



“Unbelievable” Ai V8 Autoblend proves invaluable for Phish and DMDS7UDIOS







USA – American rock favourite Phish recently played a string of dates at Miami's American Airlines Arena to ring in the New Year. The prolific band wanted to really make a statement for the shows that tied in with their iconic imagery.

Enter DMDS7UDIOS, brought in to projection map the building's huge curved exterior with custom content using Ai and its new headline feature, Autoblend. The feature has been lauded by DMD Principal Scott Chmielewskias "unbelievable" for its speed and accuracy in making a perfect blend on a difficult surface that looked to threaten the success of the project.

DMD are the first company to have been allowed to projection map on the AA Arena, and as Principal Scott Chmielewski explains, "the arena is a complex building with very unusual throw distances and angles."



In order to accomplish the task, DMD used eight 40k Barco projectors to create two 4k images on the north and south sides of the building. DMD created all of the content for the project using the band's logo and assets as a basis, with some of the more interesting elements created using Ai's tools and effects on site.

"Despite the complexity of the building we were able to use our normal process with Ai to create an accurate model and UV map, and to work with the proper photometrics for the projectors well enough in advance that there were no technical concerns about accomplishing the goal," Chmielewski continues.



