



CASE STUDY

## Oxo Museo Brings Life To The History Of The Video Game

The Malaga museum institution trusts in Panasonic Connect audiovisual technology to reinvent its 360° immersive room

**Client:** OXO Video Game Museum

Location: Málaga

Product(s) supplied:

PT-MZ680

PT-MZ880

ET-ELU20

## Challenge

Boost the quality of the immersive room at the OXO Video Game Museum, creating a 360° immersive multipurpose space that would promote a unique experience for its visitors, exceeding their expectations.

## Solution

A projection system with 3 LCD technology was installed; 9 PT-MZ680 laser projectors for floor projections and 6 PT-MZ880 projectors for walls. Creating an immersive environment at 60 frames per second, considering aspects such as the proximity of the user to the wall and ensuring that no shadows were generated.

**Málaga 2023** – OXO Video Game Museum of Málaga, a center dedicated to the past, present and future of video games and promoted by Kaiju Entertainment, a verticalized company in the gamer industry, has given a twist to its immersive room, through the audiovisual technology from Panasonic Connect, with a result that lives up to the demands of video game fans.



OXO Video Game Museum brings to the public more than 500 pieces, consoles and original games on its five floors, and has permanent and temporary exhibitions on themes such as the first official exhibition of the renowned Final Fantasy video game, curated by Square Enix outside of Japan. One of its main spaces is a 40 m<sup>2</sup> immersive room, framed within its permanent exhibition, which includes different projections related to its temporary installations. The main challenge for the Kaiju Entertainment Museum institution was to boost the quality of this room, creating a 360° immersive multipurpose space that would promote a unique experience for its visitors. The more than 10,000 users who visit the center per month tend to be gamer profiles, so OXO Video Game Museum sought to have a high-end environment that exceeded the expectations of attendees.

To meet the technical requirements of the project, OXO Museo has relied on Panasonic Connect audiovisual technology, specifically its high-quality laser projectors that create immersive environments at 60 frames per second, exceeding the high-quality standards sought by the museum institution. The implemented system includes 9 PT-MZ680 projectors for floor projections and 6 PT-MZ880 projectors for walls, models that have 3LCD technology, with a compact and silent design.



With 6,000 and 8,000 lumens of power respectively and WUXGA resolution, these Panasonic projectors include functions such as edge blending, geometry adjustments and dynamic contrast value synchronization. This improves the uniformity of images in the multi-display system and reduces overlapping areas to obtain a complete image without defects. These devices also incorporate an optimized RGB light output, which guarantees optimal viewing from any angle in the room. Thanks to the use of the ET-ELU20 ultra-short-throw lenses, the shortest on the market, large images are offered at a reduced distance, avoiding the creation of shadows in order to ensure a high-class immersive experience.



*"From the moment you cross the doors of our museum, you immerse yourself in an experience that redefines your perception of reality. Our immersive room, strategically located at the beginning of your visit, is the first stop on your journey and has an exceptional surprise in store for you. Through cutting-edge technology, this room transports you directly into a video game, triggering amazement and delight in visitors of all ages. For us it is a pleasure to be at the service of such interesting projects with so much potential as the OXO Video Game Museum. This reaffirms our commitment to the entertainment and culture industry, where immersive projections are becoming increasingly important," says Daniel Collado, Partner Account Manager at Panasonic Connect, who adds that "this project was a challenge for us, given that we had to be very precise when coordinating with the installation team. The projection was the protagonist of the immersive room at the OXO Video Game Museum, so we had to consider aspects such as the proximity of the user to the wall and ensure that no shadows were generated. All this to contribute to an unforgettable experience for the user."*

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**Javier Arbós**

General Director

OXO Video Game Museum

## More pictures from OXO Museum

