

# ALBA Group

## Recycling showroom



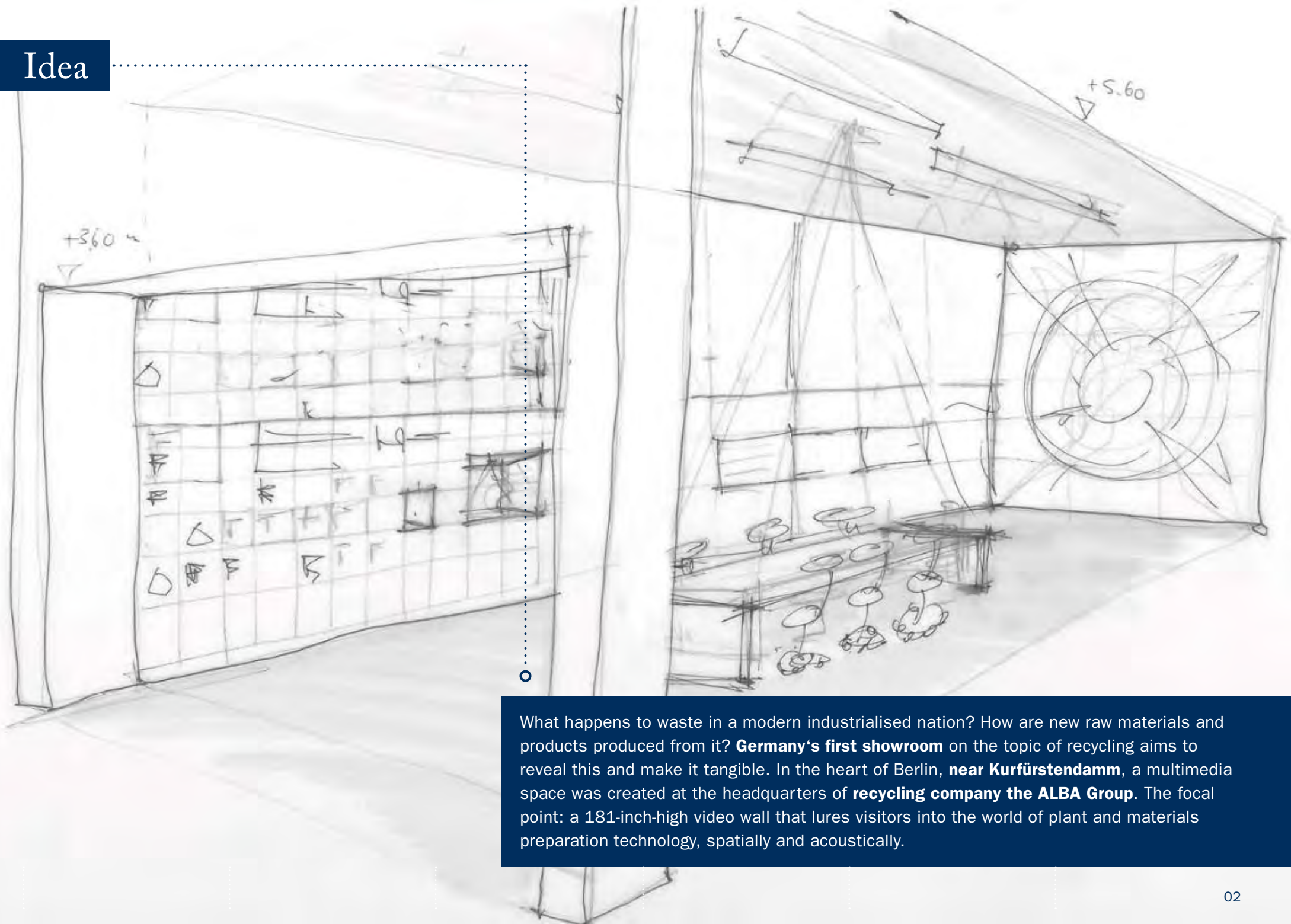
„The showroom shows very vividly and graphically the important contribution recycling makes to the sustainability of our cities, industries and society.“

Dr. Axel Schweitzer, CEO ALBA Group plc & Co. KG





## Idea



What happens to waste in a modern industrialised nation? How are new raw materials and products produced from it? **Germany's first showroom** on the topic of recycling aims to reveal this and make it tangible. In the heart of Berlin, **near Kurfürstendamm**, a multimedia space was created at the headquarters of **recycling company the ALBA Group**. The focal point: a 181-inch-high video wall that lures visitors into the world of plant and materials preparation technology, spatially and acoustically.

# Showroom

The entire facility allows state-of-the-art interactivity. All films and animations can be controlled using an integrated Crestron DigitalMedia™ system and a specially developed app. At night, the glass slab of the material table „freezes“ and by means of a vertical projection as a segregation line it becomes part of a virtual recycling plant.



181-inch video wall with Sony HD webcam

Gallery wall with touch displays and information boards

Material table with raw materials that can be touched

Vertical ceiling projection onto material table

Recycling films with 3D animations

Conference media technology, BOSE audio system



# Film concept

The real showroom was „copied“ **virtually in 3D** with the original dimensions in order to implement the film concept „Institute“. The services of René Sydow were engaged for this purpose, with the actor acting as a virtual host. Thus, an interactive element was created for the individual films on the topic of recycling.

Real film recordings with Hollywood cinema camera

Film shoot on green screen with more than 40 individual scenes

Six recycling films, each available in three languages (D, ENG, CN)

Recycling show reel

3D render time for the entire project of 1,216 hours

Participation of 16 film technicians in the project

# Virtual 3D showroom



The picture shows the view into the virtually extended room on the video wall. The actual showroom cannot be seen here. Filming took place in a green screen room of Cologne-based MMC Studios. The 3D render time of the animations alone amounted to 51 days.



# Recycling films



From disposal to supply:  
ALBA Group image film

1



Recovery of raw materials:  
electrical and electronics recycling

2



From waste to Green Coal:  
ALBA MPS technology

3



We close loops:  
steel and metals recycling

4



The plastic of the future:  
procyclen®

5



Waste prevention in industry and retail:  
customised pooling solutions

6



# Video wall

The large video wall that reaches down to the ground is the eyecatcher of the ALBA Group Showroom. It is diverse and changeable. However, behind pin sharp images and **3D animations** is a large amount of sophisticated technology. The impressive 4.57 m presentation surface is an outstanding option for staff conferences or meetings.



181-inch video wall with Sony HD webcam

12 frameless, professional 55" full HD monitors

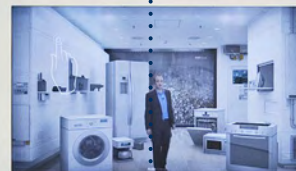
Video surface measuring 3.65 x 2.75 m and 4.57 m diagonally

Video wall supplied with Quad Full HD (2,880 x 2,160 px.)

Signal management and feed using Crestron DigitalMedia™ system with 16x16 matrix and scalers

# Gallery wall

## the recycling company **ALBA Group**



The entire world of the ALBA Group bundled onto a gallery wall that portrays the international environmental service provider and raw materials supplier in facts and figures. Here, too, the visitor has the opportunity to **access films** suited to his or her taste **via touch displays**: in German, English or Chinese.



Four professional 40-inch full-HD NEC touch displays

Scala player with full-HD play-out per monitor and channel

BOSE sound with natural voice reproduction/music playback

Four information boards and LED back lighting

Four BOSE OE2 audio headphones

Indirect lighting with colour-change LED light-bands



# Material table



In addition to the digital offerings, the ALBA Group showroom has an analogue **material and raw material table** offering visitors the chance to touch recyclable and raw materials from all waste groups and describing the route taken by the waste cycle. Here, **special glass** is used that „thinks for itself“, becoming clear or opaque according to the use.



Special glass that can change from transparent to opaque

Vertical ceiling projection onto table glass with full-HD projector and special wide-angle lens

A large number of recyclable and raw materials as well as end products made of steel & metal, paper, plastic, electronic scrap, wood, food waste, substitute fuel and much more



# Showroom app and media control



The showroom app – specially developed and designed – is the **interface** between the real showroom and the virtual „institute“. Using intuitively designed functions, individual segments such as the **video wall, the screens, the table, light and acoustics** in the room can be controlled and changed.



The complex media and hardware control is performed by means of simple and intuitive **control of the entire facility, including lighting scenarios**, using an iPad or an iPad Mini.



Creston DigitalMedia™ system with CP3 control unit manageable using iPad or iPad Mini

Connection of exclusively high-resolution digital video, image and audio signals

61 individual videos installed on the system and controllable

Routing, connection via audio management system 88 from BOSE



## Fan shop



So as to offer visitors a holistic experience, opposite the showroom is the **official fan shop of basketball premier league team ALBA BERLIN**, which has been sponsored by the recycling company since 1991. Equipped with three attention-grabbing digital signage displays, the club provides information about games, events and fan articles, including those of its name giver, the ALBA Group. After the shop has closed, a funny animated film featuring the albatross extends across all three screens. A highlight is the modern cash system using an iPad and an iPod.

Three professional 46-inch full HD displays

Scala player with full HD payout of the monitors

Intuitively operable web surface of the digital signage software

Modern cash system via iPad and customer display with iPod

BOSE sound with natural music playback



## **ALBA Group plc & Co. KG**

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### **Project management:**

Inna Tereschenko, Senior Marketing Manager

### **Creation of showroom**

**Design:** REALGESTALT, [www.realgestalt.de](http://www.realgestalt.de)

**Construction management:** ALBA Group plc & Co. KG, [www.albagroup.de](http://www.albagroup.de)

**Films & animation:** tremoniamedia, [www.tmfp.de](http://www.tmfp.de)

**Content & media technology:** SEEN Media, [www.seenmedia.com](http://www.seenmedia.com); AVX Media, [www.avx-media.de](http://www.avx-media.de)

**Interior work:** Kwiatkowski joinery, [www.m-kwiat.de](http://www.m-kwiat.de)

**Graphics:** Tilo Seidel, [www.tolmedia.de](http://www.tolmedia.de)

**Photos:** Amin Akhtar, [www.aminakhtar.de](http://www.aminakhtar.de)

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**ALBA** Group

the recycling company