

PRESS RELEASE

For immediate attention

Arcstream delivers a range of sensory experiences to Pepsi Experiential Cube

Combination of latest hardware and stunning special effects gives visitors an unforgettable experience

Arcstream AV, specialist provider of interactive technologies and special effects for events and permanent installations, has supplied a range of cutting-edge technologies to the Pepsi Experiential Cube, which was open to visitors from 5th – 9th March at Observation point on London's South bank. Arcstream supplied a videowall, an interactive floor, and a fog screen.

The videowall was a 65" display behind frosted glass. The display showed a life size man trapped behind an ice wall. He appears to bang against the ice when people approach and then fades away back into the ice when people leave. It works using an infrared beam break sensor that triggers a media server to run the content when people approach. A second IR beam break sensor resets the effect when people walk away from videowall. Arcstream provided the hardware and software content.

The interactive floor supplied by Arcstream looks like a frozen lake surface that appears to crack when people walk over it. Cracking ice sound effects are included. Besides the hardware, Arcstream's in house software development team created the special effects. Using a projector and Infrared camera people's movements are tracked over the projected surface and then used to create ice cracking effect. To add to the effect, Arcstream installed a mirror on the adjacent wall to give the appearance of a continuing ice surface.

The final piece of tech that Arcstream supplied was the fog screen. This device produces a thin wall of water vapour on to which images can be projected. For this event, Arcstream projected #LIVEFORNOW in a cracked ice effect background.

"The Pepsi Experiential Cube was a really fun project to get involved in," explains Neil Dickinson, managing director of Arcstream. "The client wanted to give visitors a sense of intrigue and a raft of surprises. The team of Arcstream has used a huge range of talents and some great equipment to create an unforgettable experience."

For more information on Arcstream AV, please visit www.arcstreamav.com, as well as the Arcstream AV YouTube channel at <http://www.youtube.com/user/ArcstreamAVChannel> , and twitter.com/arcstreamav for further Arcstream AV updates.

RELEASE ENDS

About Arcstream AV

Arcstream AV is a unique business that provides cutting edge visual effects and interactive experiences for events, attractions and corporate environments. The company works with clients to push the boundaries using new interactive technologies and effects, and creates audiovisual and sensory experiences that engage consumers and inject ideas with life.

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