

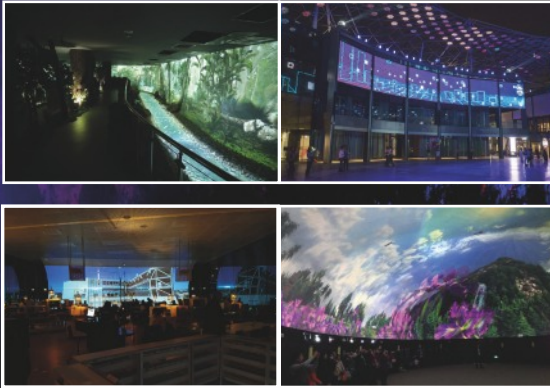
attractions**TECH**
by **blooloop.**



February 8th 2019

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EXHIBITOR

5-8 February 2019
Amsterdam, RAI, NL

Integrated
Systems
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Hall 1
Stand F70



8K 4K, HD DLP LASER PHOSPHOR PROJECTORS
20,000 HOURS ILLUMINATION

attractions**TECH** *by* **blooloop.**

Welcome to attractionsTECH by blooloop at ISE 2019.

Blooloop has been leading the way networking the global visitor attractions sector online for over a decade.

Technology in attractions has never been more exciting, opening up the possibilities for ever more immersive, personalised and shareable experiences.

We have put together for you today what we hope will be an interesting and memorable programme, featuring technology leaders from the visitor attractions industry.

Projection, AI, VR and shareable technologies are particularly exciting, and our speakers will offer their views on how these and other tech advances will shape the attractions of the future.

A huge thank you to our event partners ISE, our speakers and our sponsor Digital Projection.

Thank you very much for supporting this event.

We hope you enjoy it!

Charles Read
Managing Director
blooloop.com

Agenda

9:00 Registration

9:30 Welcome: **Charles Read** - MD, Bloolooop

Martin Howe - CEO, Teg4 and Immersivity
How technology is transforming visitor attractions

Dermot Quinn - COO & CTO, Digital Projection
Some future concepts for projection

Matt Barton - MD/CEO, 7thSense Design
Opportunities for inclusion

Raphaël de Borman - Head of Capture
Innovation Hub, Picsolve
*Engaging the visitors of the future with image
capture technology*

10:50 Coffee

11:30 **Bob Cooney** - Location-based Virtual Reality
Expert *Virtual Reality: It's not what you think it is*

Laurence Beckers - Creative Director, Alterface
*How AI enhanced storytelling shapes the future
of interactive experiences*

Chris Lange - Creative Director, Mack Solutions
*Integration of technology and best practice in
existing and new-built themed environments*

13:00 Lunch



Martin Howe

CEO, Teq4 and Immersivity

Martin has over 30 years' experience in designing and building technology-centric attractions for theme parks, science centers and museums. He has worked alongside many highly innovative and respected companies, including Electrosonic, Barco, and specialist flight simulation company SEOS.

A creative 'techie' with a passion for creating realistic and engaging immersive experiences, Martin's specialization is in high-resolution immersive spaces and interactive learning environments.

Martin is a member of the board of directors of the GSCA (Giant Screen Cinema Association) and the DIGSS (Digital Immersive Giant Screen Specifications) Task Force.



Teq4





Dermot Quinn

COO & CTO, Digital Projection

With a background in Physics, Dermot Quinn spent the first twelve years of his career working in varied aspects of design and project management in radar components , and then satellite sub-systems. In 1996 Dermot moved to Manchester, joining Rank Brimar (shortly to become Digital Projection Limited), to help to take the first 3 Chip DLP projectors from the R&D phase through to production.

Becoming R&D Director of the newly independent Digital Projection Limited, He experienced the rapid growth of DLP technology and was responsible for multiple evolutions of Projectors over the following years.

More recently taking a broader role as Chief Operating Officer, but also retaining CTO responsibility, Dermot continues to explore how projection can evolve to provide innovative and differentiated solutions for applications in a range of market segments.





Matt Barton

**Managing Director/CEO,
7thSense Design**

Matt is Managing Director / CEO at 7thSense Design, a company specialising in advanced media serving and pixel management for markets such as Theme Parks, Planetaria, 3D Entertainment Theatres and Visitor Attractions. He is also the President of the Europe and Middle Eastern Division of the Themed Entertainment Association.

Starting out in working life as a circus performer, Matt joined 7thSense in 2012 and became CEO in 2015.

Outside of his professional life Matt is a leader at 2nd Chailey Scout Group for young people with disabilities based in Sussex UK. Having been involved with the group for most of his life, he has witnessed many changes in the way people with disabilities are integrated into society and welcomed into a global organisation like Scouting. As an active group, 2nd Chailey have visited a number of theme parks and visitor attractions over the years and Matt has seen first-hand examples of inclusion and exclusion alike. Matt hopes to use his technology background and industry connections to look for opportunities to promote the use of innovations available in the industry to enhance the visitor experience for all and to create fully inclusive experiences.





Raphaël de Borman

Founder & CEO, Panora.me
Head of Capture Innovation Hub,
Picsolve

Raphaël is a creative entrepreneur who has over 20 years in the photo capture industry. In 2001, he co-founded 'Eventattitude' - the leading photo activation agency in Belgium. During his 10+ career in the event industry, he carried out numerous photo activations projects on major events across Europe.

3 years ago, he took a leap out of his comfort zone to found his new company 'Panora.me'. With his mission to reinvent how visitors to world-class destinations capture their experience, he developed the innovative Super Selfie, a panoramic, supercharged take on the 'Selfie', instantly capturing the visitor and destination in one piece of engaging video content.

Now working with Picsolve as part of a strategic partnership, Raphaël is playing a key role in researching and developing new ways to empower visitor experiences with innovative capture solutions.

PANORAME
GET THE BIGGER PICTURE!

PICSOLVE



Bob Cooney

Location-based Virtual Reality Expert

Always staying on the bleeding edge of technology, and able to predict both tech and business trends, Bob Cooney is widely considered the world's foremost expert on location-based virtual reality. The author of the book *Real Money from Virtual Reality*, he is the go-to-market strategist behind the launch of some of the world's most successful location-based entertainment products.

He curates the location-based VR education programs for both Amusement Expo and VR Days and is the tech editor for *Replay Magazine*, the oldest and most widely-read publication dedicated to the family entertainment industry.

Cooney launched the world's first successful laser tag company, *Laser Storm*, in 1990, which he took public after appearing in the *Inc. 500* in 1996. He has also launched the first commercially successful VR arcade game, *Beachhead 2000*. Cooney has mentored some of the top VR manufacturers and operators, including *Zero Latency*, *Hologate*, *Neurogaming*, *Virtuix*, and others.





Laurence Beckers

Creative Director, Alterface

Laurence has over 18 years' experience in the creative industries. She is currently Creative Director at Alterface, one of the world's leading leading manufacturers of interactive and media-based attractions for theme parks and attractions.

She was Project manager for Mons 2015 European Capital of Culture, coordinating international projects at the intersection of art, science and technology. She is experienced in managing international teams of artists and technicians and is a Member of the board of l'Institut des Arts et Diffusion, Louvain-La-Neuve.



Chris Lange

Creative Director, Mack Solutions

Chris Lange is Creative Director and head of Mack Solutions, the in-house creative and design department at Europa-Park. The German theme park is one of the world's leading visitor attractions and Europe's second biggest theme park, attracting over 5 and a half million visitors in 2017. Chris is creatively responsible for all new attractions in the park as well as refurbishing projects and future expansion.

Chris has almost 20 years in the theme park and entertainment business. He has worked as a Line Producer on commercials and music videos, created world class attractions and destinations for internationally known brands and worked for Merlin Entertainments Group as Creative Director for the Legoland Discovery Centers.

His international work includes a role as Senior Art Director for India's first Theme Park project - Adlab's Imagica in Mumbai and as Senior Art Director for Genting Group in Singapore where he worked on the 20th Century Fox Movie World development in the Genting Highlands, Malaysia. He has designed attractions for high-profile IP including Ice Age, Night at the Museum or Sons of Anarchy. He also designed the Resort Worlds Jeju Myths & Legend Theme Park in South Korea.

Chris is proud of creating many unique and exciting visitor experiences for audiences of all ages around the world.



