

NVIDIA @ SIGGRAPH 2010, USA

NVIDIA turns heads with 100% digital booth, powered by Barco



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Danny Shapiro, Director of Marketing, NVIDIA

At the SIGGRAPH Conference on Computer Graphics and Interactive Techniques, everything is innovative and hot. No wonder the trade fair attracts over 20,000 artists, gaming experts, developers, filmmakers and broadcasters each year to get a peek at what's new in their sector. For SIGGRAPH 2010 at the LA Convention Center, visual computing expert NVIDIA designed an eye-catching, 100% digital booth, with not one single printed sign, banner or poster.

Barco helped make the innovative booth come alive with high-quality LED-lit video walls, LCD displays, a 3D stereoscopic projector and multi-windowing display management software. The combination of Barco and NVIDIA technology produced a remarkably dynamic, immersive environment.

BARCO

Visibly yours



Ever since NVIDIA invented the Graphics Processing Unit (GPU) in 1999, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on all kinds of devices. NVIDIA holds an impressive 1,600+ patents worldwide, including some covering designs and insights that are essential to modern computing. The annual SIGGRAPH trade fair is a great opportunity for NVIDIA to showcase its hottest technologies. They certainly did a great job at SIGGRAPH 2010: the 100% digital NVIDIA booth surpassed all expectations.

With demand for GPUs continuing to grow strongly, NVIDIA has developed four product brands to meet the needs of specific market segments, from superphones to supercomputing. The Quadro® line is one of them. Quadro® professional graphics solutions are used by animators, broadcasters, visual effects artists and industrial designers around the world to help create and visualize their largest, most complex projects. Year after year, NVIDIA optimizes and expands the Quadro® range. At SIGGRAPH 2010, several impressive innovations were launched: the newest Quadro® professional graphics solutions, the 3D Vision™ Pro Advanced stereoscopic 3D solution and the Quadro® Plex 7000 visualization system.

Create a big buzz

“For SIGGRAPH, NVIDIA wanted to create a true spectacle and generate a big buzz by demonstrating how the new Quadro® series is driving a new era of computational visualization,” said Jeff Brown, General Manager, Professional Solutions Group. To showcase its superior graphics visualization tools, NVIDIA needed high-quality displays that would convey all of the amazing capabilities of its product line.

Barco was an obvious choice

Ian Williams, Director of Applied Engineering, and his team came up with the idea to center the NVIDIA booth around a “Quadro digital theater” which would showcase presentations from guest speakers as well as company officials: “When deciding on the theme and spectacle concept for the SIGGRAPH booth, it seemed an obvious choice to go for Barco. Earlier in 2010, we had seen Barco’s XDS video switching technology and were fairly impressed. After a bit more investigation, we discovered the extremely high-quality cubes, which were an ideal fit for the concept we wanted for the booth.” Danny Shapiro, Director of Marketing, continued: “We were confident that Barco could help us create a rich visual experience, with the brightest, sharpest HD resolution imagery possible.” The two high-tech companies sat around the table and fleshed out an impressive digital set-up.

XDS makes collaboration work

The Quadro® theater at the booth featured four Barco 70” LED-lit rear-projection modules (OL-721), in a 2x2 format, which were ideal because of their small footprint, low power consumption and color uniformity. Barco also installed eight 50” rear-projection displays (OL-521) for displaying interactive 3D graphics demos. In addition, a Barco Galaxy NW-12 projector, featuring WUXGA (1,920 x 1,200) resolution for HD graphics and 3D capabilities, and six NSL 46” LCD displays hung at the top of the booth as digital signage, were employed to further enhance the experience. Especially key to the entire installation were the Barco XDS 400 video processor and accompanying software, which allow the displaying of up to six 2D and 3D sources simultaneously on any type of multi-channel display canvas. The innovative XDS is designed to make collaborative teams work with 3D stereo easier, faster and more efficiently – just what NVIDIA needed for its set-up at SIGGRAPH.

Combining forces on an amazing solution

The result of their joint efforts was impressive. At the SIGGRAPH booth, every flat display was either projected or an LCD panel, meaning every electronic banner and sign was animated. “The booth was a real eye-catcher. In addition, we could turn the posters into show notes for presentations and dynamically switch between presentations on the fly. That was a tremendous benefit,” said Jeff Brown. NVIDIA praised the innovative features, the high quality – exceptional brightness, colors and contrast – and the reliability of Barco’s solutions. Shapiro concluded: “Working with Barco we were able to bring our exhibits to life. The combination of Quadro professional solutions and Barco high resolution displays yield amazing results.”