



PROJECTS ▶

SPOTLIGHT ON OLYMPIC SPORTS

MULTIMEDIA SPORTS EXPERIENCE

Canadian Olympic Experience

The Canadian Olympic Experience in Montreal is designed to honour our country's athletes and promote the values that make the Olympics such a special event. XYZ Cultural Technology teamed up with GSM Project to create a compelling experience that deftly combines sensory, narrative and emotional elements. Our team oversaw the technological integration of the exhibition, which is divided into three zones, located on the ground floor of the Canadian Olympic House.

This exhilarating and enlightening multimedia experience immerses visitors in decades of Olympic history, helping them understand what it takes to be an elite athlete and see how their own performance measures up to that of their heroes.

Description

The XYZ Cultural Technology team had created a temporary version of the project in time for the opening of the Canadian Olympic House in 2015, where visitors could experience the thrills of downhill skiing, fencing and the 100-metre dash as if they were actually there.

The interactive stations were rolled out on a permanent basis during the second phase of the project in 2018. Exclusive content was added to motivate young people to get more involved in Olympic sports. The monitors and smart accessories in the first zone allow future Olympians to create their own personal athletic profiles, while a century of Canadian Olympic history is played out through exciting video and audio content in the second zone. The third zone features a curved wall with embedded screens that the XYZ team built in 2015. The lighting and room controls were upgraded to accommodate the new content.

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