

## PLYMOUTH LAUNCHES WITH TRULY TAILORED THEATER DESIGN

Data Visualization Begins at the “Immersive Vision Theatre”

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West Sussex, UK --- 14 April, 2008 --- The Immersive Vision Theatre (IVT) at the University of Plymouth has now officially opened its doors to students, staff and the public. The IVT has recently undergone a full-scale Global Immersion upgrade – and is now one of the leading centres for digital fulldome technology in the country; immersing audiences in a range of complex subject matters from bio-medical or molecular structures, through to geology and fine art.



image © University of Plymouth

The 40-seat IVT is built around a custom solution; a centrally positioned Christie® D-ILA (Light Valve) projector with fisheye lens, covering the tilted 6.5-meter screen with a resolution of 1280 x 1024. A Zorro® 2015HC light valve projector is mounted at the rear of the theater, acting as an insert and providing an ultra-high resolution, true black screen area in front of the audience. The 10-speaker full spatial 5.1 audio system permits acoustic modelling and has been designed to work in harmony with the plaster screen.

“Theater control and functionality was key to the project’s requirements.” says Martin Howe, CEO of Global Immersion “We created a turnkey, cost-effective combination of our Media Server, Media Director and Playback solutions and SCISS’ Uniview™ – then integrated it with an Elumenati MX high resolution VJ Mixer and Dome visualization suite. This set-up is perfect for displaying and editing the wide range of bright and colorful rendered or real-time footage that the team at IVT have planned for.”



Dr Ruth Weaver, Director of Experiential Learning in Environmental and Natural Sciences CETL, explained: “We originally planned for the theater to be used as a tool for preparing and visualizing fieldwork. Now we’re developing techniques to acquire images and audio of field sites as well as finding new ways of visualizing all manner of complex data sets in the dome.”

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## About the University of Plymouth

Ranked top modern university in the UK\*, Plymouth is a national leader for teaching excellence. This achievement has helped it to secure an extra £33 million in funding over the next five years. It has nine National Teaching Fellowships\*\* and demonstrates research of both national and international excellence.

With around 30,000 students (including those who study at partner FE colleges within the University of Plymouth Colleges faculty) it is one of the largest universities in the UK - and proud to retain its reputation for friendliness. With a track record of 'widening participation', business partnerships and vocational courses, it has a high rate of graduate employment and is committed to improving the student experience, demonstrated by significant investment in new facilities.

For further information go to [www.plymouth.ac.uk](http://www.plymouth.ac.uk).

*\*Guardian higher education league table, May 2007*

*\*\*Including two with the Peninsula Medical School*

## About Global Immersion

With over ten years experience in the world of full-dome displays and scientific data, Global Immersion brings together a broad range of proven technologies, offers a variety of services and provides turnkey solutions from content through to completion. Our truly fresh approach brings a vast heritage to the party, this is coupled with our passion for building innovative, immersive theaters and puts us center stage as we work worldwide with our international partner network.

To find out more, [talk to us](#).

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