



CASE STUDY

Vivitek projectors
illuminate Pompeii's
historic sights.

The City of Pompeii has remained a marvel and a mystery for centuries. Many historians and researchers have worked to unravel its secrets, to understand more about the city and the fate that befell it when it was destroyed by the eruption of Mount Vesuvius in 79 AD. Spewing smoke and toxic gas some 20 miles into the air – which soon spread to the town – the volcano claimed the lives of approximately 2,000 citizens, before preserving the city under a layer of ash and pumice. Over time, research and detailed investigations have revealed more about the city, and about the lives and lifestyle of Pompeii's people.

History around every corner

Most recently, an artistic project that encompasses the art, history, and culture of this fascinating city has put Pompeii in the spotlight once again. Entitled the *Pompei Continuum*, the exhibition was created to support Pompeii's candidacy to become the Italian Capital of Culture for 2026. Opening in December 2024, and running until January 2025,

the temporary exhibition lasted for approximately 35 days, welcoming over 20,000 visitors who were drawn by the history, art, culture and mystique of Pompeii.

AV expertise by PlayArtMultimedia

AV was integral for bringing the exhibition to life. Creative and technical integration was entrusted





to PlayArtMultimedia, an experienced Italian AV partner known for delivering large-scale immersive installations. PlayArtMultimedia collaborated closely with the exhibition organisers to design and implement an impactful solution that combined cutting-edge projection mapping with the unique architectural heritage of Pompeii.

Three entire squares were illuminated exclusively by projectors to display the wide array of artistic content created especially for the *Pompei Continuum*. These included ecclesiastical works, artistic paintings, and sketched outlines that captured the beauty and brilliance of this significant city. The art was surface-mapped onto ancient buildings and structures – themselves rich with centuries of history – to create an immersive experience for visitors.

The power of projection

In the case of the *Pompei Continuum*, projector solutions from Vivitek were relied on to display the eye-catching content created for the exhibition. PlayArtMultimedia selected 15 Vivitek laser

projectors especially engineered for large venue environments. The projector line-up comprised: DU9900Z (x8), DU9057Z (x1), DU9800Z (x3), and the DU8395Z (x3).

The Vivitek DU9000 Series is a groundbreaking line of single-chip DLP laser projectors created to redefine brilliance and innovation in large venue projection, making it ideally suited to the *Pompei Continuum*. Revolutionising projection in demanding environments, the D9000Z Series





Vivitek DU9900Z laser projector

has been designed for seamless integration and control, offering unmatched operational features while setting a new benchmark for performance and versatility.

The DU8395Z is also a large venue laser projector. It is especially well-suited to unusual projection requirements – such as mapping – as it has picture-in-picture functions and stuns with its brilliant image quality and durability. The device offers a constant light output of 15,000 lumens, ensuring it delivers the crisp image quality and vibrant colours that the organisers of the *Pompei Continuum* demanded.

Flexible, versatile, durable

PlayArtMultimedia chose Vivitek's projectors for their high brightness output, excellent image definition, relatively low energy consumption levels, and single-chip 0.96-inch DLP technology. To ensure visitors enjoyed an optimal viewing experience, a wide range of lenses – from the wide-angle 0.8–1.2 to the long-throw 4.0–7.0 lenses – were used. Playart's technical team praised the ease of lens installation, noting that Vivitek lenses are lighter than the competition and simple to mount onto the projectors.

Given the logistical and practical considerations involved, PlayArtMultimedia installed the projectors in seven towers, each containing two projectors, except for one tower which housed three projectors illuminating the front of the Sanctuary of Pompeii, a major Catholic shrine and basilica. The projectors were in operation daily for seven hours a day (from 6 pm to midnight). Despite the demands placed upon them, the projectors provided fault-free performance throughout the entire exhibition. This was due in part to their advanced cooling, which reduces heat-related stresses on key components. This ensures consistent performance and long-term durability, making Vivitek projectors an excellent investment.

The City of Pompeii continues to intrigue and fascinate residents and visitors alike. The *Pompei Continuum* was a magnificent celebration of its past and present, brought to life with Playart's technical expertise and powerful, efficient, and long-lasting projector solutions from Vivitek.

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