracted Giochi Di Luce, an Italian & UAE based technical production company. With a strong focus on creativity, design and innovation, Giochi Di Luce offers services in lighting, rigging, video, audio installation and rental, etc.

Vincenzo Torriani, Head of the Video Department, explains the client's requirements, "As the image of Dubai is exceptional, the client expected something similar to that image. They asked us to make the tower 'alive' by creating impressive lighting effects. We had a twofold mission: provide a broadcast system able to manage the content and live feed on one hand and, on the other hand, be able to send content to the integrated Burj Khalifa video LED system." At the heart of the dazzling set up, Giochi Di Luce set one **Ascender 48 - 4K - PL**, two linked **Ascender 32 - 4K**, two **Saphyr**, and one **Pulse²** to support all the video processing. They routed contents from laptops and a Watchout system, as well as broadcast live TV to the LED walls, the two confidence screens, and the tower.

Firstly, to bring an outstanding aspect to the stage, they opted for a huge 26,88 x 4,8m LED screen composed by 560 LED tiles with a pitch of 3,75mm

that reached 7168x1280 pixels. This huge screen was divided into three parts: one 9,6 meter long middle screen and two 8,64 meter long side screens. The Giochi Di Luce team adds, "To give more depth to the show, we provided a customized automation system for LED walls so it would be possible to make the middle screen move backward and reveal the interactive show." On stage, Giochi Di Luce also provided a truss box in order to create interactive projection/animation between the dancers and the content. Four Panasonic 21K projectors were necessary to get the net screen projection on the four sides.

Then, to enhance the incredible height of the building, Giochi Di Luce created a projection of customized content all over the tower through the Burj Khalifa's resident A/V system. The winner's names for each category appeared from top to bottom.

To control this comprehensive set up, the Giochi Di Luce team did not hesitate to use the **Vertige™** show controller designed to operate the **LiveCore™** series. They explain this choice, "This is an amazing solution for live events. The control was a piece of cake with the **Vertige™** because you have the possibility to mix all the signals with only one controller."

Find out more about Giochi-Di Luce:
www.giochidiluceuae.com

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

Customer:

Giochi Di Luce

Location:

Burj Khalifa Building, Dubai

Industry/Market:

Rental & Staging

Analog Way products:

- Ascender 48 - 4K - PL
- Ascender 32 - 4K
- Saphyr
- Pulse²
- Vertige™

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