



SHOWCASE

Shanghai World EXPO (Indoor) - Shanghai, China



Building on the theme of the 2010 World Exposition in Shanghai, China (Shanghai Expo) - "Better City, Better Life", Traxon Technologies cooperated with its parent company, OSRAM, to simulate distinct climatic scenarios in the "We are the World" Pavilion. When visitors first enter the pavilion, a virtual "sky" creates a natural daytime effect in the entrance tunnel using 440 pieces of 16PXL Board RGB. To stimulate participants during the visit, a wide virtual "window" highlighted by 192 pieces of 64PXL Board RGB, showcases miniatures of popular Chinese tourist attractions under various weather conditions from sunny days to thunderstorms. The visual images are transformed according to the individual moods of visitors, simulating an advanced living experience of the future. Equipped with a Video Micro Converter and Butler from Traxon's control brand – e:cue lighting control, Traxon's Boards RGB not only generates unlimited dynamic lighting scenarios, but also creates spacious feelings inside the indoor pavilion.

FEATURED PRODUCT



64PXL Board RGB



16PXL Board RGB



Video Micro Converter



Butler

PROJECT DETAILS

Category: Architectural
Client: Siemens / OSRAM
Location: Shanghai, China
Designer / Architect: IDG
Installer: Cyber Concept
Date: April 2010
Traxon contact: Traxon Hong Kong

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An OSRAM Company

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