Freaky fish and X-Ray exposē

LK-AG uses AMD FirePro™ professional graphics to bring big ideas to life

Customer:
LK-AG
www.lk-ag.com

Industry:
Entertainment and events

Business opportunity:
- Achieve the communication goals of clients
- Create follow-on commissions through customer satisfaction

Solution:
- AMD FirePro™ professional graphics with AMD Eyefinity multi-display technology

Business impact:
- Allows lower cost installations because multiple PCs and synchronisation not required
- Shortens timescales and minimises potential errors because technical set ups are relatively simple
- Facilitates the development and delivery of effective advertising campaigns resulting in compelling and effective brand communications - even for complex projects

"The phrase we hear most often is something like: 'I did not believe that was possible!' With AMD FirePro™ professional graphics we have proven technology that liberates our imagination."

Miran Delija,
Art Director Digital Media Design at LK-AG

Your invitation to a 'Wow!' experience

Interact with an "inquisitive fish" that follows your movements or look with "X-ray eyes" at the design components hidden deep within a car. You can have such an experience courtesy of LK-AG, which develops and implements customised communication solutions that can create a vision, express values and present products.

With multi-touch presentations, 3D movies, animations and videos this global agency based in Essen, Germany, can turn a trade show or conference into a remarkable showcase occasion. Companies such as BASF SE, Evonik Services GmbH and Miele & Cie. KG choose LK-AG for the way in which it integrates real products into digital media installations.

"People expect more than a film or a plasma display", comments Miran Delija, Art Director Digital Media Design, at LK-AG. "We create intelligent presentations with emotional appeal that captures the attention of prospects and actively involves them with a product." Holger Arndt, Head of Software Development adds: "The difference between us and a normal brand agency is that we have the expertise and resources to develop surprising multimedia solutions by combining different technologies."

Imagineering as an art form

Identifying the communication goal is the first step for LK-AG, and then the user experience can be created. Miran explains, "We think in terms of three parts - business, design and technology: the information that needs to be communicated, the way in which it is presented and the user interaction. These three considerations influence our whole workflow."

Using one system to drive more than two screens is the norm, not the exception, for LK-AG, which requires flexibility and scalability in the deployment of computer graphics. AMD professional graphics are an intrinsic part of the agency's toolbox. "We deliver high-end real-time 3D applications and we found that they were always running on the edge of available memory on 32-bit systems", says Holger. "Even with Windows® 7 running stable on 64-bit we needed a way to get more out of our graphics cards. We use big screens with unusual screen layouts. Creating a show with several machines, motors and interfaces requires a lot of people and time, which someone has to pay for.

We found that AMD Eyefinity technology was the only way to run full screen on four outputs. With AMD Eyefinity and AMD FirePro™ proffessional graphics, we need fewer PCs and do not have to synchronise display outputs across several machines. That dramatically reduces human effort, project complexity, timescales and potential error scenarios."

LK-AG's ability to create word of mouth advertising for its customers was demonstrated by the way it introduced the Evonik Industries Lotus car at Kunststoffmesse in 2010. Five LK-AG employees spent two months working on the 3D CAD model of the car in order to prepare a stunning "X-ray" presentation. The set-up incorporated an eight core processor (Intel® X58) workstation, with 6GByte RAM, one AMD FirePro™ V8800 professional graphics card with 2GByte on-board memory and one AMD FirePro™ V7900 professional graphics card for a user activated sliding display screen with 32 touch points highlighting components within the car.

AMD FirePro™ Professional Graphics Fast Facts

- AMD FirePro™ V7900 and V8800 professional graphics with powerful GPU performance and global support

LK-AG's fixed installations are just as stunning. In 2011, the agency prepared an interactive media wall for Volksbank in Paderborn, Germany. Consisting of 25 displays with a total resolution of 9000 x 640 pixels this featured one AMD FirePro™ V8800 with three outputs at 1920 x 1080 pixels. In-built motion tracking gave viewers the sensation that they themselves were being monitored as they responded to the vivid images of animals and fish on the screen.

New capability, more reliability

The planning of complex layouts no longer requires lengthy research. "We already have a proven solution so an interactive screen wall consisting of 18 Full-HD displays is a relatively easy task for us", comments Miran. "This knowledge enables us to make quick decisions about what is possible and how much it might cost. Even in a first meeting we can provide a good estimate for customers. That gives them reassurance and gives us a comforting playground to develop presentations that are not limited by what is generally considered to be possible."

Miran reports that clients are frequently amazed at what can be achieved. "We always try to push and educate our customers beyond what they think is possible or affordable. We like to imagine a perfect fantasy scenario then step back until we reach the point of what is possible. Once our customers understand this approach they develop the courage required to bring big ideas to life."

For LK-AG positive feedback is not limited to the design and technology aspect of a project, clients are also impressed by the complexity and short timescales that are achieved. Holger concludes: "Clients come back with more and more challenging ideas, confident that they have a competent partner and that we can probably make it happen!"

LK-AG
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