



Hippotizer Amba+ Drives Audi e-tron Sportback launch

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The 'energetic' content was displayed on 30 sq.m of LED screen and battens.

Denmark - German car manufacturer Audi launched its highly-anticipated electric e-tron Sportback model in Denmark with a visuals-focused event powered by two Hippotizer Amba+ Media Servers.

More than 30 sq.m of LED screen was constructed at Audi Denmark's Gladsaxe showroom, as a backdrop to a large stage upon which the e-tron Sportback was displayed.

Audi Danmark's marketing manager Morten Friis-Olsen approached Danish event lighting and visuals expert Showtech to deliver the visuals, lighting and staging for the launch, which was live streamed to both consumers and members of the car industry.



"The Audi team shared the brief for the event with us, requesting a dynamic and bright look and feel to reflect the car's '100% electric, 100% Audi' tagline," says Showtech's Joachim Bay. "We translated this into the visuals, using Audi's branding as the core of the creations. We then uploaded the visuals into Hippotizer's ZooKeeper software, stacking it and using presets to align it. We also used the Hippotizer to simply adapt the content for the LED screens and a series of Martin VDO Fatron 20 LED video battens, which we placed around the stage."

Bay and his colleague Mathias Stephansen, who operated the visuals at the event, controlled the LED screen and the Fatron battens via Art-Net using a grandMA2 light console. The team used one Hippotizer Amba+ to drive the screen and another focusing on the Fatrons.

The result was an energetic, visually striking event that worked for both those present at the showroom and the online audience.



"I was impressed by how easy it is to manage the content, using the Hippotizers," Bay continues. "The software gave us a lot of options on-site to quickly update everything and be creative with the content that we'd already uploaded. We needed to add effects and adapt the content at the showroom, sometimes in real-time, and the Hippotizers really made this simple and effective."

Credit: © Showtech



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