



From imagination
to reality



INSTALLATION SHOWCASE



ideas

Feel free to unleash your wildest ideas.
The limits are set by your imagination only.



ideaLAB

Making ideas real

The IdeaLAB Concept

IdeaLAB is a new exciting project from EKTA. Just as a tree starts life as a seedling, so we have been laying the foundation for **IdeaLAB** for a number of years, through our involvement in major AV events. It heralds the beginning of a unified approach that enables us to search for innovative and dynamic ways to implement what the customer wants by blending different components, systems and techniques accordingly. This fusion is where we are moving towards in the display world, to create better customer engagement.

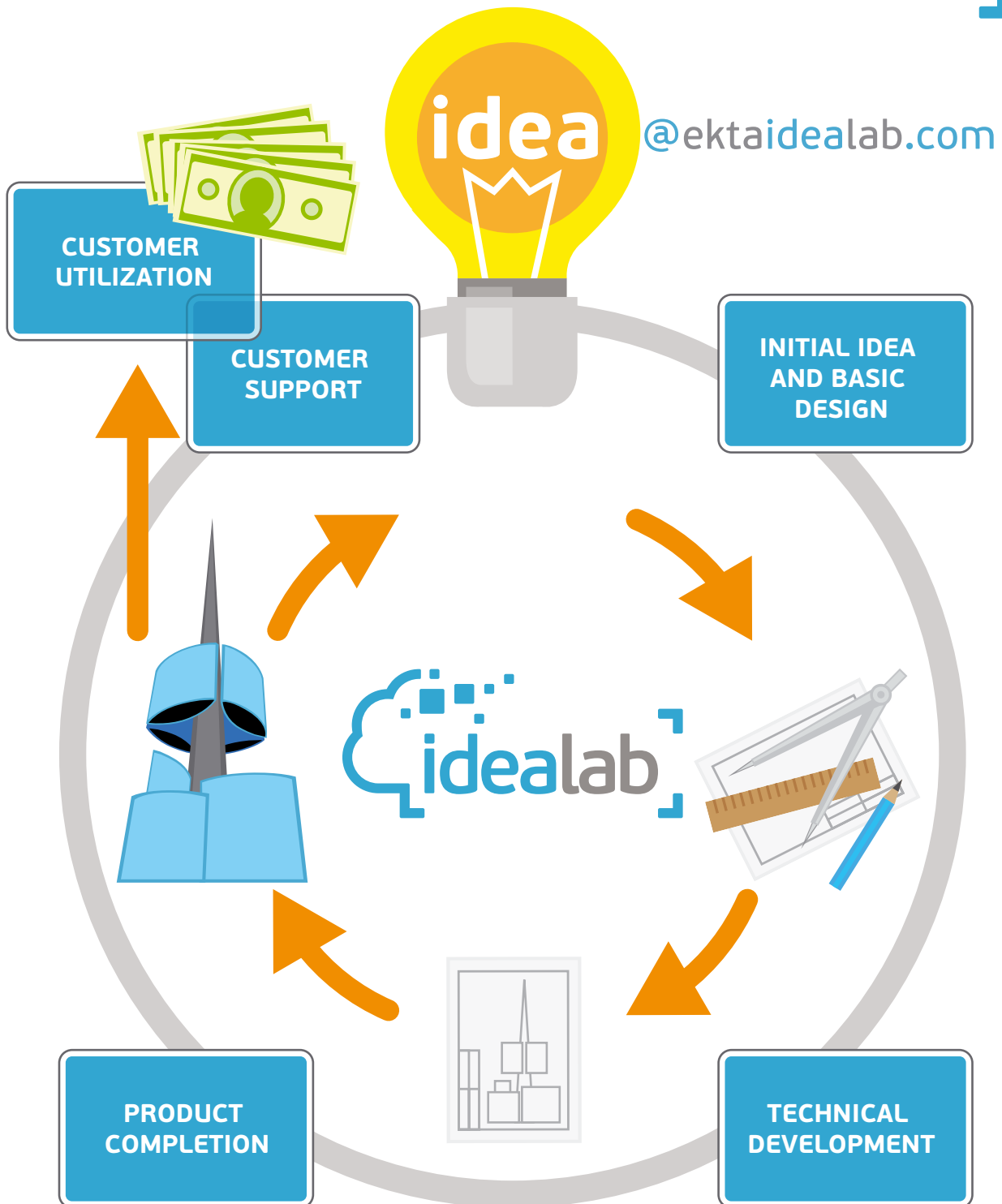
Following our own eclectic approach, **IdeaLAB** aims to bring in elements from different fields, for example LED and architecture or LED and interior design, creating a symbiosis between art and cutting edge technologies. In the same way that travelling creates enrichment and inspiration through meeting new people and experiencing different cultures, we aim to create new experiences and extend our knowledge through **IdeaLAB**.

At our disposal there is a broad range of innovative LED products to enable EKTA to develop original and pioneering solutions, in line with our company mission to be 'ahead of the future'.

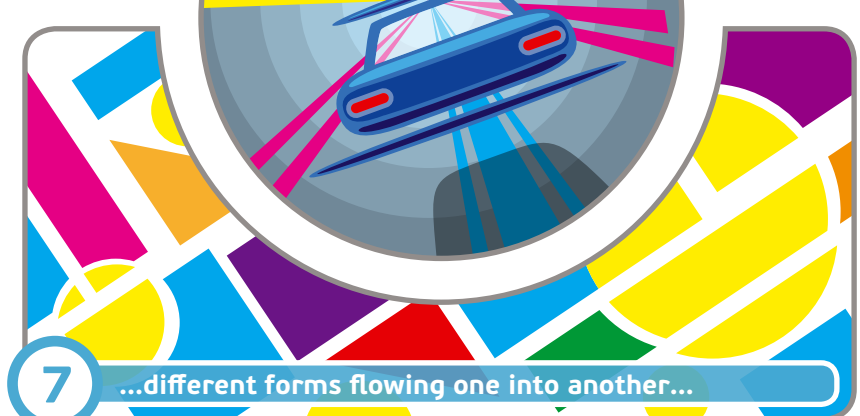
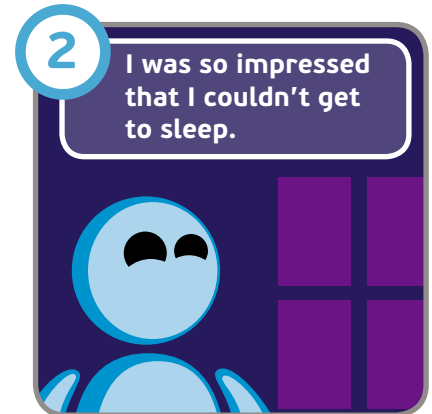
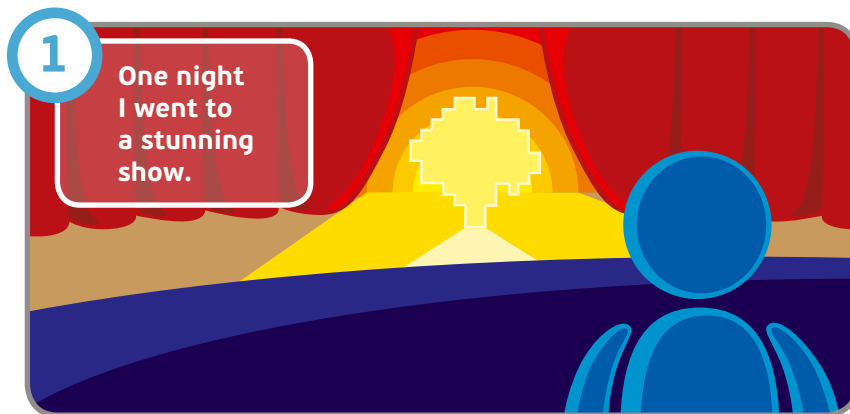
Equally, we needed a powerful technical basis from which to start **IdeaLAB**. At the forefront of this is EKTA's multi-purpose control unit ERMAC, which is one of the best displays control systems in the world. This system is like the roots of our tree, enabling the branches of **IdeaLAB** to grow.

LED technologies offer us exciting limitless possibilities. **IdeaLAB** is created to make these possibilities real, so we are only limited by our imagination.

How it Works



IdeaLAB as a Story





Helpful hints | LED technologies are limited by your fantasy only
IdeaLAB – area for realization of your ideas

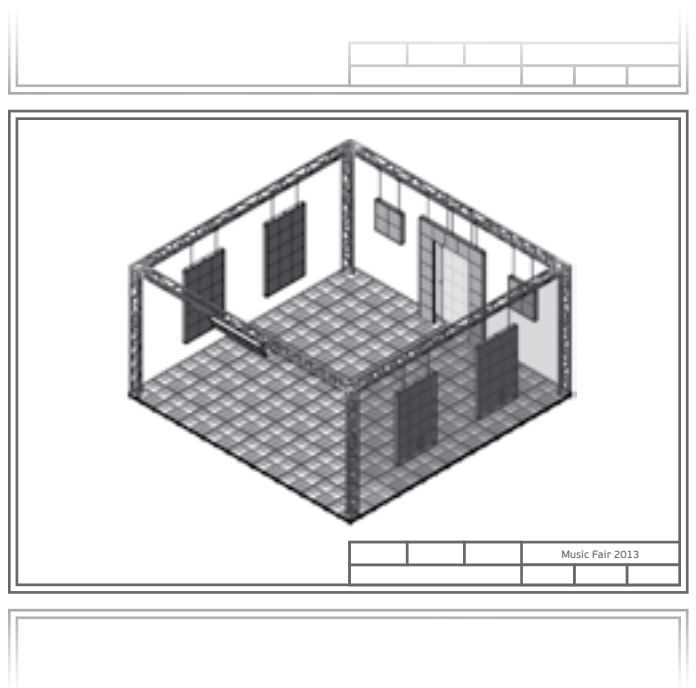


Focusing
on the detail



GOALS

- minimalistic
- experiential
- powerful



TECH SPEC

- Total square – 65,4 m²
- Special features: EKTA stand designed as an art-exhibition
- Av. consumption – 29 kW
- Time for assembly – 9 h
- Time for removal – 4 h



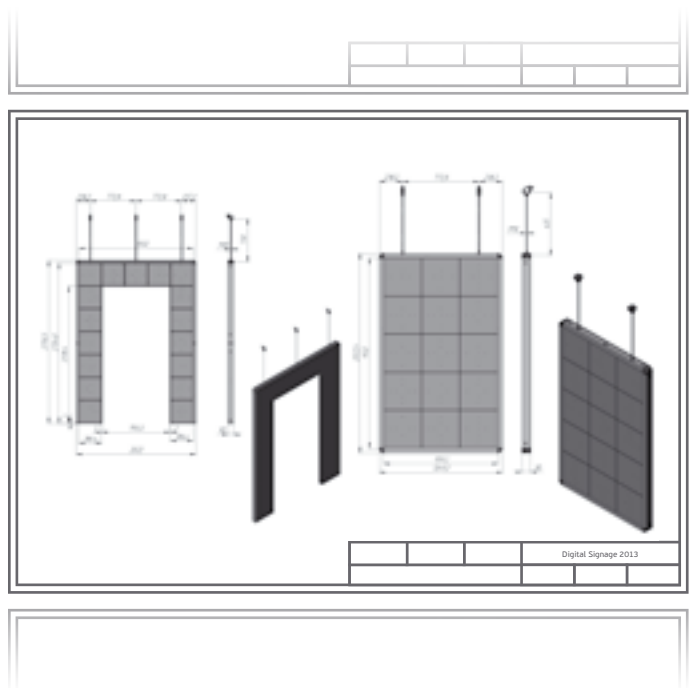


Focusing
on the detail



GOALS

- simplistic
- ergonomic
- clarity



TECH SPEC

- Total square – 27 m²
- Av. consumption – 14 Kw
- Time for assembly – 7 h
- Time for removal – 3 h



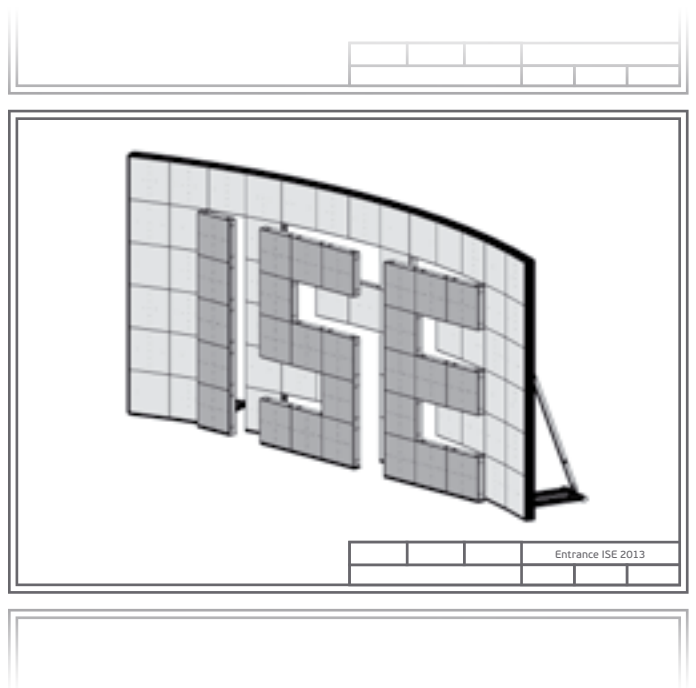


Emphasizing



GOALS

- hi-tech precision
- futuristic
- bespoke



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 12 m²
- Special features: giant letters «ISE»
2.3 m high composed of LED modules
- Av. consumption – 8 kW
- Time for assembly – 6 h
- Time for removal – 3 h





Emphasizing



GOALS

- unique
- cutting edge technology
- boldness



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 12 m²
- Av. consumption – 8 kW
- Time for assembly – 6 h
- Time for removal – 3 h



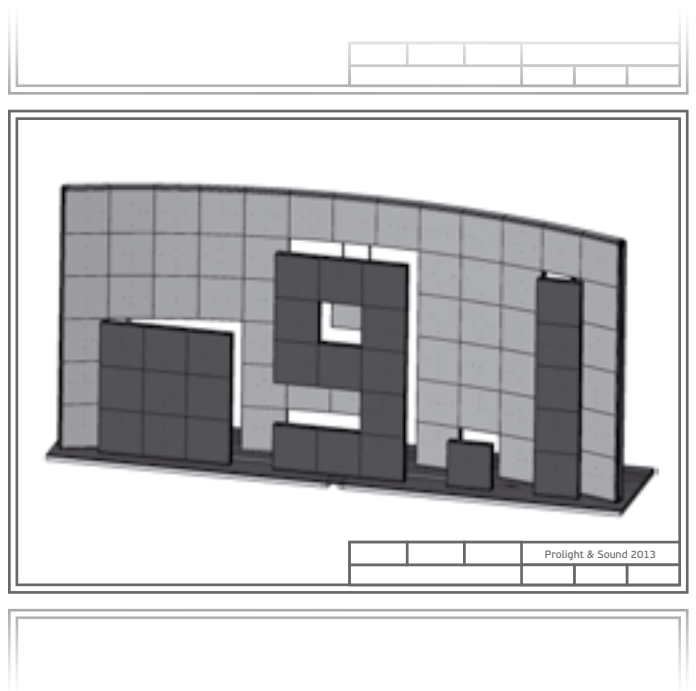


Emphasizing



GOALS

- eye-catching
- dynamic
- thought provoking



TECH SPEC

- Total square – 12 m²
- Av. consumption – 8 kW
- Time for assembly – 6 h
- Time for removal – 3 h



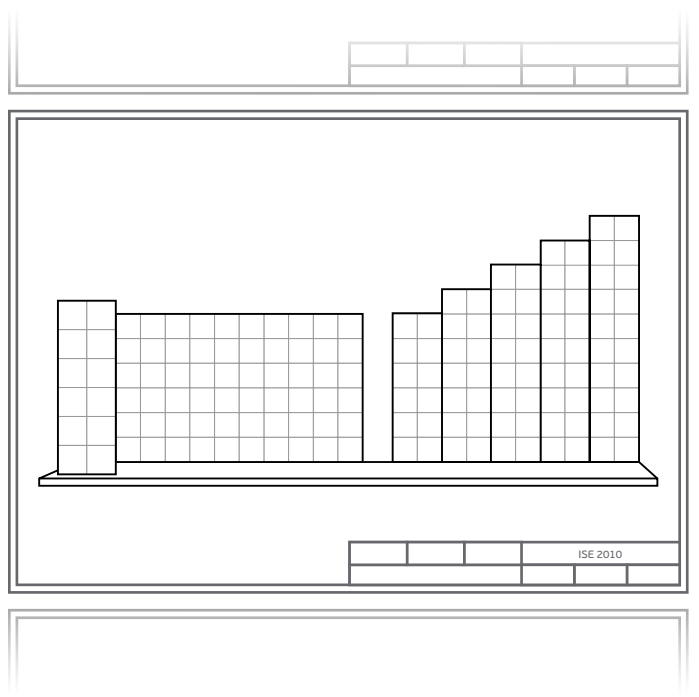


Reaching
higher



GOALS

- variety of forms
- elegance
- design LED



TECH SPEC

- Total square – 27 m²
- Special features:
 - horizontally curved LED display
 - five arched petal-like vertical LED displays
- Av. consumption – 24 kW
- Time for assembly – 16 h
- Time for removal – 4 h



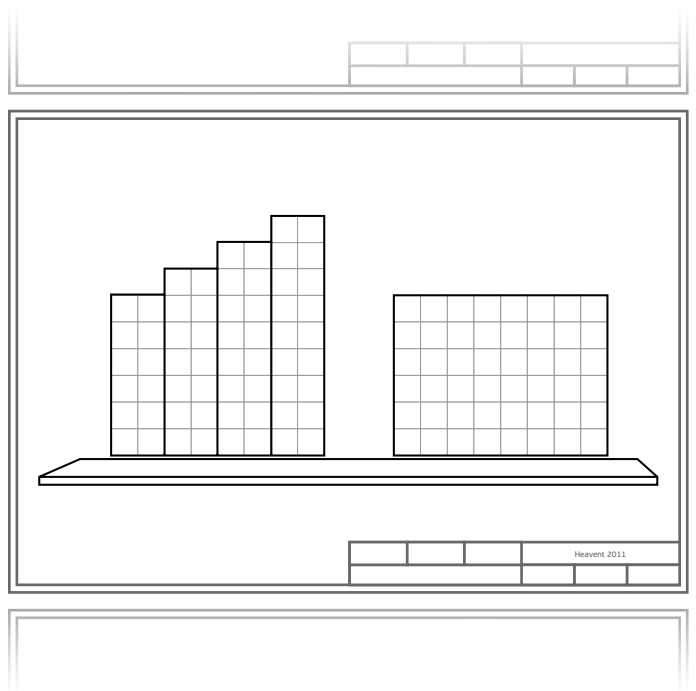


Reaching
higher



GOALS

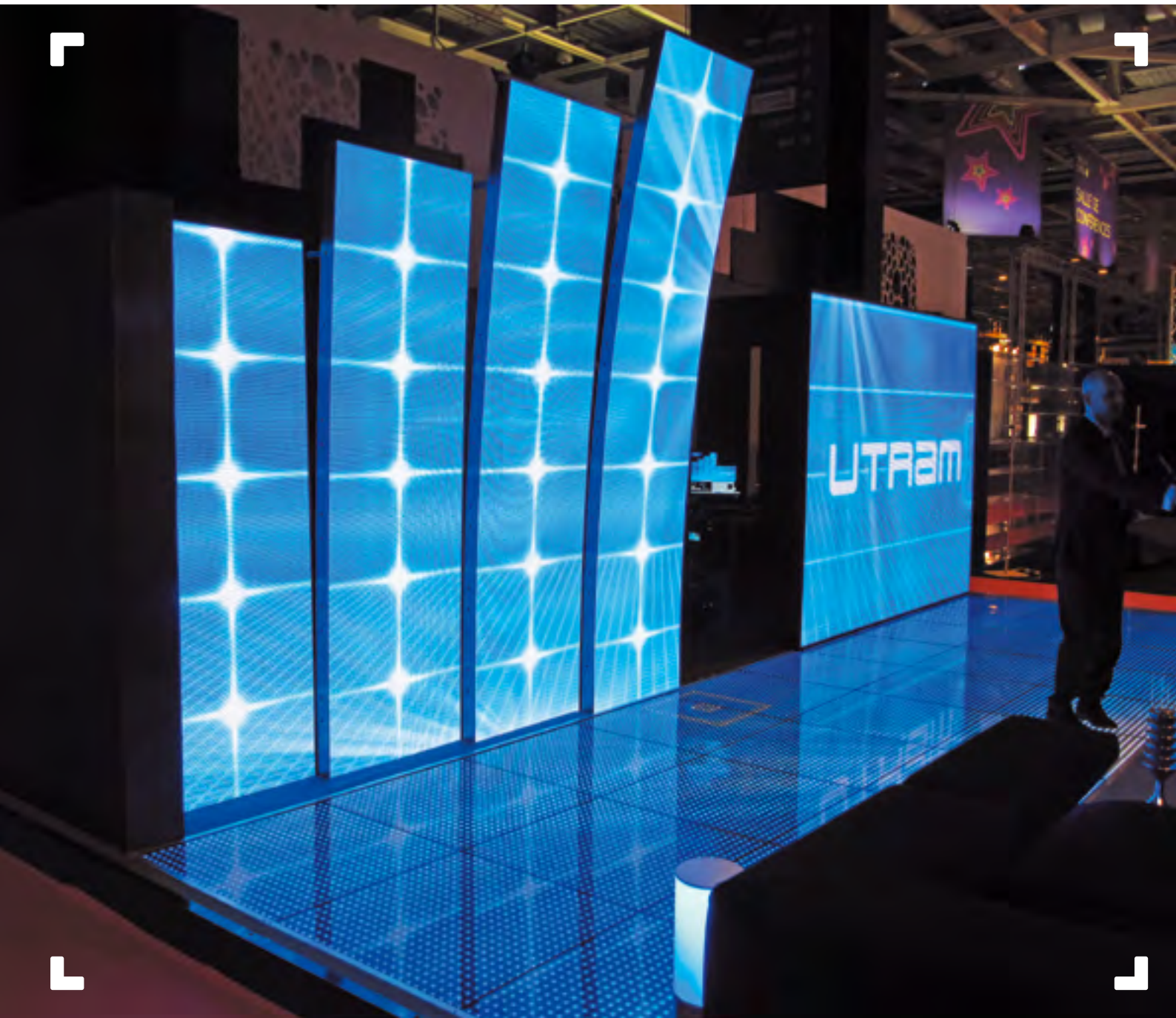
- brightness
- attention grabbing
- original



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 34 m²
- Av. consumption – 19 kW
- Time for assembly – 16 h
- Time for removal – 6 h



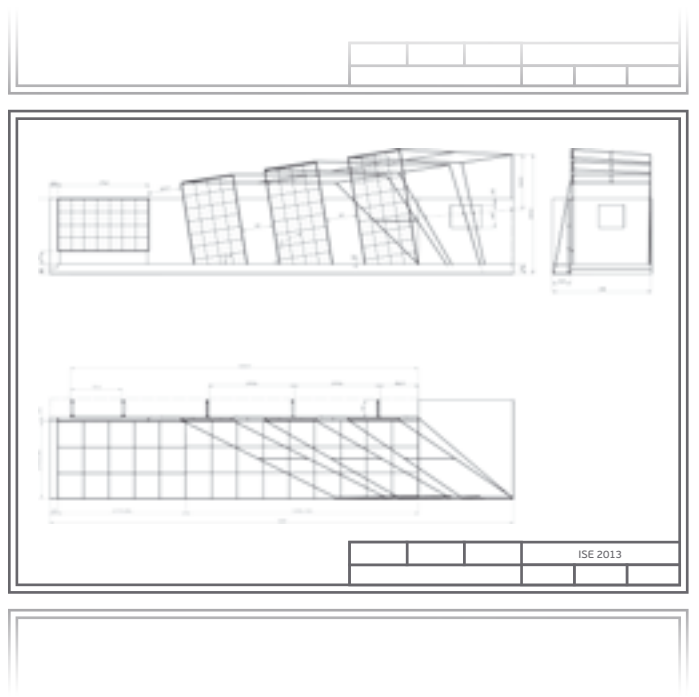


Reaching
higher



GOALS

- evolution
- innovation
- state-of-the-art



Complexity: ★ ★ ★ ★ ★

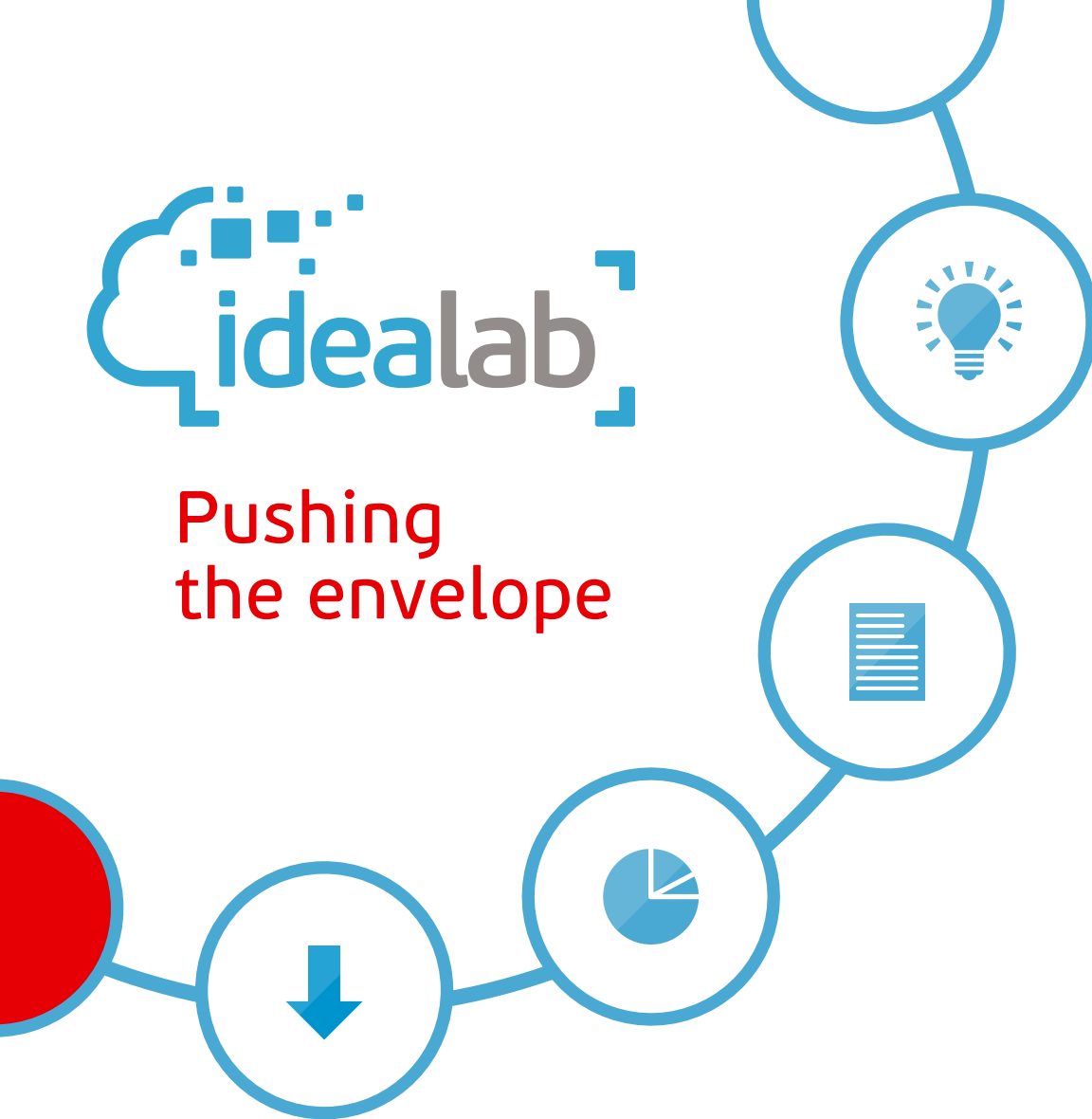
TECH SPEC

- Total square – 43.8 m²
- Av. consumption – 25 Kw
- Time for assembly – 20 h
- Time for removal – 8 h



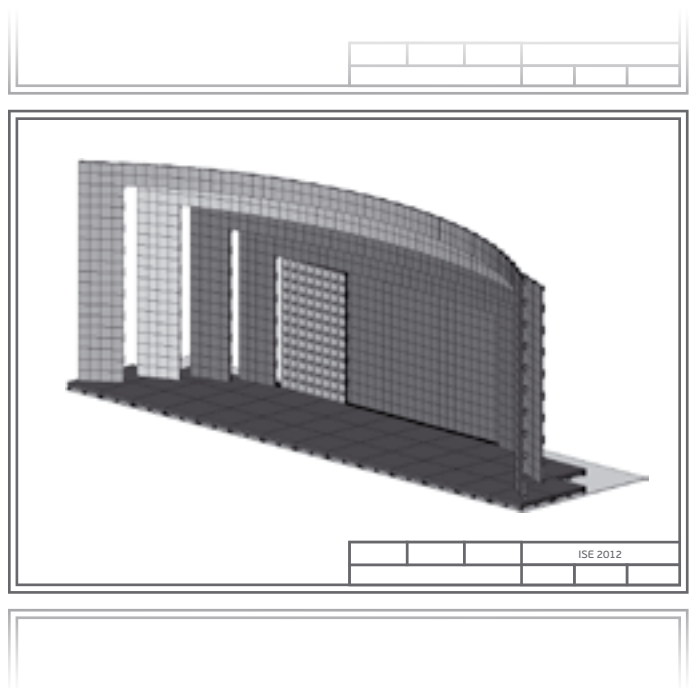


Pushing
the envelope



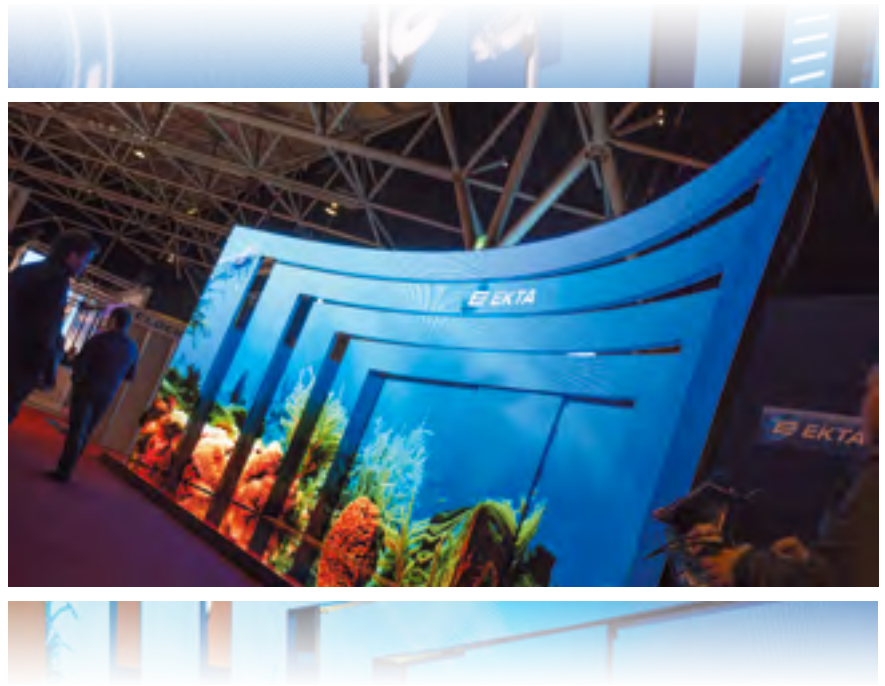
GOALS

- creating movement
- visually spectacular
- multiple components



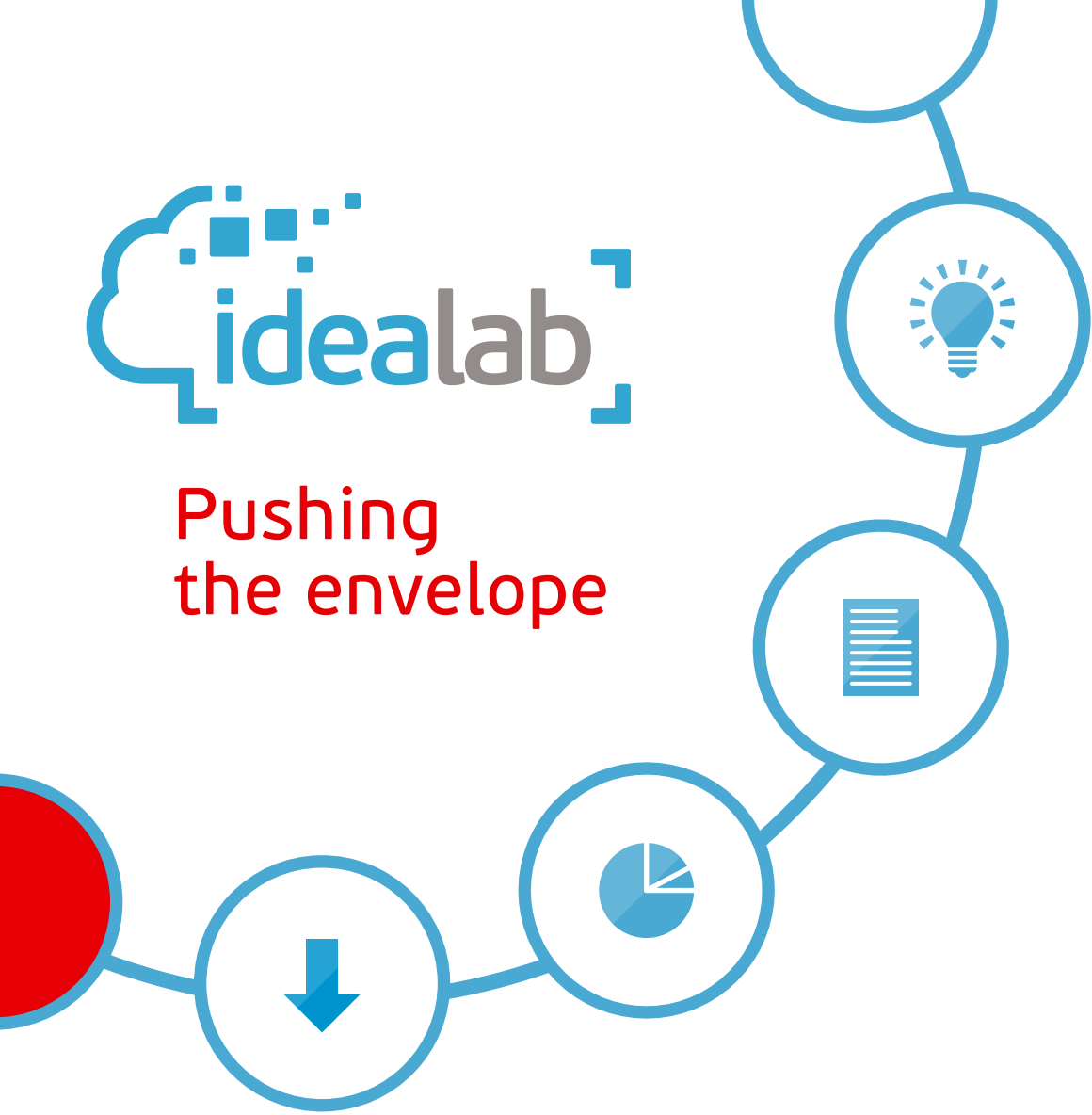
TECH SPEC

- Total square – 73 m²
- Special features:
 - moving mechanical element
 - exclusive compactness of LED modules
- Av. consumption – 41 kW
- Time for assembly – 24 h
- Time for removal – 8 h



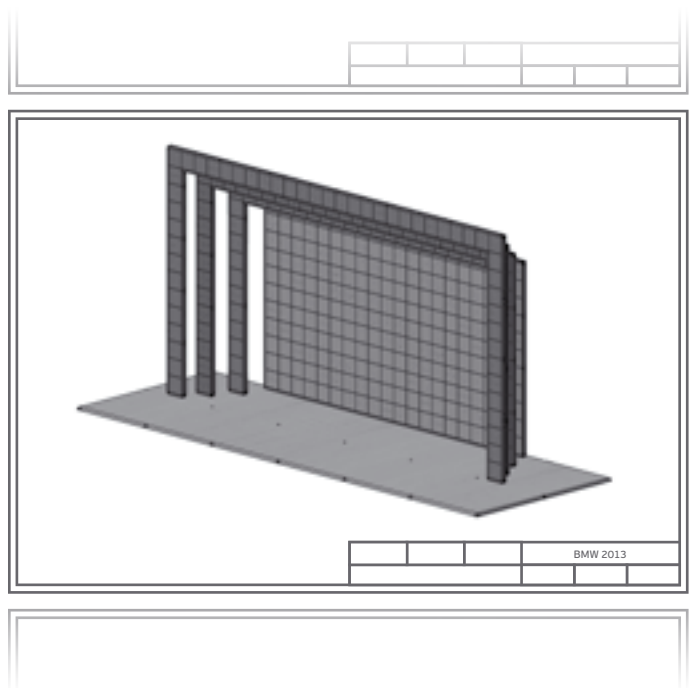


Pushing
the envelope



GOALS

- contemporary
- involving
- premium solution



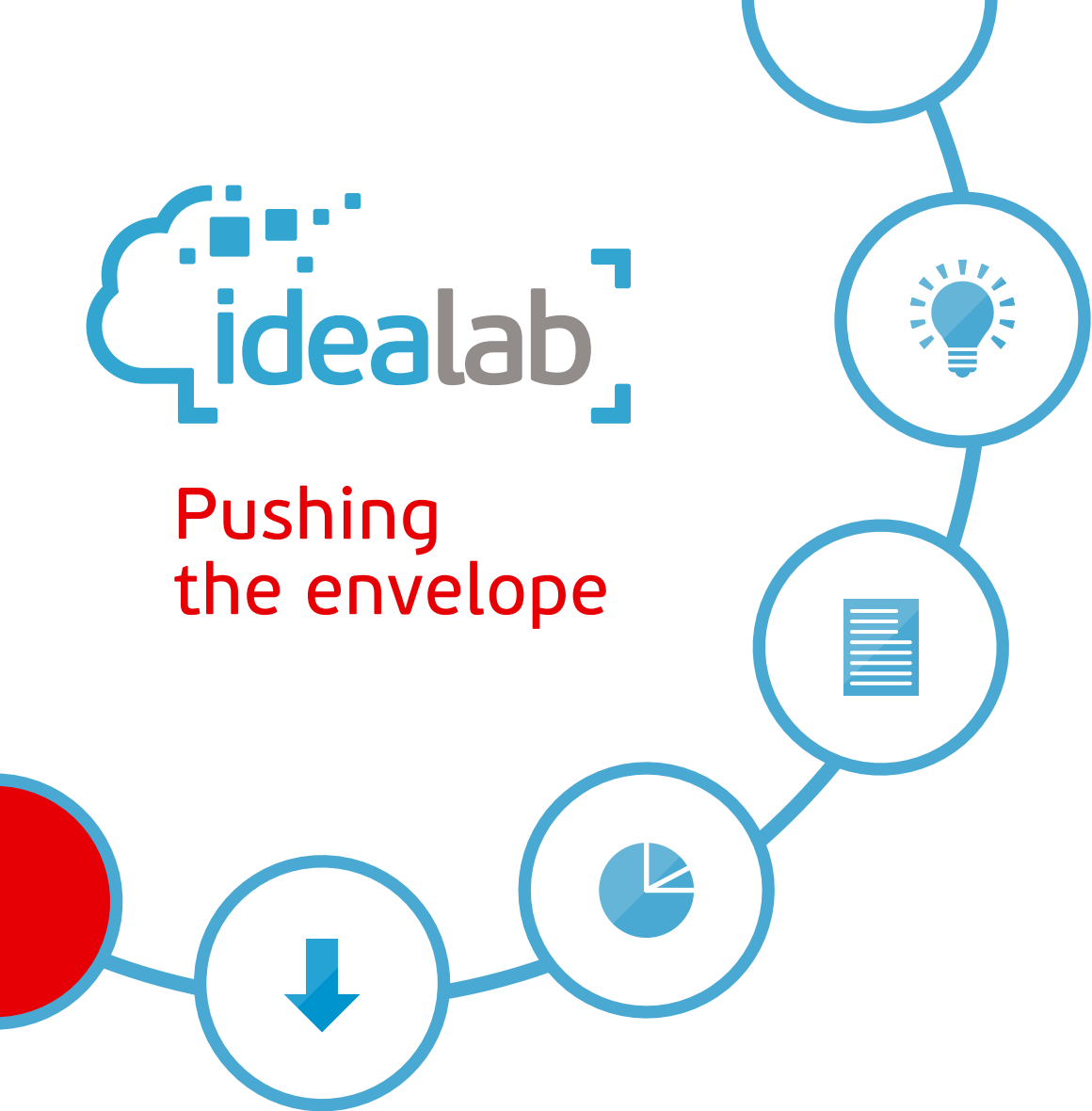
TECH SPEC

- Total square – 55 m²
- Av. consumption – 48 kW
- Time for assembly – 10 h
- Time for removal – 3 h



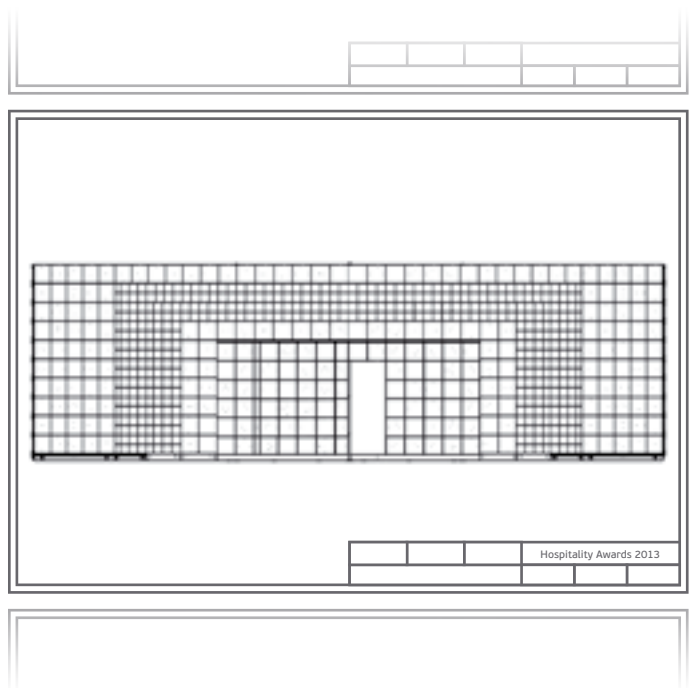


Pushing
the envelope



GOALS

- inspiration
- large scale
- luxury solution



TECH SPEC

- Total square – 56 m²
- Av. consumption – 48 kW
- Time for assembly – 12 h
- Time for removal – 4 h



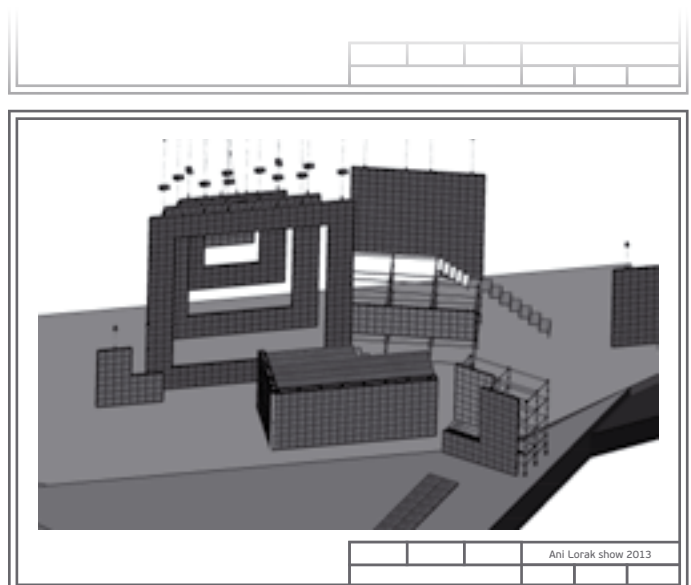


Expressing emotions



GOALS

- unique design
- high-end construction
- transformational



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 349 m²
- Special features:
 - multilevel LED construction
 - central side screens moving apart
- Av. consumption – 278 kW
- Time for assembly – 32 h
- Time for removal – 12 h



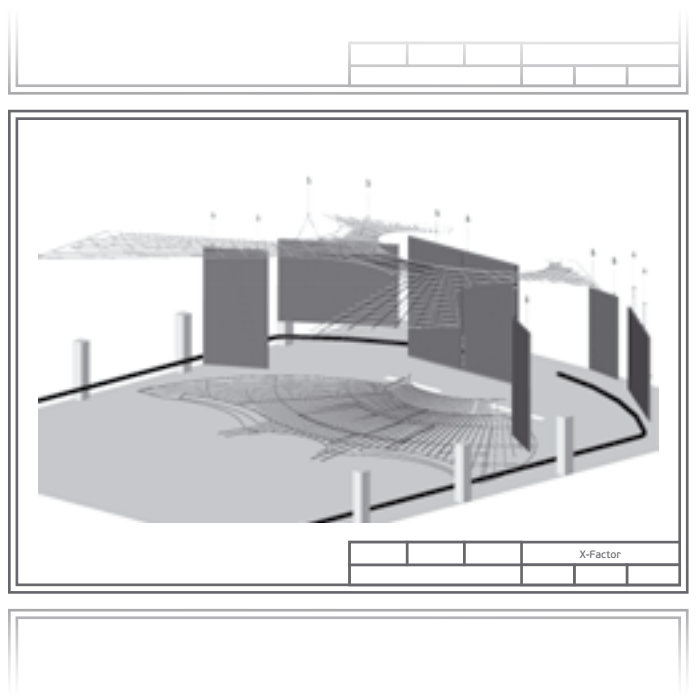


Expressing emotions



GOALS

- fully integrated
- atmospheric
- broadcast focused



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 222 m²
- Av. consumption – 131 kW
- Time for assembly – 32 h
- Time for removal – 12 h



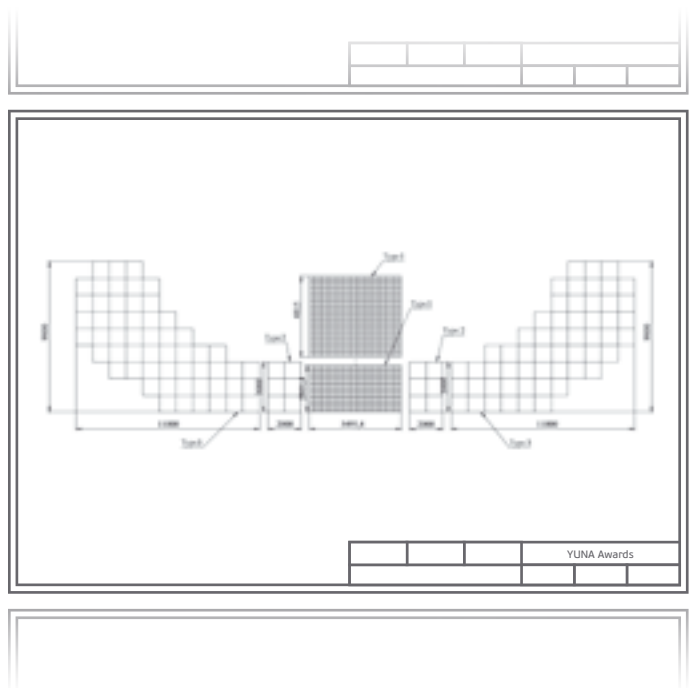


Expressing emotions



GOALS

- defying imagination
- immersive
- spellbinding



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 56 m²
- Av. consumption – 66 kW
- Time for assembly – 18 h
- Time for removal – 7 h



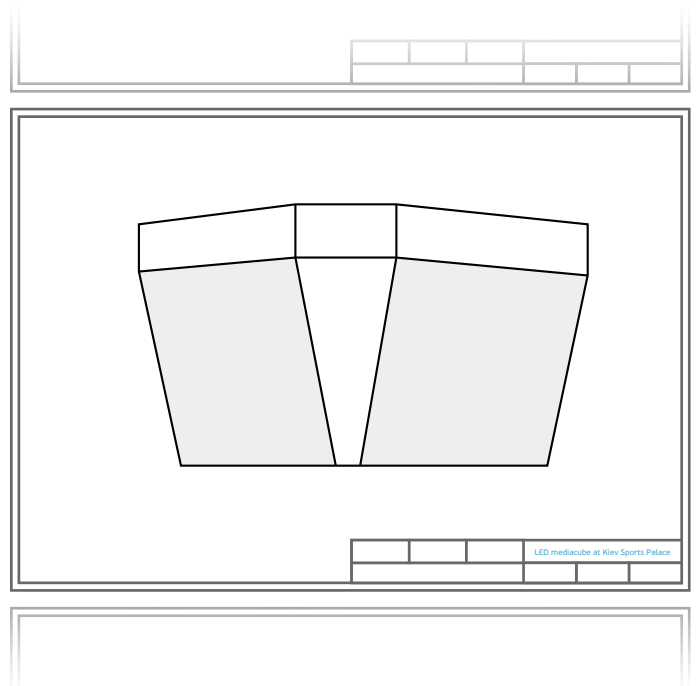


Integrating the space



GOALS

- symmetry
- engaging
- stylish



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 48 m² (4 x 12m²)
- Av. consumption – 52 kW
- Time for assembly – 24 h



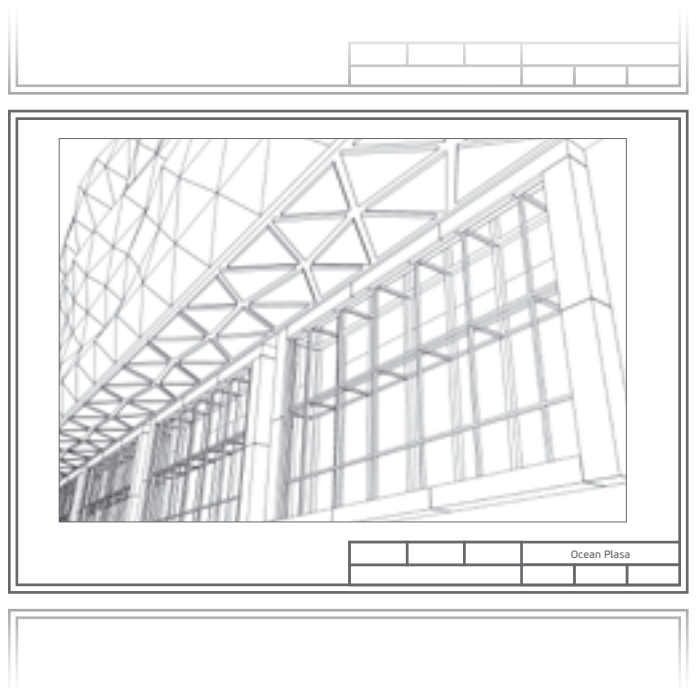


Integrating
the space



GOALS

- pioneering
- aesthetically pleasing
- technically challenging



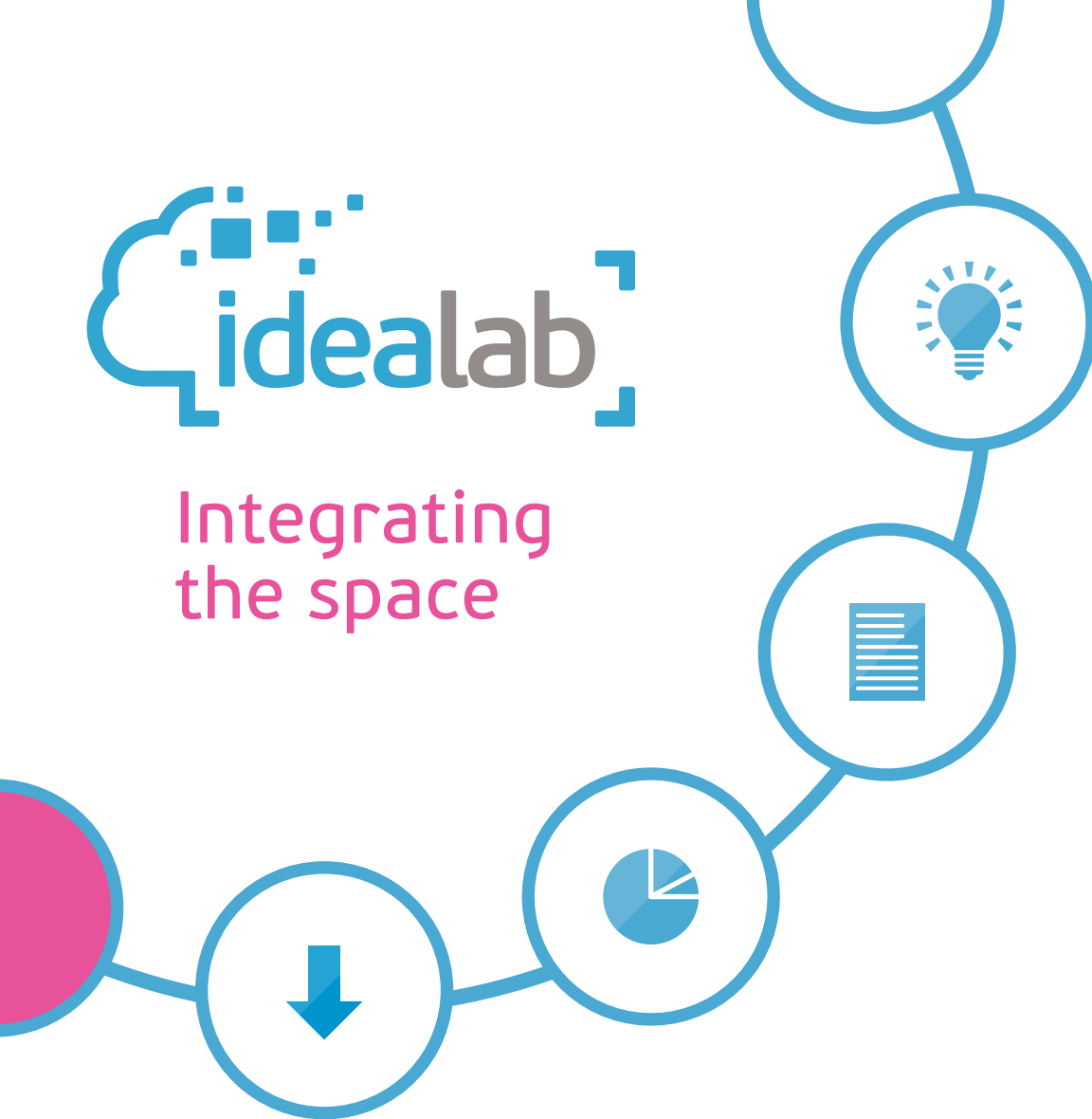
TECH SPEC

- Total square – 246 m²
- Special features:
 - 9 video screens grouped in 3+6
 - all the elements of media set (9 screens, control unit ERMAC/SPU-005, software C-nario) combined in one integrated system
- Av. consumption – 128 kW
- Time for assembly – 56 h



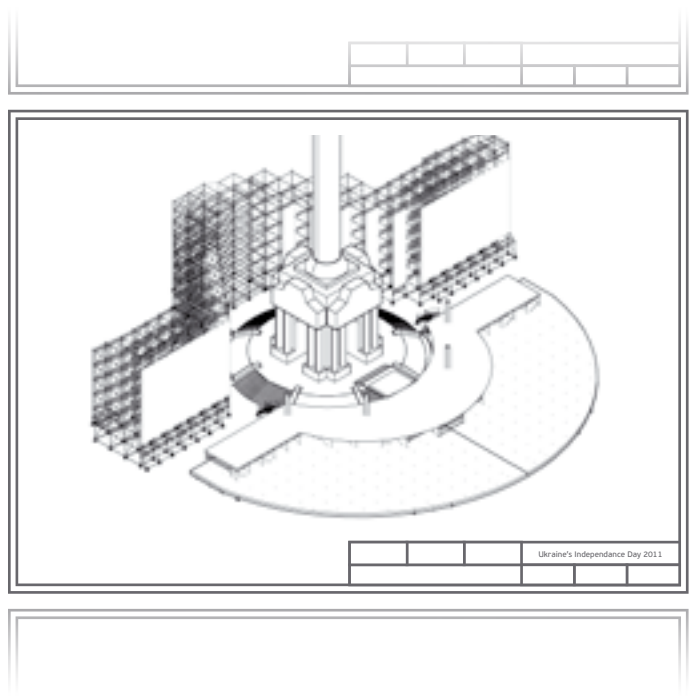


Integrating the space



GOALS

- uniqueness
- powerful
- awe-inspiring



Ukraine's Independence Day 2011

Complexity: ★ ★ ★ ★ ★

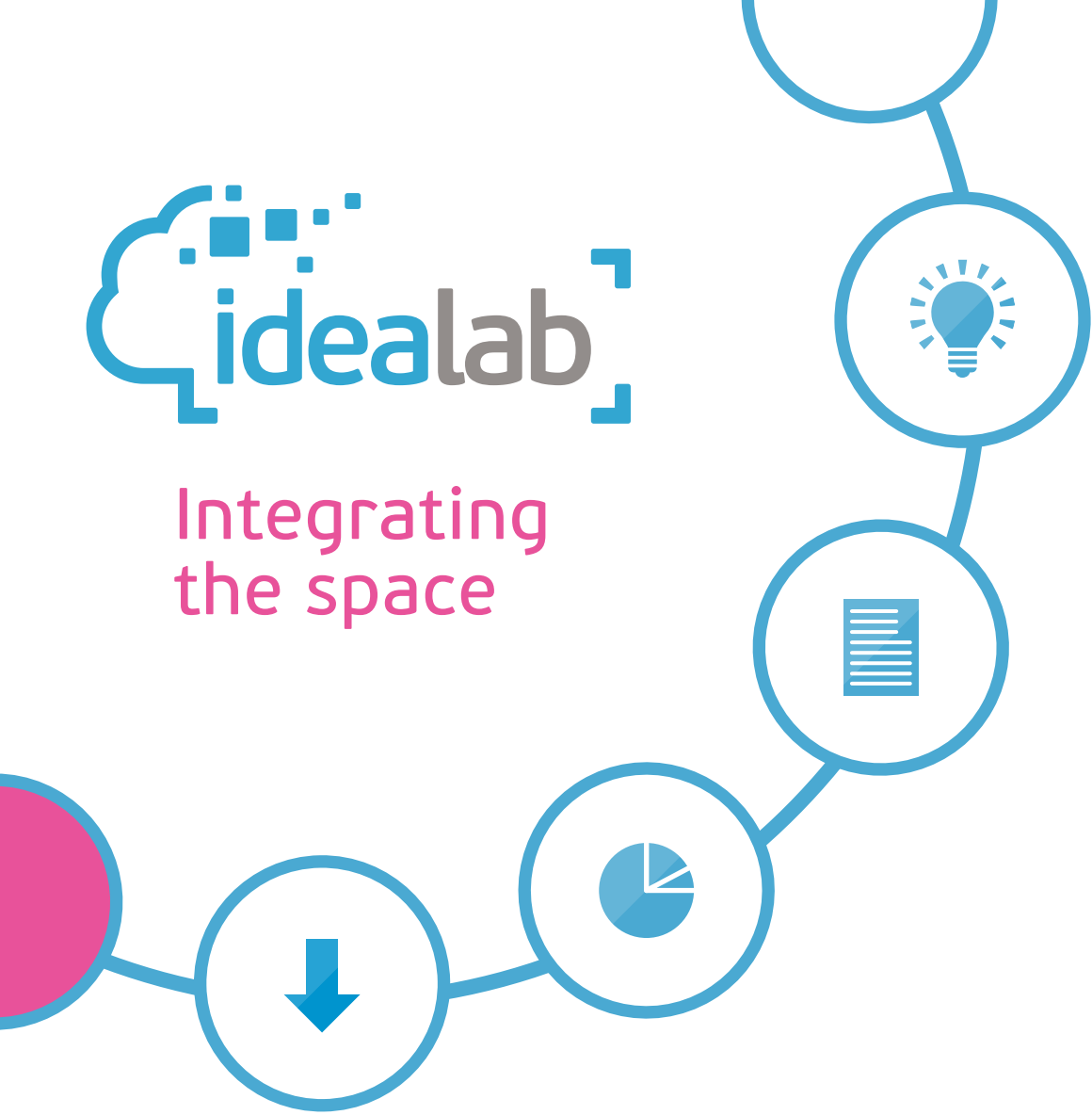
TECH SPEC

- Total square – 703 m²
- Av. consumption – 565 kW
- Time for assembly – 60 h
- Time for removal – 20 h



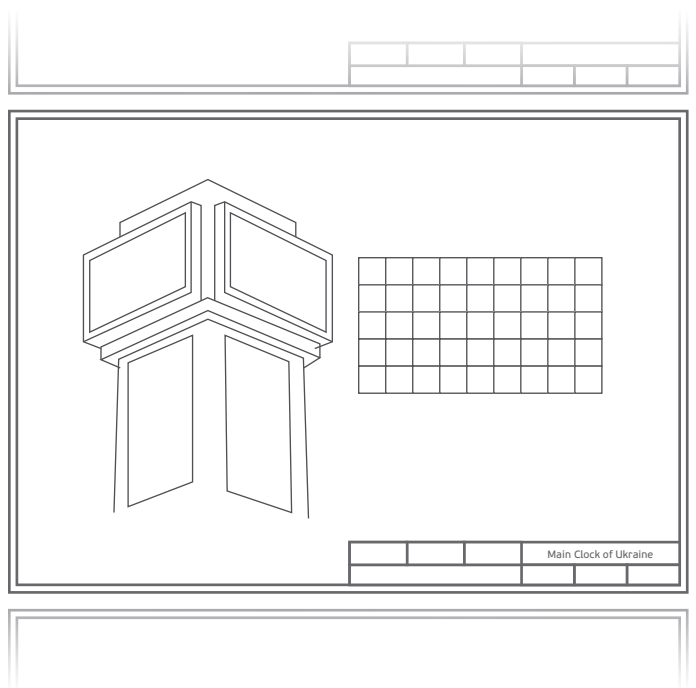


Integrating the space



GOALS

- durability
- making a statement
- high performing



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 108 m² (4 x 27 m²)
- Av. consumption – 57 kW
- Time for assembly – 34 h



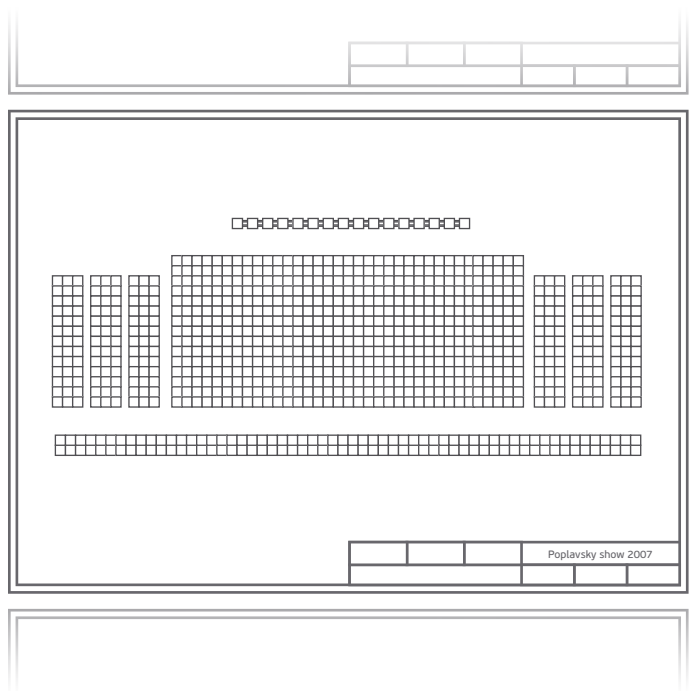


No boundaries



GOALS

- limitless options
- audio-visual spectacle
- involving



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 153 m²
- Av. consumption – 85 kW
- Time for assembly – 30 h
- Time for removal – 10 h



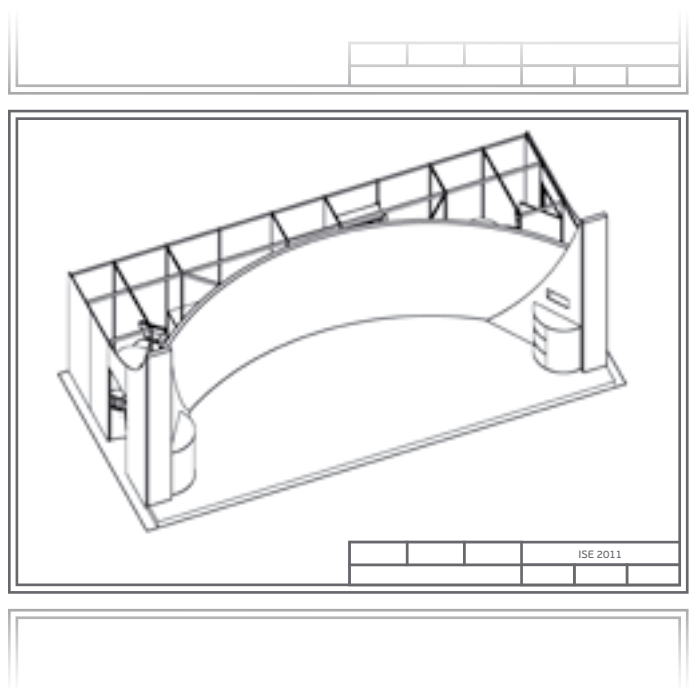


Futuristic
digital



GOALS

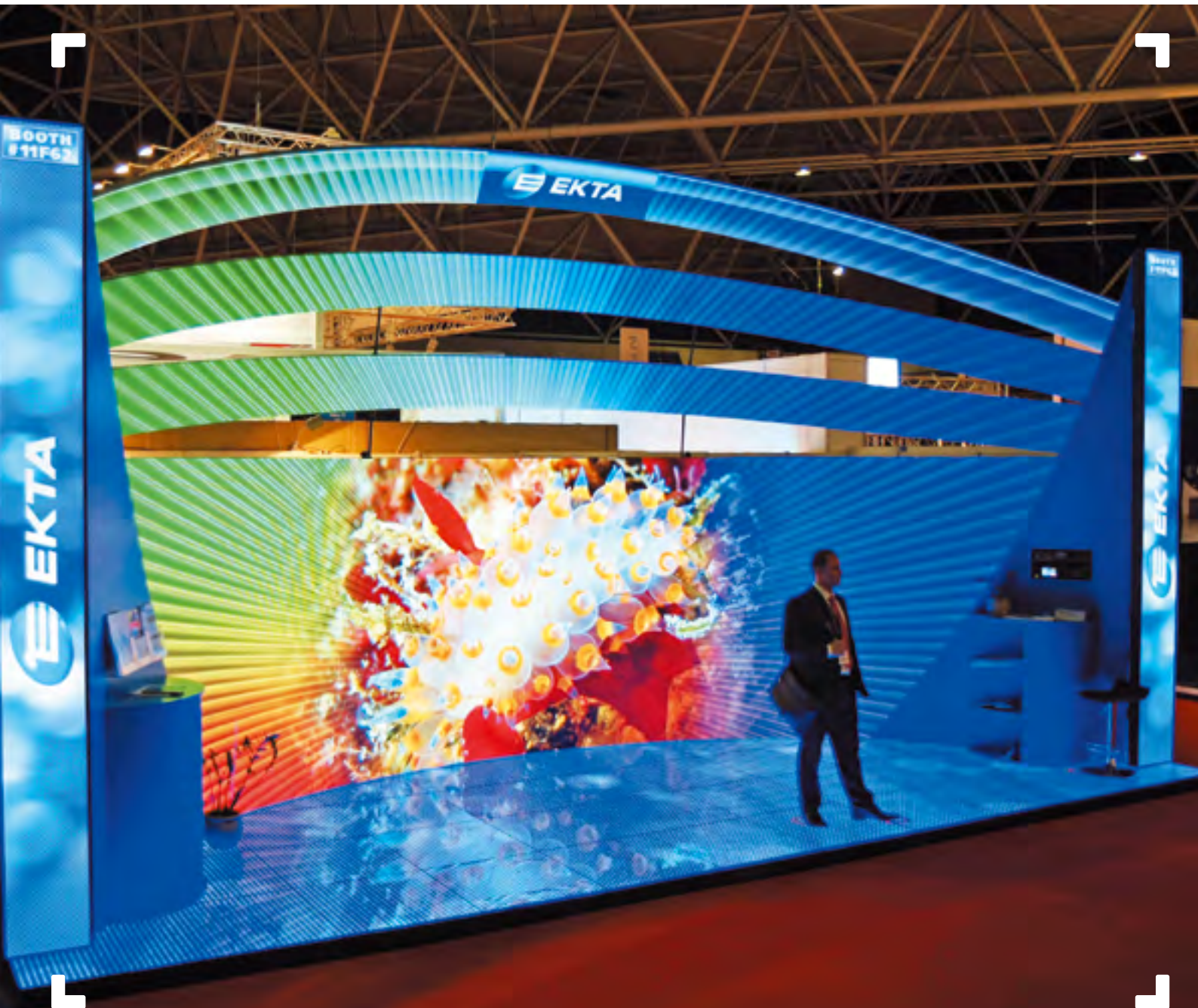
- the art of the possible
- cutting-edge design
- exploring free-form



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 42 m²
- Special features: horizontally curved LED screen in a shape of amphitheater displaying 3D video
- Av. consumption – 31 kW
- Time for assembly – 20 h
- Time for removal – 7 h





Futuristic digital



GOALS

- engaging
- immersive
- experiential

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| 15 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | VIP club in Gothenburg | | | |
| | | | | | | | | | | | | | | | |

Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 22 m²
- Special features: 3D
- Av. consumption – 18 kW
- Time for assembly – 4 h
- Time for removal – 2 h



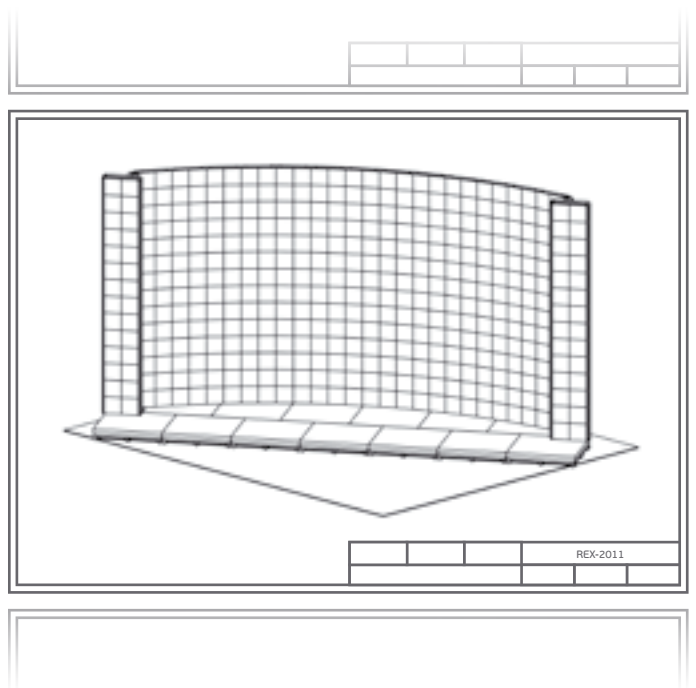


Futuristic
digital



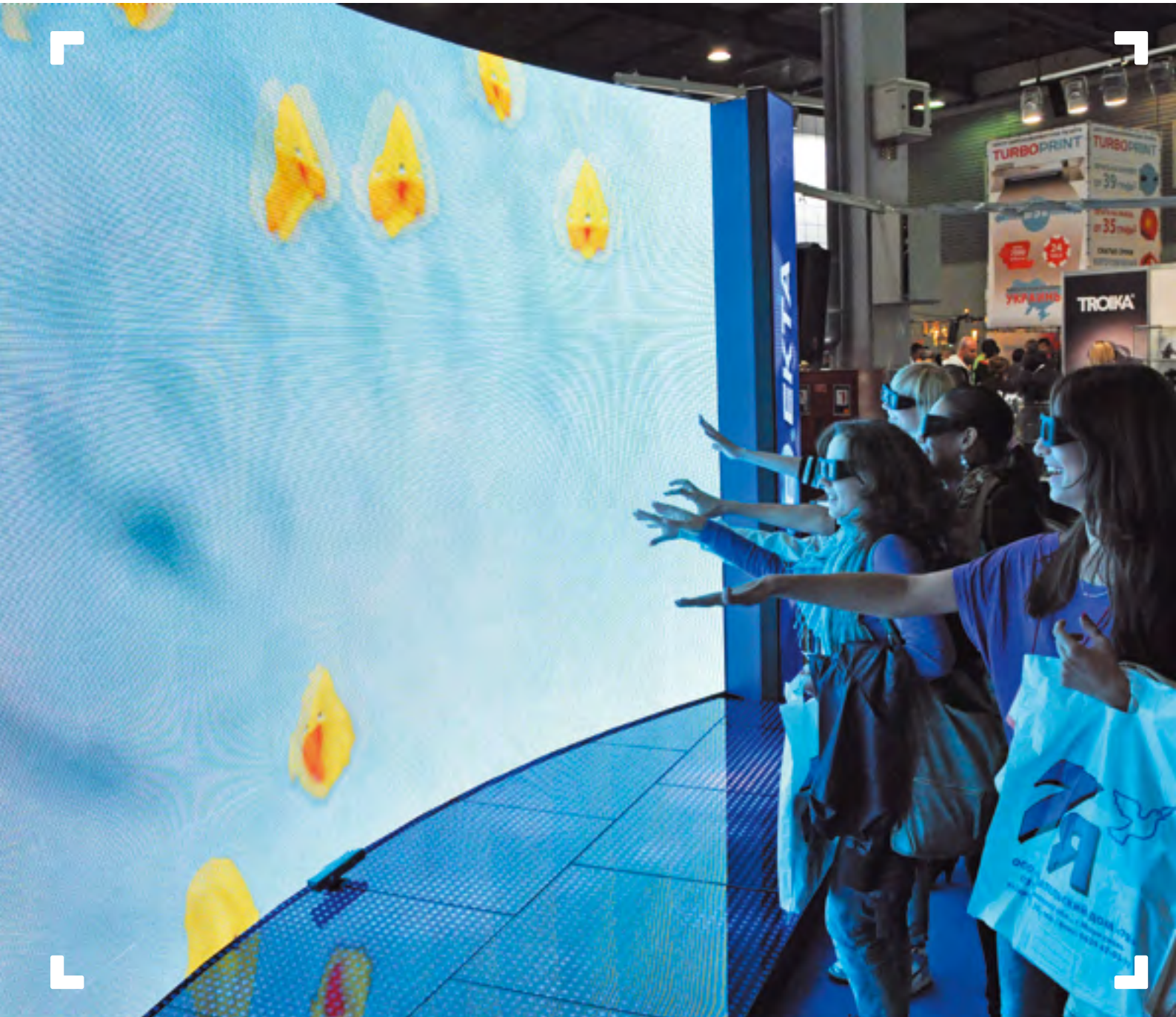
GOALS

- interactive
- technically advanced
- questioning reality



TECH SPEC

- Total square – 23.6 m²
- Special features: 3D
- Av. consumption – 13 kW
- Time for assembly – 7 h
- Time for removal – 3 h



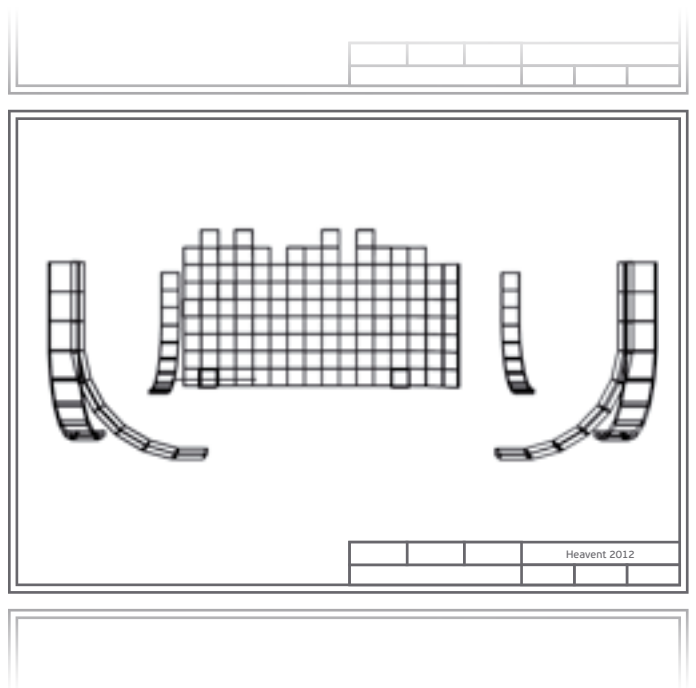


A unique approach



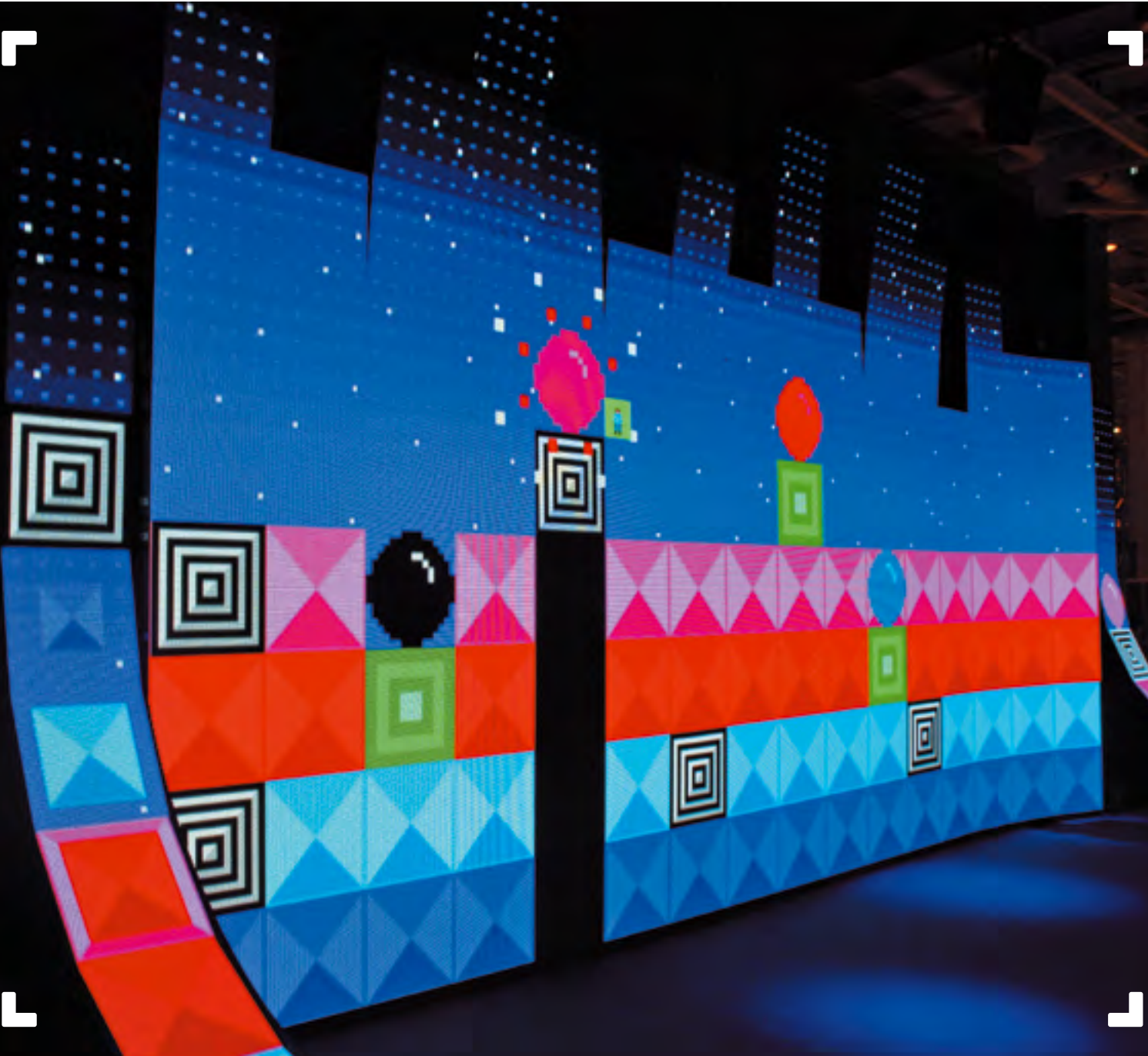
GOALS

- haute couture LED
- breaking the mould
- ultimate sophistication



TECH SPEC

- Total square – 27 m²
- Special features:
 - curved LED screen with ragged upper edge
 - four convex steles
- Av. consumption – 30 kW
- Time for assembly – 14 h
- Time for removal – 4 h



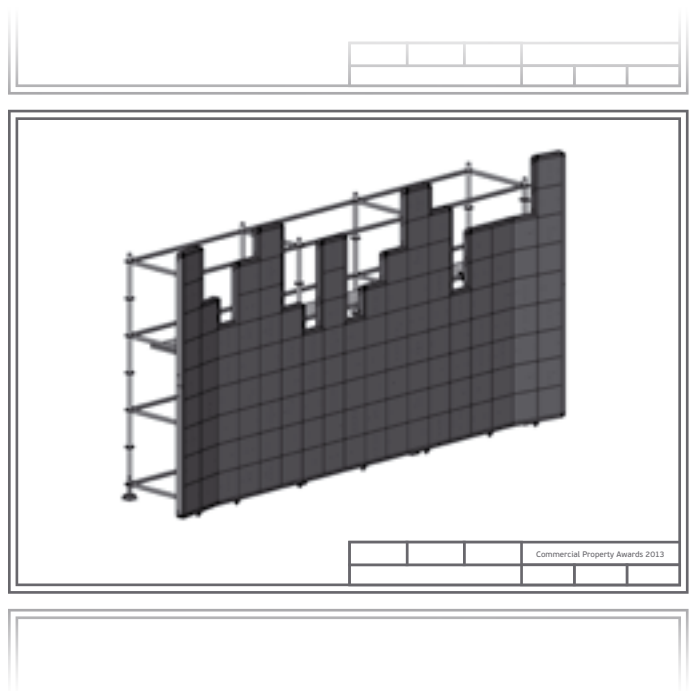


A unique approach



GOALS

- artistic
- professional
- clarity



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 19 m²
- Av. consumption – 16 kW
- Time for assembly – 7 h
- Time for removal – 2 h



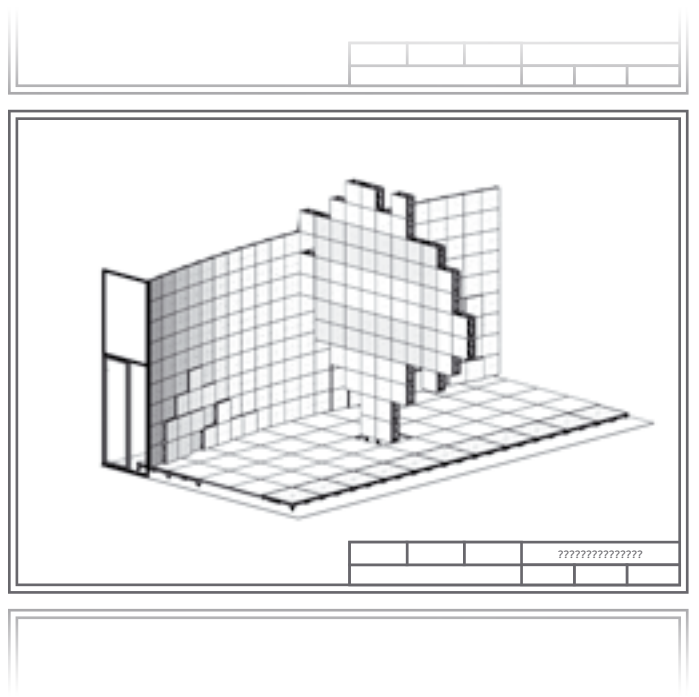


From imagination
to reality



GOALS

- pushing the envelope
- taking a unique approach
- imagination is the only limit



Complexity: ★ ★ ★ ★ ★

TECH SPEC

- Total square – 90 m²
- Av. consumption – 71 kW
- Time for assembly – 30 h
- Time for removal – 10 h





- Hardware
- Software
- Content



HARDWARE

EKTA's highly powerful ERMAC control system offers endless possibilities for the most complex of display requirements.

SOFTWARE

C-nario Messenger software is designed to support real-time synchronized content over multiple video walls of any dimension.

CONTENT

Quite simply, EKTA provides a bespoke solution for whatever the project demands. If it can be imagined, it can be displayed.





Contacts



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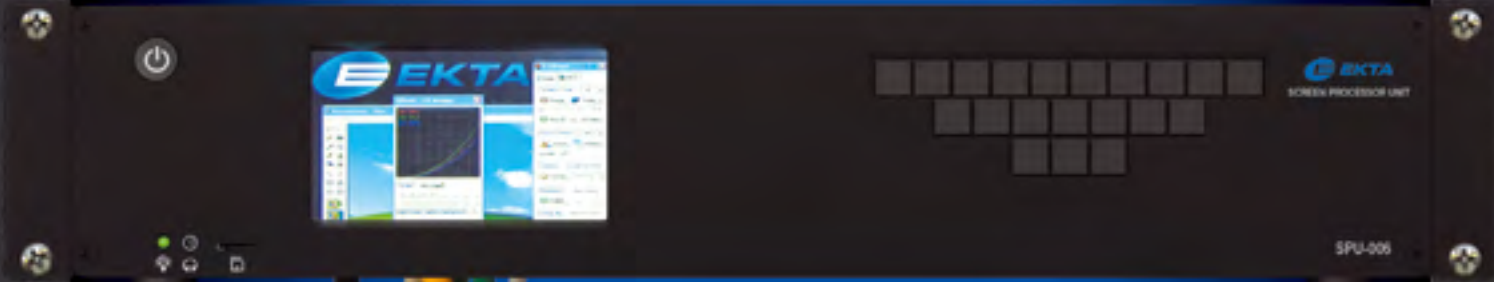
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