

STORY CONTINUED ▶



- Obscura Digital creates fully immersive experience for Nakheel's VIPs using a ninety foot video dome.



- Nakheel presents "The Universe", a stunning new development, to 500 VIPs in the specially constructed video dome.

gies. For example, they used the new Red One™ 4K digital camera to produce uncompressed 9 megapixel video. Obscura Digital projected this ultra high resolution image around the dome using nine HD projectors, each one connected to a computer with an Intel Xeon processor, solid state drives from Entron and the NVIDIA Quadro FX by PNY graphics board.

According to Niklas Lundback, Lead Engineer for Obscura Digital: "This was the first job that allowed us to use the new enhanced processing power of the NVIDIA Quadro FX by PNY graphics boards to process 3K by 3K images – that's 9 megapixel video in real-time! We benchmarked a couple of different graphics cards and found that the NVIDIA Quadro FX by PNY graphics board is insanely fast at handling large textures."

Obscura Digital needed a high performance graphics board that could handle the demands of their in-house designed software application which blends together the images from multiple HD projectors to create an impressive 360° seamless image. "Our application allows us to "stitch" together images from the nine HD projectors seamlessly. No-one can tell there are nine projectors, people look around and they're not sure how the image actually gets up there", said Lundback.

Using the speed and performance of the NVIDIA Quadro FX by PNY, Obscura Digital's application is able to process in real-time the distortion correction for the shape of the dome, the position of the projector and correctly blend the images in real-time to create a seamless sphere: "Before, blends and geometry distortions for each of the nine computers had to be pre-computed or "baked-in" which was very time consuming. Now using the real-time capabilities of the NVIDIA Quadro FX by PNY NVIDIA we can make changes right up until the last minute of the show, because all the calculations are made on the fly," enthused Lundback.

By using the real-time capabilities of the NVIDIA Quadro FX by PNY, Obscura Digital has been able to remove one whole step from their production pipeline. For a company like Obscura Digital, in an industry where there are a lot of tight deadlines and short set up times, making the production process more efficient is very important: "Using the NVIDIA Quadro FX by PNY graphics boards allows us to cut out one step in our workflow, a very time consuming step - rendering. Because everything is handled in real-time and nothing needs to be pre-computered, we can now take on time limited projects which we couldn't do before," said Lundback.

"...we were able to deliver 9 megapixels in real-time, thanks to the NVIDIA Quadro FX by PNY graphics solutions,"

- Patrick Connolly, CEO, Obscura Digital

"For Nakheel's production we were able to deliver the highest resolution video available today, that's 9 megapixels in real-time, thanks to the NVIDIA QuadroFX by PNY graphics solutions," concluded Connolly. "At Obscura Digital, we are continually pushing the envelope to deliver the results our clients demand and expect from us, which is why we like to partner with PNY and NVIDIA so that we can have early access and first peeks at the coolest stuff out there." True to form, Obscura Digital has recently acquired the latest NVIDIA QuadroPlex. They now have access to uncompressed 4K by 4K resolution video, ensuring their future projects will remain ahead of the curve.



Obscura Digital is an advanced digital video technology firm focused on developing high-impact immersive displays to help its customers extend their brand in amazing ways. Utilizing proprietary software Obscura provides world class immersive environments and interactive video displays for the worlds leading companies.

For more information about Obscura Digital, please visit www.obscuradigital.com.

ABOUT PNY TECHNOLOGIES, INC.

Established in 1985, PNY Technologies®, Inc. is a leading supplier and marketer of NVIDIA® Quadro® by PNY Technologies professional graphics boards and XLR8™ and Verto® brand consumer graphics cards. The company also offers a full line of high-end memory upgrade modules, flash media, USB flash drives, portable hard drives and flash peripherals. Headquartered in Parsippany, N.J., PNY maintains facilities in North America (Santa Clara and Orange County, Calif., Miami, Fla. and Parsippany, N.J.), Europe (Benelux, France, Germany, Italy, Norway, Spain, United Kingdom,) and Asia (Taiwan and China).

For more information, please visit www.pny.com.

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