



AV Spectrum installs state-of-the-art projection mapping at Jatiya Sangsad Bhaban

SPECTRUM AV Commissions PROJECTION MAPPING PROWESS at Bangladesh's Historic 50th Independence Day Celebrations in Dhaka

Bangladesh's iconic Jatiya Sangsad Bhaban comes alive with 35 Million pixels and a bespoke visual experience

When GREY Advertising, an agency for entertainment and live experiences, was entrusted with the responsibility to have the entire **Jatiya Sangsad Bhaban** building act as a canvas, to display a myriad of visual content (images and video) that provided an insight into the nation's history and its 50 glorious years of independence, the team at Grey connected with one of India's well-known service providers of high-quality audio-visual equipment for large-scale live event applications – **SPECTRUM AV**.

The Jatiya Sangsad Bhaban a.k.a. the National Parliament House of Bangladesh, which by itself stands as the most prominent and remarkable architectural landmark in the country while also being acclaimed as the ultimate symbol

of the nation's pride, freedom, and sovereignty as its key design philosophy is believed by many to be the greatest representation of Bengali culture and heritage. The Jatiya Sangsad Bhaban illumination program was scheduled to take place during the evenings of 16th December 2021 and 17th December 2021 respectively.

December 16th, 1971 is noted a day of historical significance as it witnessed the birth of Bangladesh as an independent country. 2021 marked a very special year in the country's Victory Day celebration proceedings, with the itinerary being more extensive than any other, that the country had ever witnessed in its history, as the day happened to coincide with two other equally significant national celebrations i.e., the birth centenary of the Father of the Nation

Bangabandhu Sheikh Mujibur Rahman, and the **golden jubilee of the country's independence**.

Considering the importance of the occasion and the building itself, officials from the Bangladesh government wished for the exercise to deliver a truly special and wondrous audience experience – the likes of which was never witnessed in the country before, and of course, commissioned in a manner that would be befitting of the building's stature and prestige.

Besides hosting the Hon'ble President of India **Shri Ram Nath Kovind** as the guest of honour for the occasion, the programs marking 'Victory Day' celebrations included a 31-gun salute, placing of wreaths at the monuments to pay homage to martyrs, and hoisting of the national flags atop all government,

semi-government, and private offices as well as offices of autonomous bodies across the country.

Project Highlight

Following a few detailed conversations about the project between the two organizations, the Spectrum AV team presented Grey with a meticulous plan to bring the project vision to life, along with a succinct and effective strategy to achieve the desired results. This interaction proved to be instrumental in Grey being convinced about Spectrum AV's capabilities and capacity to deliver true on their promise – which led to the Mumbai based maverick company being awarded the opportunity to be a part of this prestigious project.

"After understanding the grandeur of



Jatiya Sangsad Bhaban illuminates with enchanting visuals to celebrate the country's 50th Independence Day

the event and the client's expectations, we realized that the key priority on this project would be for us to ensure the optimal usage of the entire National Parliament House building as one single projection canvas and to fill every little square inch of this canvas space with crisp images and brilliant colors that would accurately represent Bangladesh's rich culture and heritage, while also spotlighting the country's journey of Independence (and Victory!) and the progress it has made this far" commented **Jay Mathuria**, Founding Director, Spectrum AV.

Solution

The Spectrum AV team carried out an extensive analysis of the building which involved securing accurate measurements of every inch, corner, and curve of the Jatiya Sangsad Bhaban's façade in order to devise a detailed technical charter to efficiently commission the task at hand. The analysis revealed the need for the Spectrum AV team to add multiple units of the brand-new **Barco G100 W 22,000 lumens projectors** – which the company ended up acquiring specially for this project.

While on-site, the SPECTRUM AV team stuck to its meticulous plan that detailed the deployment of over 24 units of **Barco Laser Projectors (UDX-4K 32,000 lumens & G100-WUXGA 22,000**

lumens) at extremely precise strategic locations, such that the projected content would cover every square inch of a stretch of almost 250 Meters

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across the National Parliament House with crisp colors and sharp images. And the spell-binding projection design was mapped onto the building facade using a decisive system that included

DATATON Watchout playback servers, Lightware Matrix switchers, and additional transmitters and receivers from Lightware, all of which came together seamlessly to assure 100% redundancy in networking across the entire stretch. The team also deployed double the amount of Watchout Server Channels used in conjunction with Lightware Matrix Switchers to provide an additional layer of backup.

Challenges

The entire process of bringing all the technical concept together on-site was, however, far from being as simple and straightforward as the Spectrum AV made it seem. Mathuria details the several challenges that the team had to overcome.

"There was an unbelievable amount of time and effort that went into planning each and every detail of the project, most of which began before we could even board the aircraft to Dhaka. From narrowing down on products and quantity that would be perfect for the mapping, to the transportation and logistics of the equipment, to sorting out important formalities and securing a thorough understanding of international health and safety protocols

so that our team could work safely and efficiently in line with all directed mandates – all of it demanded only the utmost level of commitment from our entire team. Luckily, Spectrum AV is blessed to have a team workforce of expertly talented thorough professionals, which is why we could mitigate these and several other challenges with relative ease. I cannot commend our team enough for their sheer brilliance in bringing this monumental project to life. They're absolute rock-stars!" said, Mathuria.

Conclusion

Mathuria informs that the Spectrum AV team spent a cumulative of 48 gruelling hours to precisely set up the technical infrastructure that efficiently enabled the spectacular projection mapping show, which ran for 90 straight minutes individually on both days of the event. Owing to the outdoor nature of the event, the team had to take prevailing weather conditions and other environmental factors into account, wherein special arrangements were made to protect the equipment from the heavy dew that began to set in as the sun went down. In addition to the 48-hour set up time, the team invested an approximate of 20 hours in programming the visual content for the show which involved multiple checks on the resolutions, video codecs and also the reproduction of the content on the building façade itself, in an attempt to ensure the utmost level of perfection in doing justice to the client's expectation of accurately representing the spirit of Bangladesh.

At the end of it all, Bangladesh soaked-in the glory of one of the most enchanting visual experiences it had ever borne witness to, which not only celebrated the achievements of the nation and paid homage to its past, but also instilled inspiration for a promising future.

"The National Parliament of Bangladesh is considered as one of the twentieth century's most significant buildings, and seeing the building come alive with the 35 Million pixels all synced with music and lights, was truly a sight to behold. We're very grateful to Grey and the government of Bangladesh for trusting us with the responsibility of such an important project. We're really pleased with all the appreciation and praise that the show received from all quarters. Commissioning a one-of-a-kind projection mapping experience onto one of the finest parliament buildings in the world, in a matter of just 72 hours, and that too on one of the most important days in the country's entire history, is truly a proud moment for the entire team at Spectrum AV!" concludes, Mathuria.



AV Spectrum deploys tech-savvy infrastructure to enable a stunning projection mapping display