



The Avicii Experience

INTRODUCTION

The Avicii Experience in Stockholm, Sweden, is an interactive tribute museum to award-winning and world-renowned DJ, Tim "Avicii" Bergling. Through the creative use of sound and imaginative installations, the exhibit empowers visitors to remember one of the biggest music icons of our time. Pophouse Entertainment, the owners behind The Avicii Experience, has a history of exhibits of this nature and is also behind ABBA The Museum in Stockholm.

"WITHOUT CRESTRON, THIS EXHIBITION WOULDN'T BE WHAT IT IS TODAY AT ALL. THE RESPONSE WE GET IS, 'IT COULDN'T HAVE BEEN BETTER.'"

Fredrik Lyckman
Sales,
Creative Technology



THE CHALLENGE

The museum owners wanted reliable and easily expandable technology. They were originally looking to add a few more screens to the museum, but Pophouse decided to take it a step further and elevate the technological experience as well.

THE SOLUTION

With the help of integrator Special-Elektronik, Crestron partner Creative Technology developed a flexible solution for The Avicii Experience that is also being implemented in ABBA The Museum. "We created a mock-up to show what could be achieved," recalls Fredrik Lyckman, responsible for sales at Creative Technology. "The people at Pophouse were immediately convinced."

"WHEN CREATIVE TECHNOLOGY SHARED THEIR DESIGN FOR THE SPACE, IT WAS EVIDENT THAT CRESTRON DM NVX WOULD BE THE BEST SOLUTION TO CREATE THE INTERACTIVE AND IMMERSIVE EXPERIENCE WE WERE LOOKING FOR."

Victor Fredell
*Chief Information Officer,
Pophouse*



THE TECHNOLOGY

The exhibition contains 27 interactive installations with sound and video that give visitors the opportunity to get to know Tim Bergling in depth. Around the venue are built-in speakers and displays of varying sizes along with headphones so visitors can relive concert memories, feel like they are standing in a music studio and singing in front of Avicii's industry colleagues, listen to unpublished songs, create their own music mix, and get more information about who Avicii really was.

Crestron solutions power the majority of The Avicii Experience. The technology helps create the feeling the exhibit is meant to exude: that of an interactive museum that allows visitors to get to know Tim Bergling on a closer level through his music and personal possessions, supported by future-proof and user-friendly technology. Creative Technology produced a specially designed solution where LED screens are the focus and a control system from Crestron acts as both the heart and brain of the project.

"RELIABILITY WAS PARAMOUNT. WE WANT TO GIVE OUR VISITORS THE BEST EXPERIENCE WITHOUT ANY DOWNTIME. CRESTRON CONTROL ALLOWS US TO DETECT AND SOLVE POTENTIAL ISSUES REMOTELY, WHICH ACHIEVES JUST THAT."

Victor Fredell
Chief Information Officer,
Pophouse

The Crestron DM NVX® AV-over-IP platform is used in all stations, fed by a media server. The whole venue is equipped with Saros® pendant speakers. "We created the full rack with Crestron for all the different experiences in the whole venue," explains Lyckman. The Crestron DM NVX transmitter and receiver were programmed up front at the Creative Technology offices so they could just come in, plug in the cable, and everything worked. "From then on, we had full control. We can access everything remotely, so we can make sure everything works, all the time."

Once The Avicii Experience was up and running, attention shifted to ABBA The Museum. That museum has been operating for 12 years. The available technology has quickly evolved, and Pophouse wanted the experience to reflect that. ABBA The Museum, too, is built on Crestron control and DM NVX technology. The upgrades happened at night to avoid downtime and disappointed visitors.

"THE TECHNOLOGY IS SO EASY TO USE AND HAS WORKED SO WELL THAT WE HAVE BROUGHT THE SAME TECHNOLOGY STANDARDS TO ANOTHER EXHIBIT: ABBA THE MUSEUM."

Victor Fredell
*Chief Information Officer,
Pophouse*





RESULTS

The technology is easy to use, so only one staff member is needed at the museum. They can combine ticket sales, security, and making sure everything runs smoothly. Visitors to The Avicii Experience have an adventure in which they are immersed in Avicii, his life, career, and achievements.

Featured Products

4-Series® Control System
CP4

DM NVX® 4K60 4:4:4 HDR Network AV
Encoder/Decoder Card with Downmixing
DM-NVX-351C

DM NVX® 4K60 4:4:4 HDR Network AV
Encoder/Decoder
DM-NVX-360

DM NVX® 4K60 4:4:4 HDR Network AV
Decoder
DM-NVX-D30

15.6 in. HD Touch Screen
TS-1542