

FIREPRO
TECHNOLOGY

AMD

Shattering an image

Brandfirst and Olileo create a powerful presence for Deloitte using AMD FirePro™ professional graphics technology

Customer:

Brandfirst and Olileo

Industry:

Large-scale interactive presentation

Business opportunity:

- Establish an innovative presence in a busy hub airport
- Build an interactive installation to differentiate a global business
- Ensure flawless daily operation with minimal maintenance

Solution:

- AMD FirePro™ W600 professional graphics with AMD Eyefinity Multi-Display technology
- Customised software application from Brandfirst
- 15 HD screens delivering an overall resolution of over 15 million pixels
- Custom built system with high-end components and technical implementation from Olileo

Business impact:

- Deloitte established a powerful presence in an influential location
- The installation playfully positioned the consulting company for its IT capability

Moving pictures

Shatter an image into thousands of fragments as you pass by and create a shower of exhilarating sound at the same time. That's the opportunity for passengers on the moving walkway in Terminal A at Brussels airport. When they approach a screen featuring the name and logo of Deloitte a hidden camera is activated and the image breaks into particles, each one triggering an atmospheric sound from overhead speakers. As there are 30,000 particles waiting to be disturbed, a rush hour crowd results in an acoustic accompaniment of orchestral proportions. This is synchronized with a vivid cinematic display.

The installation was the first interactive screen to appear at the airport in Brussels, centre of influence for European politics and business. It was commissioned by Deloitte in order to create an innovative presence and signal the depth of IT capability within the company's consulting team.

The design and implementation skills behind the advertisement come from Brandfirst SPRL, Belgium's leader in 3D gesture technology; and its technical partner Olileo SPRL, which provides business-focused ICT (Information, Communication and Technology) services. Together these two companies have a track record of creating impressive presentations for Deloitte as well as for other global entities such as GE and Yahoo!

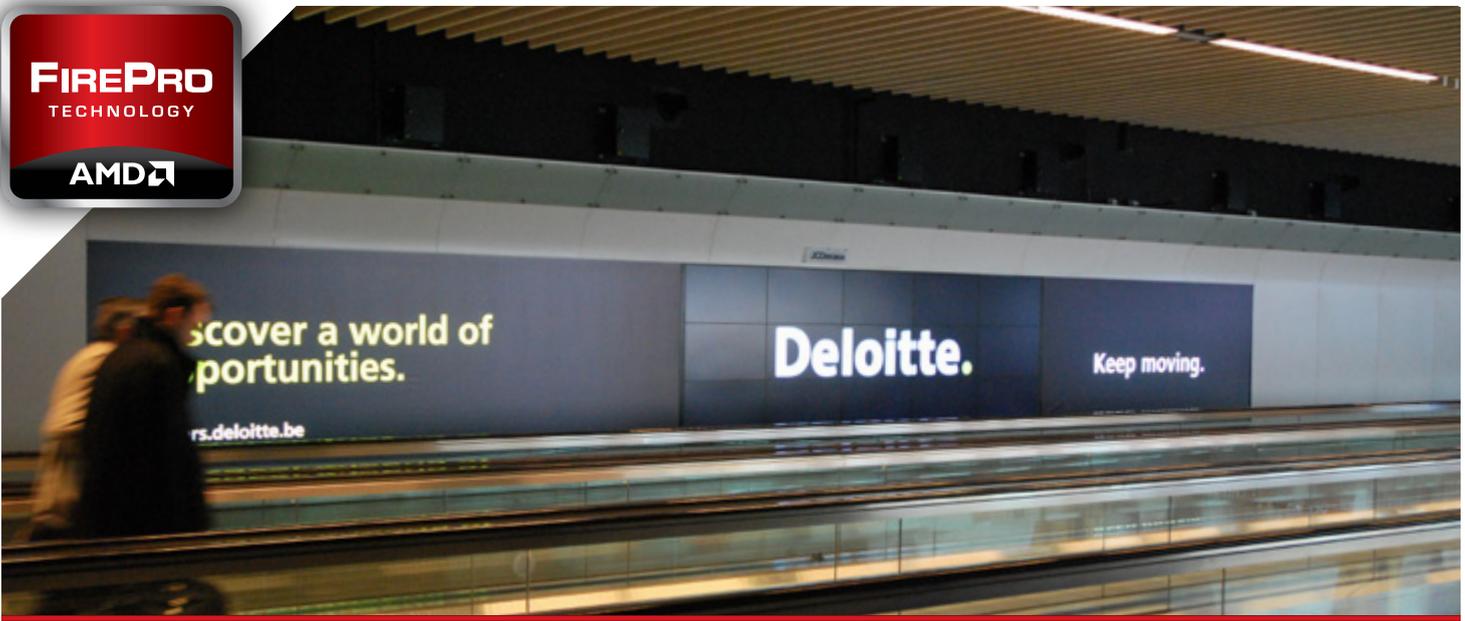
Bold and big yet cool and comfortable

Philippe Delhez, Managing Director of Brandfirst, explains the background: "There was wall space for 15 screens and Deloitte

wanted to achieve the highest possible resolution. We developed the application in Unity Pro, the game development tool, and as a recognised AMD technical partner we had access to AMD drivers and special command line tools. Working alongside us, Olileo built a system running 64 bit Windows® 7 and added extra scripts and software."

Deloitte had specified the use of NEC X462UN HD monitors, each with a native resolution of 1366 x 768 pixels. Fabian Geurts, Solution Architect at Olileo, picks up the story. "In order to achieve the desired resolution and high refresh rate of 60 frames per second the only option was to use AMD Eyefinity technology and AMD FirePro™ professional graphics. With 5 screens connected to each AMD FirePro™ W600 graphics card we achieved an overall resolution of 15.7 million pixels. In addition to fantastic visuals the AMD FirePro™ W600 has impressive directional audio. For this project we are only using two ports, just a small part of this new capability."

As the system was to be left unattended running non-stop from 5am to 11pm every day of the week, reliability was key. "It took us a long time to get to the perfect combination that would run flawlessly," continues Fabian. "We custom-built a PC using high-end components that are a good match for the AMD FirePro™ professional graphics card. One advantage of the W600 is that it only uses 75 Watts, so it does not require a huge power supply to the computer. That means less heat to dissipate, which particularly suited this installation as the PC had to fit into a confined space yet remain cool."



AMD FIREPRO™ W600 PROFESSIONAL GRAPHICS



A powerful presence for Deloitte

The display went live for 18 hours per day in June 2012, in time for the busy summer holiday season. "Passengers at the airport have certainly taken notice as they pass by, reports Philippe Delhez. "Some stop and return to set the 23 second sequence off again. This captivating display playfully differentiates Deloitte as an IT innovator, with the right knowledge and technological expertise to assist its clients. It certainly fulfils the brief, and we have had very positive feedback from Deloitte. Working as a team we have several pipeline projects under discussion."

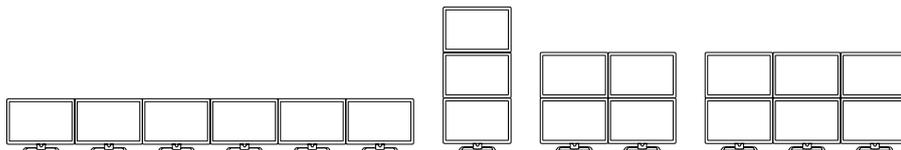
"AMD professional graphics were the only option for this project. Without AMD Eyefinity technology and AMD FirePro™ W600 cards, we could not have installed the system in the space available, achieved such a high resolution or guaranteed continuous, reliable performance."

*Philippe Delhez,
Managing Director, Brandfirst SPRL, Belgium*

A final word from Fabian about the AMD FirePro™ W600: "The card is very stable, does not require a lot of power and is not running hot. Performance is good in DirectX® and really good in OpenGL, particularly considering the minimal power requirements. With its six display outputs we certainly expect to be using it again."

AMD FirePro™ Fast Facts:

- AMD FirePro™ W600 professional graphics card for complex graphics with more polygons, bigger textures, better content and a higher resolution; three cards, each supporting five screens
- AMD Eyefinity technology driver and graphics aligned at 1366 x 768 giving a total resolution of 15.7 million pixels with a refresh rate of 60 frames per second



For more information, visit www.amd.com/displaywalls

