



**Customer:** Museum of Brisbane  
**Industry:** Museum  
**Region:** Queensland  
**Products & Services:** Data Projectors and Lenses  
**Solutions By:** Digital Presentation Solutions

## Hitachi helps to bring *100% Brisbane* innovative project to life

Museum of Brisbane is located in the heart of Brisbane's CBD. As the city's dedicated museum, it features a number of galleries and exhibitions that examine the evolution of Queensland's capital city and its people. The museum aims to change the way the public perceive cultural institutions by creating rich and dynamic experiences that enlighten and educate visitors.

In an exciting world-first, Museum of Brisbane has collaborated with Berlin based theatre company Rimini Protokoll to create *100% Brisbane*, an unforgettable interactive exhibition experience that reflects the stories, attitudes and lifestyles of 100 Brisbane residents.

Based on Australian Bureau of Statistics data and interviews conducted with 100 Brisbane residents, this three-year exhibition is a living, breathing snapshot of Brisbane life portrayed through a number of interactive and engaging video displays and films. Museum of Brisbane chose to collaborate with

Hitachi by using their extensive range of superior data projection technologies to bring this innovative project to life.

### Benefits at a Glance

- Projectors designed for extended periods of use with minimal maintenance
- Flexible installation options with large projected images available in confined spaces
- Interactivity to engage and encourage audience participation

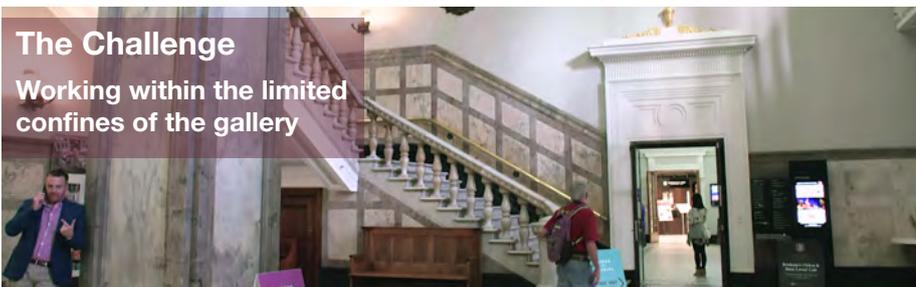
“ *Being able to use the physical space of the galleries, to be able to tell stories that were of a scale that really captured the imagination of our visitors, that's where the partnership with Hitachi really came to the fore, because of the ability to use projectors in fun ways. There's a great technology to be able to play with and adapt to multiple uses.* ”

Phillip Manning, Curator, Museum of Brisbane



### The Challenge

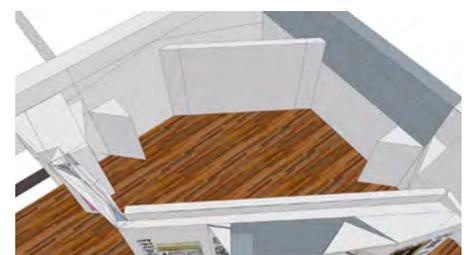
Working within the limited confines of the gallery



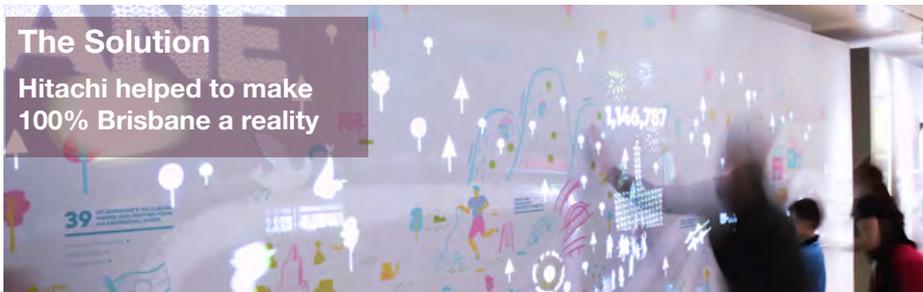
As one of the largest social experiments ever conducted by a museum anywhere in the world, this exciting exhibition not only endeavours to

uncover the very heart of Brisbane's story, it also invites visitors to contribute to it through a collection of dynamic displays.

As a result, *100% Brisbane* required a range of advanced projection solutions that would not only work within the limited confines of the gallery, but would also allow visitors to interact with the video content on display.



**The Solution**  
Hitachi helped to make 100% Brisbane a reality



Hitachi helped to make 100% Brisbane a reality by providing seven projectors, including their ultra short throw and large venue projectors which were installed with specialised lenses for particular installations within the exhibition. Each data projection solution had to overcome challenges and demands unique to that particular space:

**Country:**

*Country* is the first section visitors encounter as they enter the exhibition. A stunning and powerful selection of interviews with members of the Aboriginal community are projected onto a five-metre, irregular-shaped wall. Hitachi's CPWU9411 DLP projector and Hitachi's USL901 ultra short throw



lens were chosen to projection-map the video content in a small section of the gallery. The result is a compelling

and unique experience within the exhibition.

**A Day in the Life of Brisbane:**

One of the most popular sections of the exhibition is *A Day in the Life of Brisbane*, a six-metre digital interactive learning wall where visitors are encouraged to discover interesting facts about the city by touching and interacting with the display. The wall is brought to life by three Hitachi CPAW3005 ultra short throw projectors, capable of delivering dynamic and interactive content in narrow spaces and bright environments.



**Brisbane DNA:**

*Brisbane DNA* is a fascinating and deeply moving 90-minute film that reflects the thoughts, opinions and life stories of 100 Brisbane residents. This cinematic snapshot of Brisbane life is projected onto a five-metre wall using two Hitachi CPHD9321 full HD large venue projectors paired with Hitachi's USL901 ultra short throw lens, most suited to displaying content in a blended wide screen projection installation.



### A Brisbane Story:

A *Brisbane Story* is a short film written and presented by acclaimed author and actor William McInnes.

Frank Casablanca, Exhibition Technical Officer at Museum of Brisbane, recognised that this section of the exhibition required a projection solution capable of delivering video content in a tiny space.

“What we try and do here at the Museum is implement technology so it brings content to life. What was

challenging about this theatre was producing a large projected image in a limited space. We were able to achieve this rear projection using one of Hitachi’s ultra short throw lenses.”

The film comes to life on a three-metre wall with Hitachi’s CPHD9321 full HD large venue projector and Hitachi’s FL910 ultra short throw mirror lens rear projection installation, capable of delivering bright, intense colour in spaces that would otherwise be considered too small.



### WHY HITACHI?

Phillip Manning, Curator at Museum of Brisbane, chose to work with Hitachi because of their extensive range of superior data projection technologies, capable of delivering detailed and vivid images even in the most demanding environments.

“Being able to use the physical space of the galleries, to be able to tell stories that were of a scale that really captured the imagination of our visitors, that’s where the partnership with Hitachi really came to the fore,” said Manning. “There’s a great technology to be able to play with and adapt to multiple uses.”



### The Result

Hitachi had the products and support that allowed the Museum to push their concept into reality



*100% Brisbane* is a highly interactive and unforgettable exhibition that engages audiences by allowing them to be part of it. Hitachi’s extensive range of projectors and lenses selected for the exhibition provide crystal clear image reproduction for all video content on display. Through Hitachi’s advanced projection technologies, visitors to the museum are encouraged to get involved and interact with the displays, essentially bringing the exhibition to life.



“ Whether it was projection-mapping a faceted object or rear projecting a film in a very tight space, Hitachi had the products and support which allowed us to push our concept into reality for our *100% Brisbane* exhibition. ”

Frank Casablanca, Exhibition Technical Officer



*100% Brisbane* opened in July 2016 and will run for three years.

Museum of Brisbane is open daily from 10am – 5pm. Free entry.

Equipment Installed



CPHD9321 Full HD Large Venue Projector



FL910 Ultra Short Throw Lens



CPWU9411 WUXGA Large Venue Projector



USL901 Ultra Short Throw Lens



CPAW3005 Ultra Short Throw Projector

## About Hitachi Digital Presentation Solutions

We offer an extensive range of products that are designed to help educators and professionals alike, deliver digital content in a way that's both efficient and impactful.

- **Data Projectors:** A full range of data projectors including Ultra Short Throw, LED, Laser and Large Venue projectors.
- **Interactive devices:** Interactive projectors or LCD flat panels, choose what's right for your needs.

Using our advanced knowledge and experience of both visual and interactive hardware and software we can craft the right solution, for the right environment and requirements.

Visit us at <http://www.hitachi.com.au/dps>

**HITACHI**  
Inspire the Next

Hitachi Australia Pty Ltd

Tel: 1800 HITACHI (1800 448 224) or +61 (2) 9888 4100

Fax: +61 (2) 9888 4188

[www.hitachi.com.au](http://www.hitachi.com.au)

