Extraordinary Experiences Through Collaboration: project: syntropy and VIOSO Present a Unique Attraction Ride Exhibit at IAAPA

At the upcoming IAAPA show (22 – 24 September 2026), VIOSO will support its long-standing partner project: syntropy in presenting an extraordinary attraction ride exhibit (Halls S3-S23 – Booth S2743). The project demonstrates what's possible when an ambitious creative vision, extensive attraction expertise, and advanced projection technology are combined from the start.

project: syntropy is responsible for the concept, experience design, projection design and overall project implementation. VIOSO contributes its specialist expertise in automated calibration and image processing. The calibration solution was developed specifically for project: syntropy's attraction concept and integrated into the exhibit through close collaboration between both teams.

"An experience like this cannot be created by a single technology or a single company," says Benjamin Fritsch, CEO of VIOSO. "It was only through our close collaboration with project: syntropy, and the complete combination of our individual strengths, that this exceptional concept could become a reality."

The partnership is built on many years of successful cooperation and a clear division of responsibilities: project: syntropy develops and delivers the complete attraction experience for the client, including projection design and interactive technology, while VIOSO supports the project as its specialised calibration technology partner.

Customers interested in creating a comparable attraction or ride experience will benefit from this proven partnership and will be supported jointly, with project: syntropy leading the overall concept and project delivery.

The exhibit is therefore not a standard solution that can be replicated through individual technical components alone. It is the result of an integrated development process shaped by both companies' distinctive expertise.

Visitors to IAAPA will be able to experience firsthand what can be achieved when creative attraction design and precise projection technology are developed as one integrated solution.

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About VIOSO: Founded in 2007, VIOSO is a leading provider of blending, warping and video mapping software solutions for system integrators and event professionals. VIOSO's patented core technology offers reliable and user-friendly auto-alignment for applications where multiple projectors are required. With over 500 successful projects to date, VIOSO serves a number of specialised industries including AV integration, simulation, visitor attractions and dome projection. The company prides itself on offering the best solutions for complex visual experiences.

About project: syntropy GmbH
project: syntropy (Magdeburg/D, Gothenburg/SE, KSA, Singapore) develops technologies and offers system integration services for projection and dvLED visual display systems, XR-CAVEs, virtual and mixed reality for professional simulation, training and education, XR studios as well as for media based attractions like Flying Theatre, Dark Rides and interactive technologies for themed entertainment, brand experiences, leisure parks, science centers, film studios, events, trade shows, museums and exhibitions. Our technologies and products are customized turnkey solutions, system replacements and dedicated hard- and software products (e.g. SYNtouch RADAR). Since 25 years we have implemented hundreds of projects all over the world – from Europe, Scandinavia, Middle East to Asia and US.

For more information, visit us on www.project-syntropy.de/en and on https://www.youtube.com/user/Syntropian