



**Customer:** Museum of Brisbane  
**Industry:** Museum  
**Region:** Queensland  
**Products & Services:** Data Projectors and Lenses  
**Solutions By:** Digital Presentation Solutions

## Maxell helps to bring a thirty-year catalogue of rare, remastered film clips to life

**Museum of Brisbane explores contemporary and historic Brisbane, Australia, and its people through a program of art and social history exhibitions, workshops, talks, tours and children's activities. Located within Brisbane City Hall in the city's CBD, the Museum and its staff are highly regarded for their innovation and contemporary international practice across the museum and gallery sector.**

Museum of Brisbane's High Rotation exhibition takes centre stage from 30 August 2019 – 19 April 2020. Get a backstage pass to three epic decades of Brisbane's incredible music scene from 1989 – 2019.

Showcasing some of Brisbane's most memorable musicians, High Rotation is

set to take music lovers down memory lane, while introducing a new generation to this iconic musical era through film clips, photographs, instruments, souvenirs, and ephemera, as well as an immersive digital component to elevate audience experience.

Museum of Brisbane collaborated with

Nightlife Music and Maxell to create High Rotation, an unforgettable immersive experience that reveals a snapshot of how popular music in Brisbane exploded from the local scene onto national and international stages.



**“ With music we really tried to capture the emotion and feelings you experience when you're listening to music, and we thought the perfect way to do that would be to include music video, we couldn't do that without the support and the innovation of Maxell. ”**

Renai Grace, Museum Director, Museum of Brisbane

### The Challenge

Working within the limited confines of the gallery



The Museum required an advanced projection solution that would not only work within the limited confines of the gallery but would also provide optimum

image quality and brightness, particularly for some of the older low-resolution videos captured in the eighties and nineties.

**“ The brief given to Maxell specifically focused on the video quality captured in the eighties which needed to be very bright, with vivid colours to make the videos pop out of the screen. ”**

Juanlu Perez Lopez, Technology Lead



### The Solution

Maxell projection helped to make High Rotation a reality



Maxell helped to make *High Rotation* a reality by providing eight large venue laser projectors (Model MPWU9101B), which were installed with specialised ultra-short throw lenses (Model USL901A) within the exhibition.

The laser projectors installed in the exhibition featured 'Perfect Fit' technology, allowing the museum to independently adjust individual corners of the projected image to perfectly fit the screen.

The projectors also feature a sealed optical engine that prevents dust and other particles in the air interrupting the system, eliminating the need for an intake filter and filter maintenance, the perfect choice for this installation.



**“ We had to make sure that the way the videos were presented in an exhibition space were really high quality, the screen has to be high quality and projection has to be high quality or else there’s no point.**

Leanne De Souza, Curatorial Advisor, NightLife Music

### Why Maxell?

Renai Grace, Museum Director at Museum of Brisbane chose to work with Maxell because of their extensive range of superior projection technologies, capable of delivering bright, clear and vivid in colour images, even in the most demanding environments.

**“ The benefits of using Maxell technology in the museum was that we were able to think outside the box. We were able to bring incredible clarity and colour into the music videos that are on display in the exhibition.**

Renai Grace, Museum Director, Museum of Brisbane



The Result

Maxell had the products and support that allowed the Museum to push their concept into reality



High Rotation is set to take music lovers down memory lane, while introducing a new generation to this iconic musical era.

Featuring highlights over the past 30 years, High Rotation will reveal a snapshot of how popular music in Brisbane exploded from the local scene onto national and international stages.

“ It was mutual beneficial partnership for the museum, for Maxell and Nightlife to work together to make sure we could elevate the quality of music video in a museum. ”

Leanne De Souza, Curatorial Advisor, NightLife Music



High Rotation is opened on 30 August 2019 and will run until 19 April 2020.

Museum of Brisbane is open daily from 10am – 5pm, until 7pm Fridays. Free entry.

Equipment Installed



8 x MPWU9101B Maxell Large Venue Laser Projectors



8 x USL901A Maxell Ultra Short Throw Lenses



70 x SMS-10 Maxell Headphones

## About Hitachi Digital Presentation Solutions

We offer an extensive range of products that are designed to help educators and professionals alike, deliver digital content in a way that's both efficient and impactful.

- **Data Projectors:** A full range of data projectors including Ultra Short Throw, LED, Laser and Large Venue projectors.
- **Interactive devices:** Interactive projectors or LCD flat panels, choose what's right for your needs.

Using our advanced knowledge and experience of both visual and interactive hardware and software we can craft the right solution, for the right environment and requirements.

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