



**project: syntropy (Germany / KSA / Sweden / Singapore)**

creates AV technologies and solutions for professional simulation- and training environments, XR-CAVEs, XR-Spaces, interactive immersive media based attractions, xD dome theatres and planetariums. 25 years of experience and over 250 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

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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 Display Solutions for Simulation, Training, Immersive XR-Spaces, XR-CAVES, Media Based Attractions

project: syntropy offers turnkey projection / dvLED-based display solutions, tailor-made AV systems and full-service throughout the entire project:

- PROJECTION- OR dvLED-BASED SYSTEMS
  - DEVELOPMENT
  - ENGINEERING
  - CONSTRUCTION AND INSTALLATION
  - AFTER SALES SERVICE
    - Training
    - Maintenance and Support
    - tailored Service-Level-Agreements (SLA)
    - Spare Parts Supply
- VISUAL SOLUTIONS FOR SIMULATION & TRAINING
  - FMS FULL-MISSION-SIMULATORS - FFS FULL-FLIGHT-SIMULATORS - CT COCKPIT SIMULATORS - HELICOPTER SIMULATORS - COMBAT SIMULATION - JFST ACTION TRAINERS - JTAC TRAINERS - ATM TOWER SIMULATORS - DRIVING SIMULATORS - SHIPS BRIDGE SIMULATORS - INDUSTRIAL SIMULATORS - RESEARCH SIMULATORS
- MEDIA BASED ATTRACTIONS
  - XD FLYING THEATRES - XD 360° & 720° ATTRACTION DOMES, CINEMAS & GLOBES - INTERACTIVE VISITOR ATTRACTIONS - MOTION THEATRES - DARK RIDES - MEDIA FACADES - IMMERSIVE TUNNELS & IMMERSIVE ENVIRONMENTS - PLANETARIUMS - PROJECTION MAPPING
- DIGITAL TWIN XR-SPACES (e.g. UDT Urban Digital Twins)
- XR-CAVE - XR VOLUMES
- SYNTOUCH MULTIUSER RADAR TOUCH
- MIXED REALITY ENVIRONMENTS & TRACKING TECHNOLOGY DEVELOPMENT

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