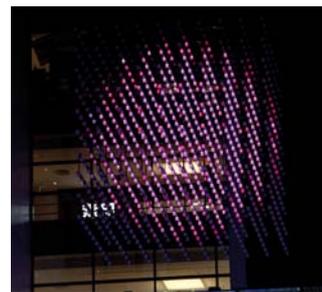
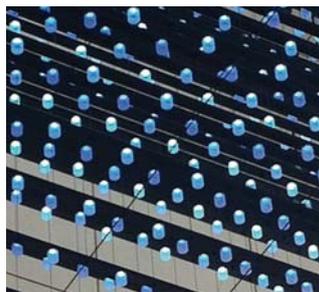


Photography © Masaru Satou

# SHOWCASE

## Le Front 3D Cube - Kawasaki, Kanagawa, Japan



KAWASAKI Le Front, a large shopping mall complex adjacent to the KAWASAKI train station, has been transformed into an alluring destination with the launch of a futuristic, three-dimensional light cube floating above the mall's newly-renovated entrance atrium. Realized by Traxon's Dot XL-9 RGB, the impressive cube is comprised of 1000 individually addressable Dots that form a 10x10x10 volumetric pixel grid for media content projection. The ability to display moving patterns and scenes with three-dimensional depths allows creative freedom to play with interesting concepts of perspectives and spatial relationships. Its 3D matrix systems were a great challenge as they demand flexibility from the lighting source and ease of visualization for precise video projection. Mounted on a flexible string, Dot XL is not confined to a rigid, pre-determined form or structure, and therefore brings the intricate media sculpture to life. To guarantee great programming control and matrix visualization flexibility, four e:cue Butler XT's were used to enable an easy pixel-based mapping over the intricate 3D layout. Butler XT's internal real-time and astronomical clock also provides the option to automatically replay pre-programmed standard content, or switch on special scenarios during festive moments. The addition of the captivating 3D Cube, accomplished by the lighting solution from Traxon, proved to be a prudent choice for KAWASAKI Le Front. Since the shopping mall's reopening in May 2012, this centerpiece has been a truly effective light spectacle.

### FEATURED PRODUCT



Dot XL-9 RGB

### METHOD OF CONTROL



Butler XT

### PROJECT DETAILS

Category: Architectural, Retail  
Location: Kanagawa, Japan  
Client: MITSUBISHI JISHO retail management  
Lighting Design: Lighting system LTD.  
System Integrator: Lighting system LTD.  
Video Contents: GRATRI  
General Contractor: TAKENAKA  
Completion Date: May 2012

## Traxon Technologies Ltd.

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

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