

The Malta Experience for projectiondesign

Written by Bob Snyder
28 February 2011



Little Malta, the EU's smallest member state, is suddenly front stage in pro AV news with three stories this month. Possibly this is a result that Malta suffered the recession less than most EU countries (its banking system was not involved in the global mess).

This time it is projectiondesign reporting on its win at the locally famous AV show, The Malta Experience. With more than over 4.5 million visitors since inception in 1980, this very popular 45 minute production has seen constant development throughout its operation starting life with a projection base comprising 21 projectors in 1980, later increasing to 39 and finally 44 analogue computer-controlled projectors prior to digital conversion in 2008.

As part of its ongoing product development process, the organization, a subsidiary of the M. Demajo Group of Companies recently commissioned White Light Pictures (Malta) with its projection system upgrade. F22 projectors from Norway-based projectiondesign were successfully installed. The projection comprises a 5000 pixel wide image onto a 10 metre screen.

Raymond A. Grech, MD of White Light Pictures who represents projectiondesign in Malta adds: "In this industry, there is a very thin line between 'very good' and 'perfect', which many manufacturers miss. It was a pleasure to work with projectiondesign because the company

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shared my goal of ensuring that the installation crossed that line.”

projectiondesign’s ability to precisely colour-match the projectors at its factory in Norway, together with the units’ high resolution of 1400 x 1050, are the key factors behind the new system’s success. Mr. Grech stated “This was not the first time we had used projectiondesign and as usual the support we received from them was excellent. Each F22 projector is fed a source from a dedicated PC running Dataton WATCHOUT presentation and control software, providing an automated feed to a combined image 10 metres wide.”

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