



*Visible Light provides expert consulting and compression services to RedHouse Interactive for the Hard Rock Vault's themed entertainment project*

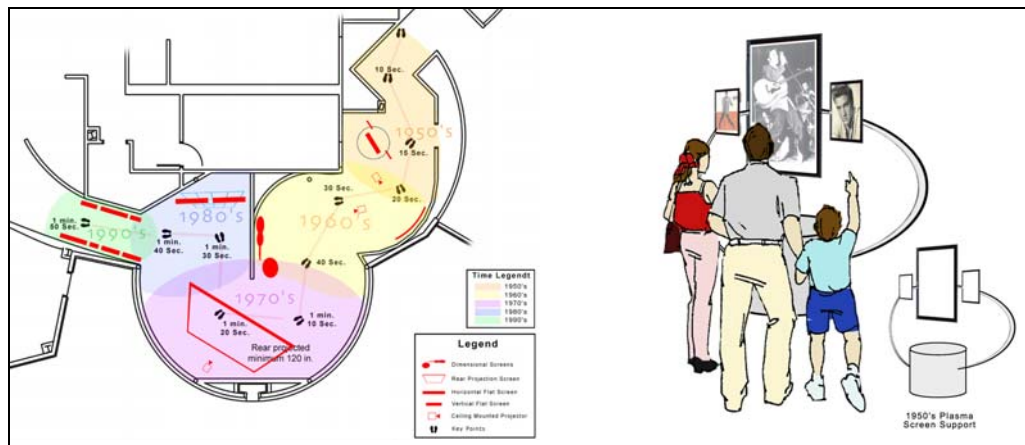


# Case Study

*Visible Light solves major **deadline-busting snafu** at Hard Rock Vault museum, **one week before opening!***

# Background

**RedHouse Interactive** was asked to create an interactive themed entertainment environment of rock 'n' roll, to support the extensive memorabilia collection housed in Orlando, Florida's Hard Rock Vault museum. The project consisted of four assignments.



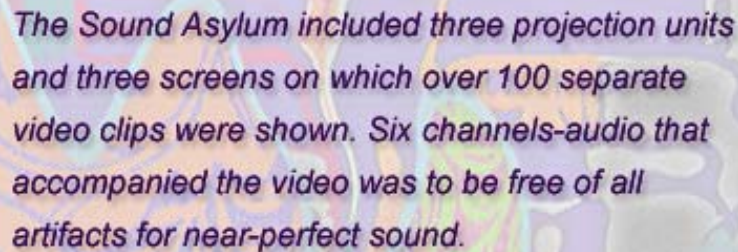
*The first assignment* called for creating an artistic timeline tunnel, or “entry experience”, allowing a guest to make a transition from the outside world to the world of rock 'n' roll. The tunnel would include numerous flat panel television monitors to present the history of rock 'n' roll with video and audio clips set to a consistent melody.

RedHouse Interactive used multiple video technologies, including 16 X 9 video projections, video projection on 3D guitar shaped models, and a row of flat screen video displays on each side of the hallway. The displays featured graphics that traveled from one screen to the next.

*The second assignment*, the “Sound Asylum” involved design of a theater / listening room to enhance a guest's experience visually, using



corresponding motion graphics, animation, and colored light. Unlike conventional music videos, the presentation was to feature abstract images without a storyline. The resulting visuals were projected along with some of rock 'n' roll 's greatest songs, like Jimi Hendrix's "Voodoo Child".



*The Sound Asylum included three projection units and three screens on which over 100 separate video clips were shown. Six channels-audio that accompanied the video was to be free of all artifacts for near-perfect sound.*

*The third assignment* required creation of three interactive stations to help tell the tale of various music styles featured in the Vault. These kiosks contained original music samples, trivia games, and interviews with music historians.

*The fourth assignment* involved creation of additional interactive stations intended for both adults and children. RedHouse Interactive used guitars, keyboards, drums and audio samplers to allow guests to make their own music.

## *Challenge*

With only a week before the Hard Rock Vault was scheduled to open, serious problems in both the "Sound Asylum" and the "Entry Experience" arose. The three video streams projected onto the three adjacent screens in the "Sound Asylum" could not be synchronized to start and stop at the same time and the six channels of digitized audio carried by the video streams contained imperfections unsatisfactory to the Hard Rock Vault. The "Entry Experience" video clips also contained synchronization problems and audio imperfections. These problems threatened to impact the Vault's scheduled opening.

## *Solution*

In order to unravel the mystery and find a solution, RedHouse Interactive called upon Visible Light. Visible Light consulted and tested for two days at the Vault location and was able to identify the hardware and playback compatibility issues and the type of encoding needed for proper synchronization. Following diagnosis, they encoded and live-tested compatible MPEG-2 streams for proper synchronization and playback on the Vault's hardware. In addition, they provided compatible, flawless audio streams to carry the spectacular six-channel audio.

Through their design, and with Visible Light's assistance, RedHouse Interactive created:

- A new type of theater with scrim (virtually transparent screens that allow video to be projected into multiple dimensions),
- Six-channel audio playback for the "Sound Asylum" theater,
- A 50-year timeline with traveling music and audio for the "Entry Experience,"
- Immersive interactive stations

## *Results*

Both RedHouse Interactive and the Hard Rock Vault were thrilled with the results of Visible Light's efforts, and the Vault was able to open on time, to its management's pleasure. The Hard Rock Vault project has raised the bar for interactive museums.



## *Testimonial*

Tom Faulkner of RedHouse Interactive has this to say about Visible Light's role in the success of the media implementation of the Hard Rock Vault:

*"Working with Steve Perlman and his team at Visible Light was a real pleasure. We were under an **exceptionally tight deadline** on the Hard Rock Vault project. They were **reliable**, and **thorough**—**willing to quickly do what it took** to assure we were technically on track. Their **insight and expertise** helped us avoid delays. And in the end, because of their **technical knowledge** and **diligent effort**, the quality of the compression on **the final product** was **outstanding**. We would gladly work with them again."*