

**project: syntropy (Germany / Sweden / Shanghai-Singapore-Taiwan)** creates AV technologies and solutions for professional simulation- and training environments, interactive, immersive media based attractions, xD dome theatres, planetariums as well as multimedia experiences. Many years of development and over one 150 projects world-wide have resulted in highly scalable turnkey media based attractions.

### Project

## Media Based Attractions for Event Area of Volkswagen's Transparent Factory Dresden

### Customer

Automobilmanufaktur Dresden GmbH (by Volkswagen AG), Dresden/Germany.

### Project

Relaunch of hard- and software as well as interactive applications for a 12m 360° dome projection system and interactive realtime 3D Car-Configurator for the Event Area of Volkswagen's Transparent Factory.

### Idea and Concept

One of the main attractions in the event area of the Transparent Factory Dresden, where Volkswagen's luxury car „Phaeton“ was manufactured, is the „Kugelhaus“. The entrance of the Factory is dominated by a large accessible sphere by 12m in diameter. The attraction in the „Kugelhaus“ is the starting point for the visitor's journey through the Factory. The attraction represents a type of a „real-time world observatory“. Themed video-clips are overlaid by computer windows, which present daily information and topics. All content is especially produced for the „Kugelhaus“ and thus is always up-to-date. The visitor can browse through these informations at several terminals and can select the appropriate articles and pictures. The video-clips together with the real-time data windows and the displays, which are interactively controlled by the visitor, create a unique feeling of being at the „pulse of the time“ inside the sphere.

### Construction and Implementation

The projection system within the sphere targets a projection field of 270° horizontally and 180° vertically. The full resolution amounts to approx. 6.000 x 4.000 pixels. Five themed video-clips are constantly alternating. On half height of the circulating area different real-time data windows emerge

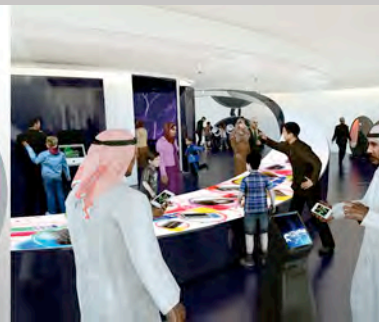
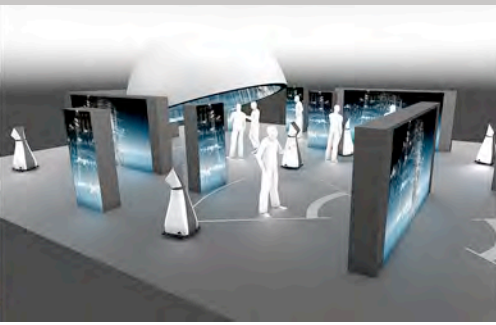
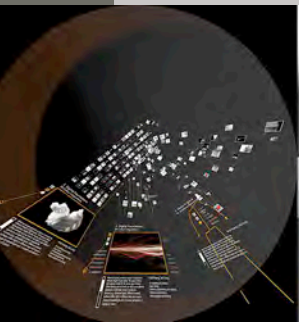


Leading Provider of Next Generation Media Based Attraction

**project: syntropy GmbH**  
 D-39112 Magdeburg/Germany, Klausenerstrasse 47  
 T: +49 (0) 391 63 60 66-44 | Fax: +49 (0) 391 63 60 66-45  
 M: syntropians@project-syntropy.de <http://www.project-syntropy.de>

project:syntropy





and disappear again. In the windows text is automatically scrolled, pictures are emerging, tickers are running displaying current events and data from economics, politics, science and culture reports. Synchronised real-time counters indicate the growth of the world population or confront the number of produced bicycles and cars since the beginning of the year. All these informations are up-to-date. In the lower area other data windows are integrated which belong to each of the eight touch-sensitive terminals for the visitors. Here everyone can navigate by him-self through the current information.

**Work**

- Technical Planning
- Systems Design
- Hardware- and Softwaredesign
- Interactive Application Design
- Installation



**Turnkey Visual Solutions for Simulation, Training and Media Based Attractions**

project: syntropy offers turnkey projection solutions, tailor-made systems and full-service throughout the entire project.

- CONSULTING
- CONCEPT AND DESIGN
  - creative
  - interactive
  - media
  - engineering
  - application
- DEVELOPMENT
- ENGINEERING
- CONSTRUCTION AND INSTALLATION
- AFTER SALES SERVICES
  - training
  - maintenance and support
  - tailored service-level-agreements (SLA)
  - spareparts supply
- MEDIA BASED ATTRACTIONS
  - XD FLYING THEATRES - XD 360° & 720° ATTRACTION DOME
  - CINEMAS & GLOBES - INTERACTIVE VISITOR ATTRACTIONS
  - MOTION THEATRES - DARK RIDES - PLANETARIUMS -
  - MEDIA FACADES - IMMERSIVE TUNNELS & IMMERSIVE ENVIRONMENTS - PROJECTION MAPPING - GUN SYSTEMS
- SYNTOUCH MULTITOUCH MULTIUSER & RADAR
- MIXED REALITY ENVIRONMENTS & TRACKING TECHNOLOGY DEVELOPMENT
- VISUAL SOLUTIONS FOR SIMULATION & TRAINING
  - FMS FULL-MISSION-SIMULATORS - FFS FULL-FLIGHT-SIMULATORS - CT COCKPIT SIMULATORS - HELICOPTER SIMULATORS - TARGET SIMULATION - JFST TRAINERS - JTAC TRAINERS - ATM TOWER SIMULATORS - DRIVING SIMULATORS - SHIPS BRIDGE SIMULATORS - INDUSTRIAL SIMULATORS - RESEARCH SIMULATORS - CAVES

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