

Vinilo Lab and Christie Pandoras Box Transform a Monitor into an X-ray Scanner for Mazda Colombia

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Bogotá, Colombia ([PRWEB](#)) July 22, 2016 -- The Christie Pandoras Box media server played a critical role at the Mazda booth during Expomarketing 2016 in Bogotá (Colombia). The automobile brand set up an innovative system that showed the inside of a Mazda 3 as if it were seen through an x-ray scanner. The idea was conceived and executed by the Colombian company Vinilo Lab, specialists in the conceptualization of emerging technologies and the development of digital contents.

The X-Ray Scanner system consisted of a mobile 65-inch monitor positioned in portrait mode alongside the Mazda 3 in a structure that allowed the screen to slide parallel to the car, creating the effect that the monitor was scanning the inside of the car via x-rays and revealing its skeleton, safety mechanisms, design details and countless other information.

The idea was possible thanks to Christie Pandoras Box. The platform ran the interactivity of the X-Ray Scanner system, synchronizing the movement of the monitor with a 3D model of the car. More specifically, it used a Pandoras Box Client Server PRO, a Pandoras Box Manager STD and Widget Designer PRO, the software used to create the interactive applications.

The X-Ray Scanner application was used at Expomarketing 2016 (Latin America's biggest marketing fair) as an original, interactive way of attracting visitors and letting them see under the skin of the new Mazda 3. The application was also combined with demonstration videos of the latest Mazda technology.

Vinilo Lab developed the programming, the configuration of the X-Ray Scanner system, and the digital contents for the platform from scratch. Eduardo Ortega, the company CEO, shared his impressions: "The system we put in place was a resounding success, attracting hundreds of visitors to the Mazda booth during the fair. People were fascinated with the interactivity and originality of the system, and it caused quite a stir."

Ortega said Pandoras Box was a key factor that ensured everything ran smoothly. "Without a doubt, the real time and programming developed with the Widget Designer was instrumental in the success of this project. It allowed us to work at great speed in the design and implementation of the system, and to control all the elements of the platform. It is incredibly versatile and creative, and really user-friendly," he concluded.

The Christie Pandoras Box system is a cost-effective turnkey solution that more perfectly unites state-of-the-art rendering technology with intuitive media and show control. Found in some of the most spectacular multi-media presentations around the world, it is the perfect choice for any live event, [projection mapping](#) or multi-media show. Flexible and user-friendly, it can be set up as a standalone playback device, network playback client or in console mode for direct DMX Control.

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