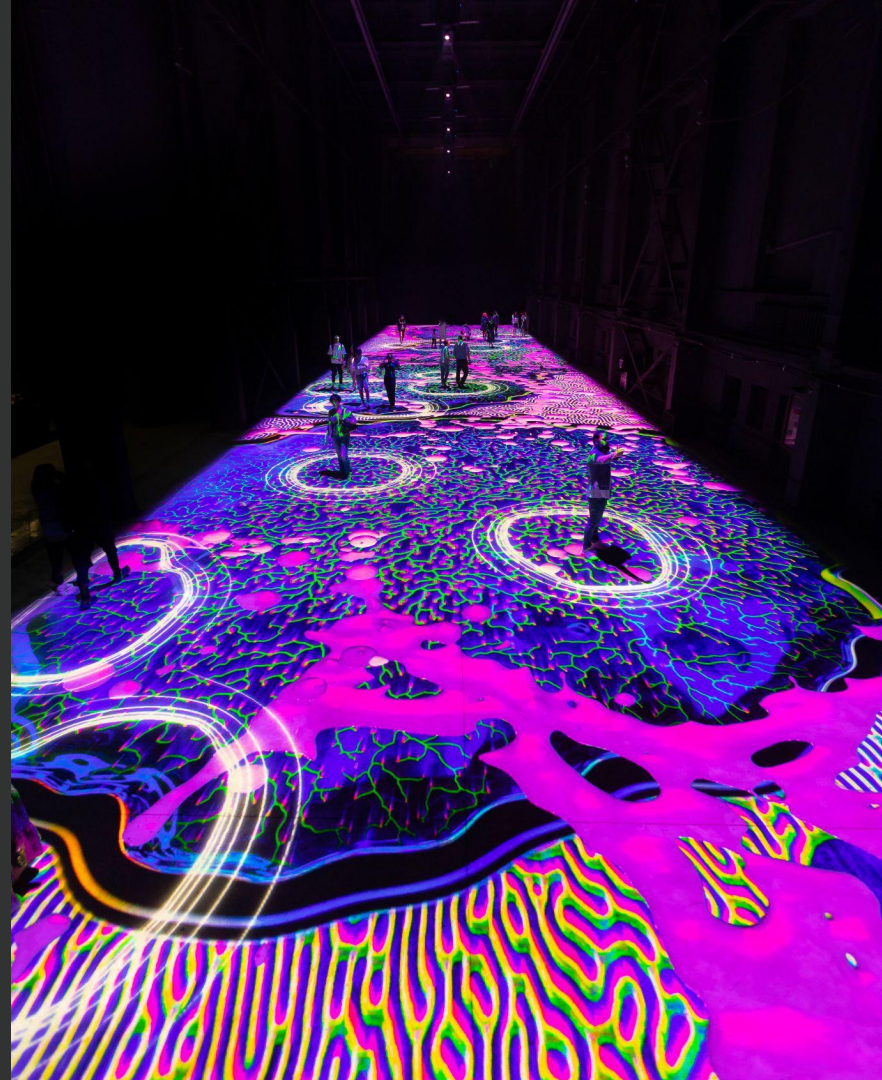


# disguise serves up dynamic content for Sila Sveta's IN TO immersive installation

After debuting in Perm, Russia in late 2020, the immersive installation IN TO by brand marketer and content creator Sila Sveta was re-staged by technical partner dreamlaser studio in the TSEH multimedia art space in Nizhny Novgorod - opening its doors to visitors in June 2021.

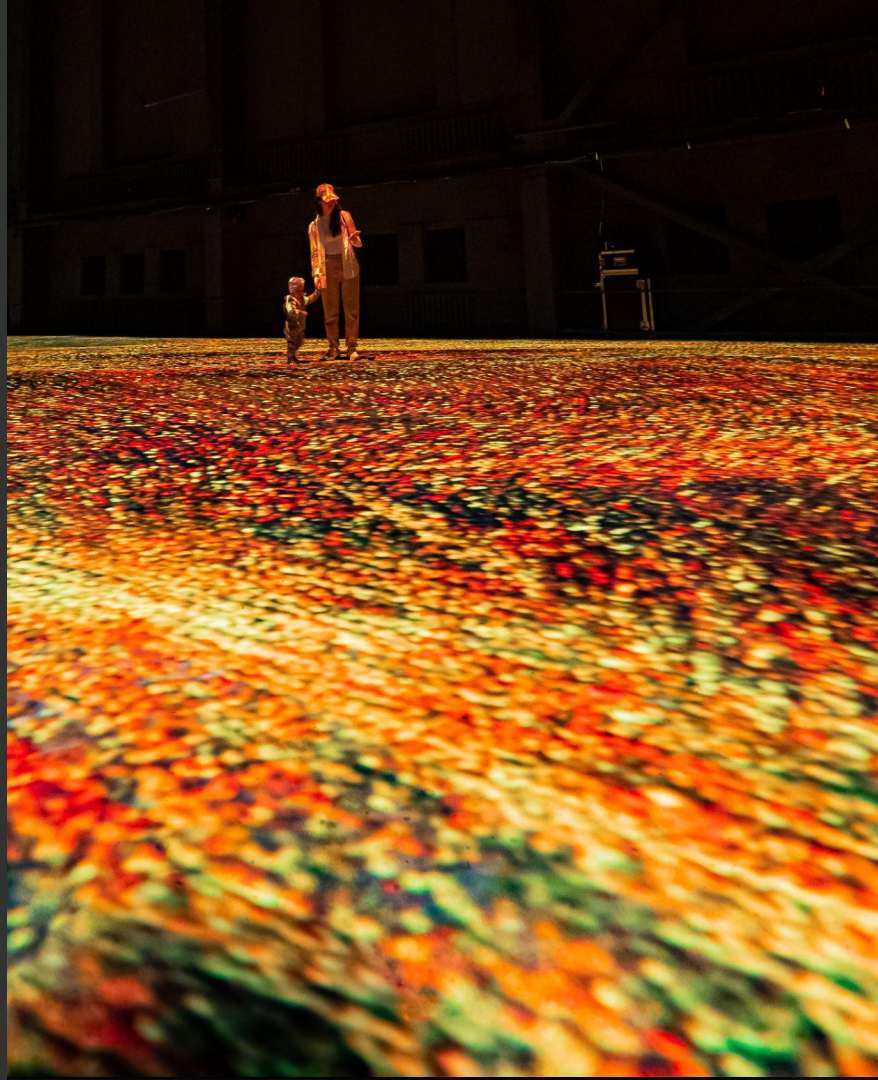
In this case study you will see how a disguise gx 2c media server drove Sila Sveta's generative content supporting the installation's theme, "the more you know, the more you discover," with great success.



# At a glance

For the original Perm installation, the Sila Sveta team wanted to do a big, interactive project that integrated traditional projection technology with modern servers and graphic engines. Inspired by SEGA games and the positive experience of previous studio projects, they devised a giant interactive floor where the more visitors gathered the more they were able to see behind the surface layer of the interactive installation.

As visitors stepped on the floor, making their way through the 15-minute installation the colourful, dynamic graphic projections under their feet interacted with their progress changing patterns and washing environments across the expanse of the floor. Sound design by Monoleak studio immersed them in audio effects that supported the floor visuals. For example, when visitors passed through a stormy forest they heard thunder, rain and wind.





# The challenge

Recreating IN TO in a new venue six months after its debut required adjusting to new height measurements and flooring. A change of projectors was needed and visual optimisation was used to reduce the media server complement to a single gx 2c for eight outputs.

The setup was complex with eight Christie D4K40-RGB projectors as well as seven OptiTrack IR cameras and 21 18W IR illuminators utilised in Nizhny Novgorod with the content delivered from a disguise gx 2c.



# The solution

The data from infrared cameras was processed in a proprietary tracker programme and transmitted to the server in the graphic block of the Notch programme. Developed by Sila Sveta's Lead Engineer Stanislav Zenkov, the tracker programme in the TouchDesigner environment was the main trick of the installation.

IN TO's content consisted of five blocks in two layers. The top one was real-time graphics and the bottom was pre-rendered content played on the disguise server. Real-time content was created based on data showing the position of visitors. A server with TouchDesigner captured an image from OptiTrack cameras, analysed it, then the tracker programme sent the coordinates and a mask to the compiled Notch block on the disguise server, which played back five blocks on the timeline simultaneously. A custom algorithm allowed Sila Sveta to track the movements of an unlimited number of people to power the responsive graphics.

The months spent preparing for the first installation in Perm meant that the second show required just two days for mounting the physical installation and only one day for software setup and calibration.



“

Working with disguise and projection was perfect. Our disguise engineer made everything happen in only a couple of hours. I could work with Notch blocks while one engineer could do blending and more in disguise Designer. And at the same time I could connect with other PCs to the Notch block.”

**Stanislav Zenkov, Notch Artist and Lead Engineer at Sila Sveta**



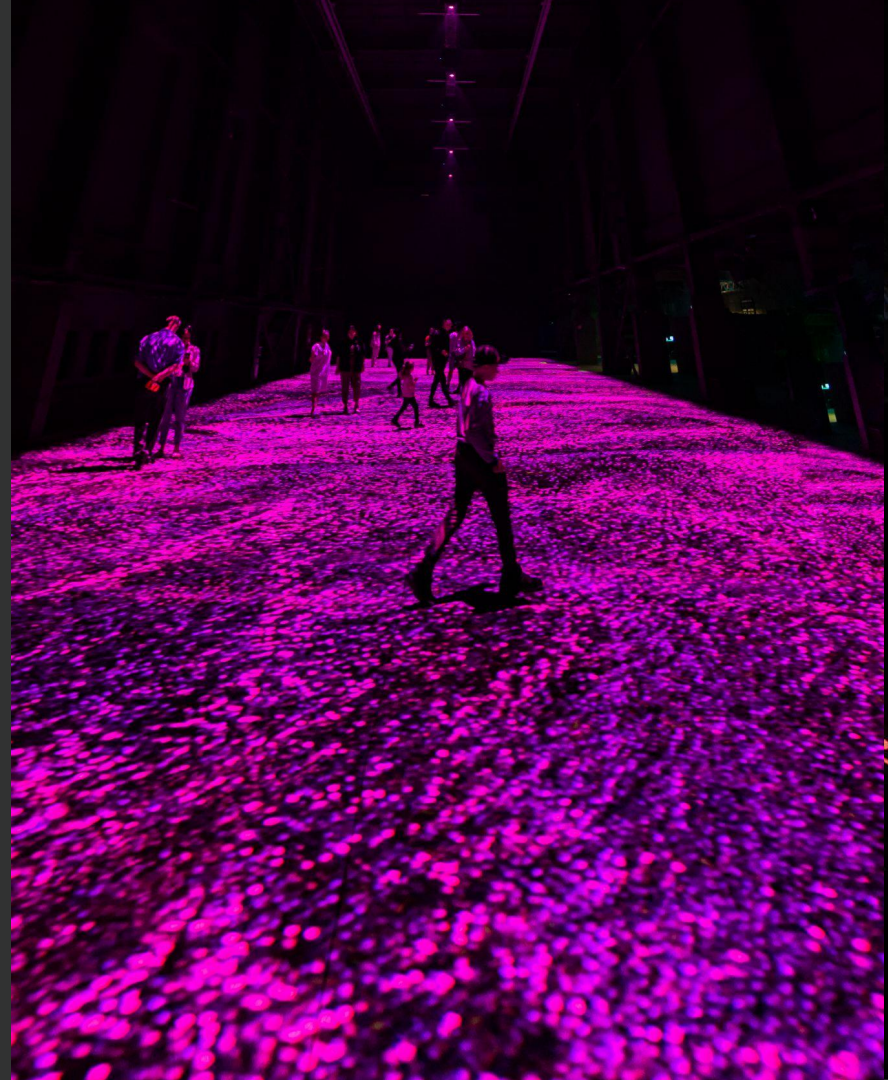


# The result

In the original Perm venue Sila Sveta discovered that connecting two disguise gx 2c media servers with one Notch scene worked perfectly. Millions of particles went from one server to another server without any drops or cracks during blending. One scene had four million particles that went through to the floor. The Sila Sveta team was anxious about what they might see, but disguise delivered one big image on the floor without any borders in the real-time graphics.

According to Notch Artist and Lead Engineer Stanislav Zenkov, “the reliability of the servers is really awesome. So we are using disguise whenever we can.”

The popularity of IN TO grew from venue to venue. A huge line of people waited to enter the Perm installation despite sub-freezing temperatures last December. The Nizhny Novgorod installation lifted age restrictions for visitors and children - who were especially excited by the content, interaction and immersive effects.



# Success

**3 day**  
setup in  
Nizhny Novgorod

**23 days more**  
to accommodate  
everyone who wanted  
to see it

**20,000+**  
visitors

**20-30**  
Instagram stories posted daily  
by visitors

The Sila Sveta team felt confident using disguise media servers on both the Perm and Nizhny Novgorod installations.

“I feel really calm using disguise servers because, when you can track this quantity of people or objects, it’s like a miracle,” says Sila Sveta Technical Director Mursal Mamedov. “What’s more, the ability to use very old-school technical file tracking with modern software and hardware to create great results was an incredible achievement for the team,” continued Mursal.

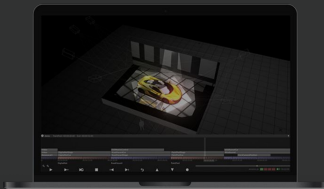
Sila Sveta plans to build on the success of IN TO taking it to other venues in the future, including Moscow and St. Petersburg in Russia and even the UK and US.

Watch the installation in action [here](#).



# disguise equipment used

## Designer software



Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

[Find out more.](#)

## gx 2c



Built with the power to respond, the gx 2c media server deliver richer scenes at higher resolutions, and smoother frame-rates than ever before.

[Find out more.](#)





# In partnership with:

Technical Directors: Mursal Mamedov

Lead Engineer: Stanislav Zenkov

disguise Engineer: Yuri Stranev

Tracking Engineer: Alexander Katsev



# SILA SVETA



# Get in touch!

Curious to know more about us? Want to master our production toolkit? Need support on your project? Our team will be happy to speak to you, whatever your query:

**Join the disguise**

**Community platform:**

[community.disguise.one](https://community.disguise.one)

**Join our e-learning**

**programme:**

[training.disguise.one](https://training.disguise.one)

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