

An aerial architectural rendering of the Orlando International Airport Terminal C. The image shows a large, modern terminal building with multiple concourses and numerous aircraft parked at gates. The terminal is surrounded by landscaped areas with greenery and water features. The entire scene is overlaid with a semi-transparent dark grey filter, and the title text is centered in a bold, white, sans-serif font.

# ORLANDO INTERNATIONAL AIRPORT TERMINAL C

# Orlando International Airport

## Immersive video content for Orlando International Airport's new Terminal C.

For Orlando International Airport's brand new Terminal C, we were mandated to create and produce a series of **immersive experiences** exploring the knowns and unknowns of Central Florida.

Using cutting edge technology, we designed and produced more than **70 interactive multimedia vignettes** that are programmed according to the passenger journey, taking into account wait times, time of day and seasons. The video content is integrated into two large-scale media features inside the terminal.





# Moment Vault

Serving as the focal point of Terminal C, the **Moment Vault** offers an interactive experience where inside, passengers are transported into **360° photorealistic worlds**, created within the Unreal Engine™ game engine.

The installation is composed of **three giant screens** within curved walls facing each other. The content covers 2979 square feet LED panels on all sides of the walls.

Movement belonging to 30 people can be detected by a **real-time 3D motion capture** system based on artificial intelligence (AI) image recognition, as well as six 4K cameras to create moments of engagement.

The experience is accompanied by an original soundtrack that pays homage to the region, mixed for a **360-degree surround** configuration to provide absolute sound immersion reinforcing the content and interactive moments.



The team created two different content series to leverage the interactive system in place. The first series uses the cameras to create a **mirror** effect and to generate **kaleidoscope effects** playing with the visitor's reflection.

The movement and speed of rotation of the mirrors depends on the position of the users in the space.

The second series uses a **particle effect**, giving the illusion of a glittering dust trail formed by the person detection system. The visitor sees their own silhouette transported in a fantastic landscape.

Composed of three concave **2mm LED displays**, Moment Vault Interior's total resolution is **33K** for 1437 square feet LED panels

Composed of three convex **4mm LED displays**, Moment Vault Exterior's total resolution is **9K** for 1542 square feet LED panels.

The goal is to create a set of soothing visuals that harmonize with the rest of the content produced in CGI and live action.







# Windows On Orlando

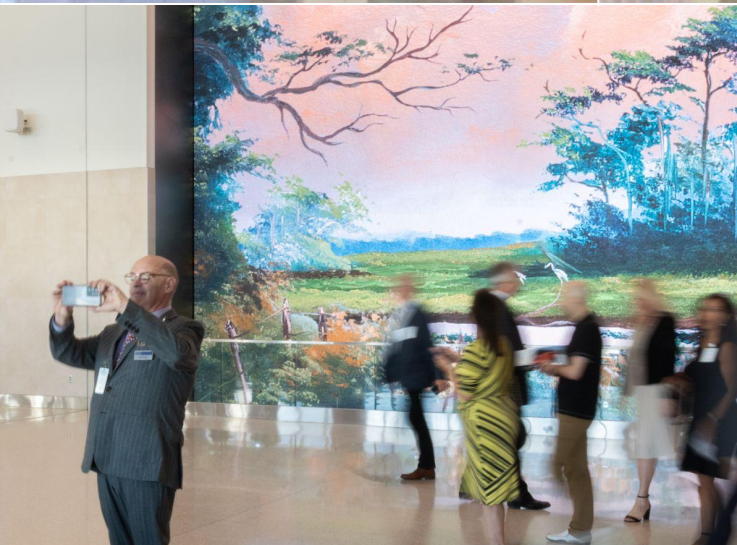
The second installation, Windows on Orlando is designed as an expansive **panoramic reveal**.

A triptych of **32-foot-high screens spanning 114 feet** give the illusion of three windows that open up onto mesmerizing scenes celebrating Orlando, from SpaceX rocket launches to bird migrations.

Our in-house cinematographers, along with a local production team, shot with **12K** resolution cameras at more than 20 different locations within a 50-mile radius of the airport.

Composed of three identical LED displays, each with a width of 33.35 feet and a height of 35.43 feet.

Total resolution is 2304 x 2448 pixels per screen, **19K**, for **3545 square feet LED panels**.







**PLEASE CLICK ON THE IMAGE  
TO ACCESS THE VIDEO**

**Thank you!**

