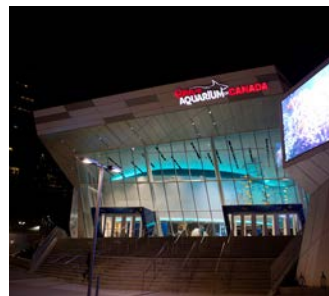




© 2014 Ripley's Aquarium of Canada

SHOWCASE

Ripley's Aquarium of Canada - Toronto, ON, Canada



Located in downtown Toronto, Ripley's Aquarium of Canada is a 135,000 square-foot venue holding 1.5 million gallons of water, offering interactive attractions and thrilling underwater adventures. Visitors to Ripley's Aquarium of Canada experience marine and freshwater habitats from across the world, and the visit culminates at the Cargo Hold Gift Shop, illuminated by Traxon. The largest indoor aquarium in the country, Ripley's Aquarium of Canada is a departure from other Ripley's Aquariums, with a sleek and sophisticated design. The inspiration for the lighting design of the gift shop came from the Northern Lights – the design team wanted something ethereal, and reminiscent of the night sky and flowing water. For the media façade at the entrance of the gift shop, Traxon String RGB is installed behind Barrisol® and displays simple, yet exciting, media content in line with the Northern Lights and aquatic themes. Throughout the gift shop, circular display shelving product is illuminated by Traxon Media Tube RGB. Controlled by an e:cue Lighting Control Engine fx (LCE-fx), six Butlers, and two Video Micro Converters (VMC), the lighting on the media façade works in tandem with the lighting on the display shelves inside the store to display the same content. Additionally, the 2 DMX output ports from the LCE-fx control the theatrical lighting in the Main Entrance Ticketing Lobby, which highlights a custom sculpture by a local artist at the entrance to the aquarium. Through a sophisticated lighting and controls system, Ripley's Aquarium of Canada distinguishes itself as modern and unique venue.

FEATURED PRODUCT	METHOD OF CONTROL	PROJECT DETAILS
 String	 Media Tube RGB	Category: Retail Location: Toronto, ON, Canada Lighting Designer: Alan McIntosh, Stephen Kaye & Paul Boken at Mulvey & Banani Interior Designer: JGA VAP/System Integrator: TPL Lighting Installer: Symtech Lighting Programmer: Mike Austin at TPL Lighting Completion Date: October 2013
 Lighting Control Engine fx	 Butler	
	 Video Micro Converter	

Traxon Technologies USA

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Contact: Traxon USA E: marketing@traxon-usa.com

Traxon Technologies maintains a global presence in 68 countries throughout Asia Pacific, Europe, The Americas, Middle East, and Africa.