

## Case Study

# Hitachi Collaborates with Ferrari to help celebrate their 70th Birthday at the Design Museum, London

To mark Ferrari's 70th Birthday they approached the Design Museum to create an exhibition like no other, 'Under the Skin'.

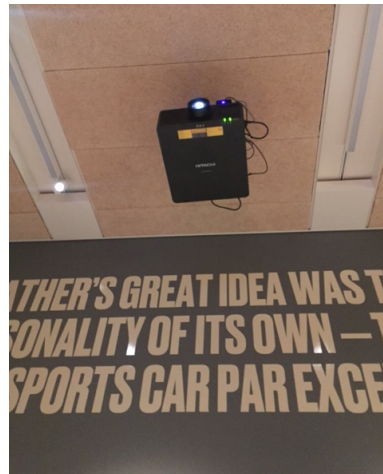
The exhibit, which ran from November '17 – April '18 was the first of its kind outside the Ferrari Museum in Maranello, Italy, and showcased a staggering £140 million worth of iconic models.

Using various Hitachi projectors, a range of visuals were projected onto the walls of the museum, creating a truly immersive experience. Visitors were able to travel through Ferrari's 70 year, illustrious history, from exploring the various design concepts to understanding the engineering process.



This six month exhibit was open daily from 10.00 – 18.00, it was therefore a pre-requisite that the projectors needed to be highly reliable and offer low maintenance. Recognised for our expertise in pioneering new technologies, this made Hitachi the perfect partner to collaborate with, to create this extraordinary event.

After multiple discussions with the Design Museum to understand the scope of the exhibition, our highly specialised technical team were able to offer their expert advice and guidance, as to which projectors would suit the environment while successfully balancing this with achieving the desired results.



Three projector models were used in the installation. These models were selected for their continual hours of reliability and low maintenance:

- 1 x LP-WU3500 – LED light source model, this is incredibly reliable and capable of long, continual operating hours with low maintenance.
- 4 x LP-WU9750B – Laser light source model also offers low maintenance. This model has optional lenses which allowed flexibility when planning the positioning of each model. Using the Ultra Short Throw lens, FL-920, meant that one particular installation the team could have a very short throw distance (1.45 meters) to create the desired screen size of 200".

- 1 x CP-WU8700W – this model can be programmed through an internal scheduler, making it ideal to use within these types of environments.

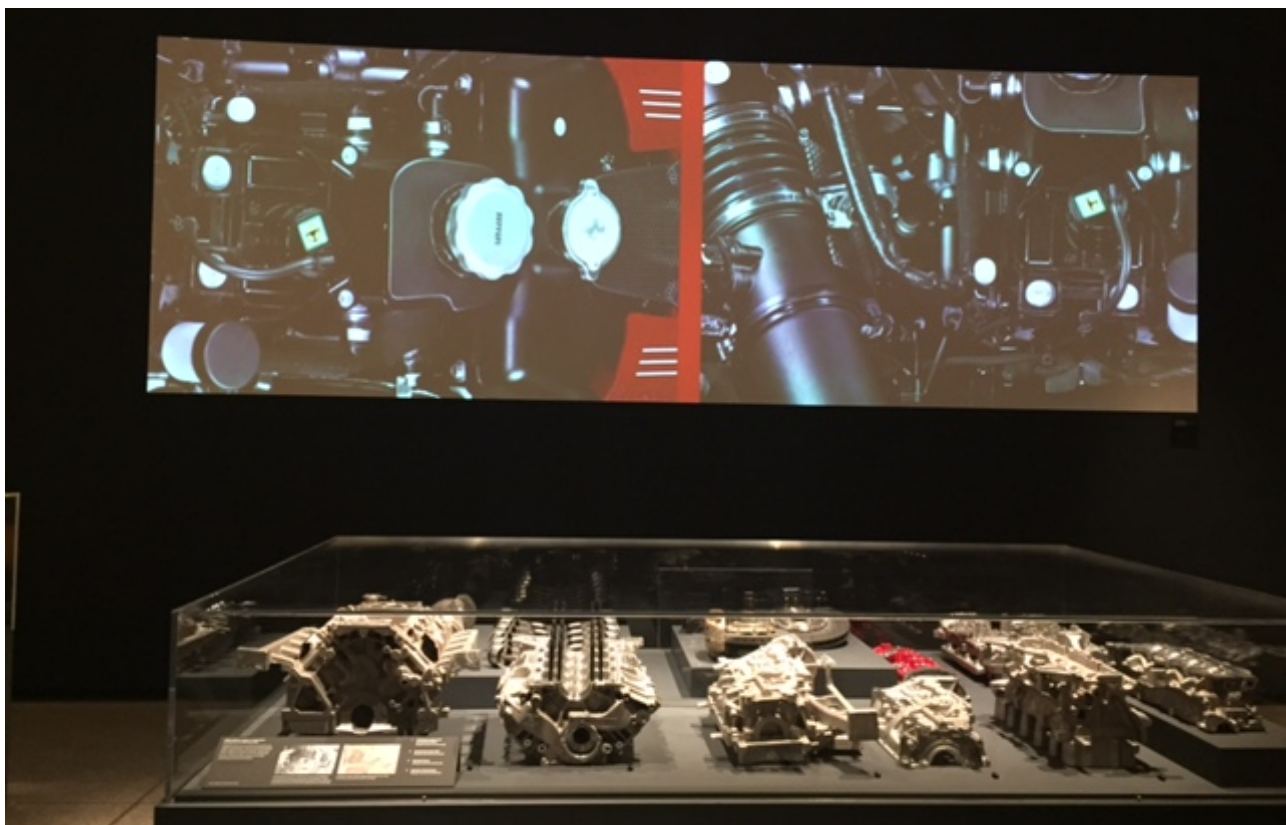
LED and laser light source projectors are highly appealing, when long, continual usage is required, as these models require minimal maintenance, and are capable of operating 24 hours a day. Reliability was vital to this installation, as this prestigious exhibit was hugely popular, with high visitor levels expected, Ferrari and the Design Museum needed peace of mind that the projectors would continually perform well while offering high reliability rates.

Due to the high value items the exhibit was displaying, one of the biggest challenges faced during this installation was that the projectors could not be hung directly above the cars.

Therefore to overcome this and still achieve the desired results, appropriate lenses were fitted for the LP-WU9750B, which increased the creativity and opportunities needed to create an engaging environment.

To date this has been the Design Museum's largest and most successful exhibition, welcoming over 100,000 visitors to the highly prestigious attraction.

"The Hitachi projectors were highly reliable and we were delighted that there was no downtime during the entire 6 month period. We were also delighted that they were easy to use, and the content that we showed was bright, crisp and clear. The end result achieved was a far greater impact than we would have ever imagined". Ben White, Senior Exhibitions Project Manager – Design Museum.



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