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RealMotion™ Powers the Groundbreaking Interactive Video Wall at Sofitel Paris Baltimore Hotel

MONTREAL QC, CANADA, July 6, 2017 — [RealMotion](#)™, the technology division of the award-winning experiential design studio [Float4](#), today announced that it has successfully powered the installation of a compellingly immersive digital video wall at the Sofitel Paris Baltimore hotel. Click [here](#) to watch a video of the installation.

“The goal of this project was to create a perfectly integrated entertaining, informative and interactive welcome wall that was also an intuitive tool for visitors to engage with and hotel staff to easily manage and update,” RealMotion Chief Technology Officer Sevan Dalkian said today. “We achieved this goal by designing an experience that is entirely focused on the end-user from start to finish. Float4’s technical and creative thinkers worked as a team to create an intuitive tool that also complements the aesthetics of a 19th century space.”



Amplifying this thought, Float4 Co-Founder Alexandre Simionescu emphasized, “We developed the RealMotion platform as the logical evolution of the design and content generating consulting services that we offer our clients every day. It is a platform that is now being installed at client sites around the world.”

While the RealMotion platform made its worldwide debut at InfoComm 2017, the platform has for the last number of years been used by Float4 designers to create groundbreaking user experiences. The idea for the RealMotion platform stems from real-world design experiences of the Float4 studio team who are constantly creating exciting digital experiences within physical spaces for forward-looking clients like the Sofitel Paris Baltimore hotel, the Hotel Mere in Canada, eBay’s corporate headquarters, the Seneca Buffalo Casino, and the Liberty Lights Mall in Cincinnati, Ohio, among others.

The interactive video wall installed at the Sofitel Paris Baltimore hotel is designed to compel the attention of arriving guests and initiate a friendly and engaging interaction that is both playful and fun. Once engaged by the visuals on the wall, guests inevitably touch the wall triggering a deeper interaction that is difficult to pull away from. The wall features

artworks that attract guest attention and respond to their movements, a photo booth, and a virtual concierge, where guests can explore Paris. Hotel staff can log on to the content management system and help create a path through Paris that lasts two hours, based on the guest's interests. The path can also be downloaded to the guest's smartphone for added convenience.

The RealMotion system installed at the Sofitel Paris Baltimore hotel predominantly generates real-time content at an astounding 6K resolution that is being maximized by the system's pixel mapping features.

RealMotion's ability to enable real-time compositing allowed Float4 to layer multiple types of media (i.e.: HTML5 for interfaces, real-time graphics and high-resolution video for background elements). Layered interactive technology empowered Float4 to combine both motion and multi-touch functionality to create a progressive interactive experience. The custom content



management system enabled the hotel staff to customize many aspects of the wall's content including the creation of customized itineraries through Paris that can be downloaded on to guests' mobile phones. A selfie station allows visitors to take pictures and share them with friends directly or more broadly on social media platforms. Live feeds from cameras or television can be processed through RealMotion for events. And remote monitoring allows everyone to be proactive in maintenance operations.

Available in Ultra, Pro, Lite, and Micro system configurations to meet specific project needs, the RealMotion platform consists of three core components. The **RM Designer** module empowers users to create, collaborate and deploy content utilizing real-time content editing, generation and compositing software. **RM Servers** host, generate, connect and enable real-time content manipulation, playback, and delivery. The **RM Admin** module provides online system monitoring, information flow, and management.

About Float4

Headquartered in Montreal QC, Canada, Float4 (www.float4.com) is a forward looking, award-winning experiential design firm that began as the realization of two daring dreamers. Ten years later, the firm's growing and expanding success depends equally on the collective abilities of a multidisciplinary team of artists, thinkers, coders, designers, writers, and collaborators who are passionate about weaving compelling digital experiences into physical spaces to amplify their identity.

About RealMotion

Headquartered in Montreal QC, Canada, RealMotion™ (www.realmotion.com) is the technology division of the award-winning experiential design studio Float4 (www.float4.com). RealMotion's mission is to provide a superior real-time platform empowering ideation through the prototyping, execution, and monitoring of next generation

immersive and interactive environments. Designed for both AV integrators and creative minds, the RealMotion platform is built to serve as the backbone of digital media production pipelines.

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