

Holonyne's WallSite Makes Its Debut

Written by Bob Snyder
09. 06. 2016



A design, production and programming management firm specializing in large-scale digital environments for entertainment, commercial, and exhibition industries, Holonyne Corporation debuts **WallSite**.

Both **NEC Display Solutions of America** and **RPV** commissioned full-length, digitally immersive WallSites for their respective exhibition stands at InfoComm 2016.

Developed by Holonyne founder Jon 9, WallSite showcases the company's wide-range of visual display and communication options for the advertising, corporate and entertainment industries, needing immersive digital branding experiences.

Jon 9, based in Los Angeles, is a creative technologist who uses advanced production techniques on massive display systems to connect people with stories and ideas.

"As the demand for large-scale complex interactive multi-screen video wall environments continues to grow, so does the need for new and compelling ways for brands to tell their stories and showcase their products," states Holonyne's Jon9.

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NEC commissioned a 16 screen, 15:00 minute WallSite that draws on imagery from fashion photography, gaming, travel, nature, framed with a new videowall artwork, all created by Jon9. "THE NONAGON" features a 9-chambered virtual reality interface that the viewers travel through to experience different segments of the content. Jon9 has included relevant graphical comments and quotations throughout and integrated NEC's current marketing themes. It showcases the intersection of art and technology, and how they are merging in the commercial communications space.

The video art piece, *RUNNING THE HUMAN RACE IN THE 9th DIMENSION*, is built from short clips of 999 video files samples from the internet, assembled on the NEC videowall in a hyper-sampled multi-layered montage that speaks to how our human identities are increasingly being defined by our online personas. THE NONAGON WallSite also includes stunning portrait photography of Dita Von Teese by award-winning photographer Scott Nathan, ultra-high resolution videography from the slopes of MacchuPicchu in Peru, and work by other photographers and media makers. Content was assembled and curated by Warren Noronha, Creative Director at Holonyne. THE NONAGON project is powered by Aviary Par4Keet servers from Green-Hippo.

The RPV WallSite (*photo above and entitled the "Digital Zipper"*) features 5 different technologies all displaying the same panoramic image. Shown in the photo above, the RPV WallSite, designed and produced by JON 9, includes imagery from RPV projects, panoramic beauty shots and informative graphics assembled into an 8:00 minute montage.

Jon 9 worked closely with RPV in development of the content formatting to make sure that the pixels on each display surface are perfectly in line with the optimized content to create a single image using five different resolutions and aspect ratios. The servers to drive the Digital Zipper are Coolux Compact Players programmed from Christie Digital.

Jon 9 / Holonyne currently serves under contract to global outdoor advertising firm **JCDecaux** as the Director of Production & Programming for the IEMS – the world's largest immersive digital signage system at LAX International Terminal, managing all post-production and programming for luxury clients.

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