Media-FX

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Media-FX Inc. is a Montreal based Production Company whose principal activities are concentrated in the realms of multimedia and museography. These activities include specially conceived and designed stage productions. The concepts, projects and productions for which the Company is called to contribute its expertise require state of the art technological applications in the fields of electronics and computer controlled special effects and events. Born of a desire to marry art and technology, Media-FX facilitates development and creation ensuring that the integrity of an original idea is maintained from the design stage up to the final delivered product. Exhibit and graphic design; the digital processing of sound, video and graphics; the automation of scenic or exhibit elements; technical direction and video production and post-production all fall within the Company's sphere of activities.

At the technical level, Media-FX Inc. also specializes in the development of computer software designed to control the interactive programs, as well as provide the control and synchronization of a diversity of events in the context of shows or museographic installations. The use of our software responds to diverse applications requiring control of audio, video, lighting and MIDI equipment; synchronization using a variety of communications protocols; pneumatics, robotics and automation; voice recognition; motion and brainwaves tracking.

F<small>IRM</small> H<small>ISTORY</small>

Founded by Paul Ahad, President, in 1989, Media–FX Inc. has developed projects around the world, collaborating with some of the most respected names in the worlds of museology and special events. The Company's list of clients and collaborators provides telling witness to the Company's accomplishments.

P<small>AUL</small> A<small>HAD</small>
A<small>RTISTIC</small> D<small>IRECTOR</small>, M<small>ULTIMEDIA AND</small> S<small>PECIAL</small> E<small>FFECTS</small> D<small>ESIGNER</small>

Trained in Fine Arts, Photo, Cinema and Computer Sciences, at the University of Ottawa, Paul Ahad has been researching and experimenting with new technologies since the 1970s to create products that incorporate an amalgam of artistic productions, electronics, computers, robotics and engineering. His aim has been to push further the integration of technology and virtual reality into various art forms that include photography, motion picture, performance art, multimedia, sound and museography.

For over 30 years, production companies have relied on Paul Ahad for his competence and creativity in the development of multimedia presentations, special effects and interactive exhibits using state-of-the-art technologies, producing an unsurpassed level of human interactivity and sensitivity. He occupies the position of Media and Technologies Director but has also acted Designer, Producer, Director or Software Programmer in many of the Company's projects.

CURRENT RESEARCH AND DEVELOPMENT

MFX WarpController: A collection of show-control software for video projection synchronisation, image blending and warping.

MFX Composer: A collection of server/clients software for performing multi-layered 3D mapping.

MFX Sahara: A device for rendering standard video clips (AVI files) in a large sand box; the video image comes out of the sand.

MFX Whisper: A device for creating movements in hanging drapes as if someone's breath behind them was virtually making them move as they speak.

MFX Prophecy: Device for generating a thin curtain of cold water mist for use as a projection screen without increasing ambient humidity level in a closed environment.

MFX Oracle: Interactive system for speech and gesture recognition.

CLIENT LIST

Canada
Cité Multimédia, Montreal
City of Dorval
Halifax Citadel, Halifax
LG2 Communications, Québec
National Capital Commission, Ottawa
Maison Louis St-Laurent, Quebec
McGill University, Montreal
Moncton Cathedral, Moncton
Montreal Biosphere, Montreal
Montreal Botanical Garden, Montreal
Montreal Science Centre, Montreal
Musée de la nature et des sciences de Sherbrooke
Museum of Civilizations, Quebec
Parc historique de la Poudrière de Windsor, Windsor
Royal 22nd Regiment, Quebec
Seven Fingers, Montreal
Trou de la fée, Desbiens, Quebec
Village historique de Val-Jalbert, Chambord
Zoo Sauvage de St-Félicien, St-Félicien

Europe
Chamäleon Theatre, Berlin, Germany
Cité de l'espace, Toulouse, France
Circle of Eleven, Berlin, Germany
Communauté des communes de Pouilly-sur-Loire, France
Domaine Filliatreau, Saumur, France
Europarque Visionarium, Porto, Portugal
Parentville Science Centre, Brussels, Belgium
Madeira Botanical Gardens, Madeira, Portugal
Mairie de Saint-Andelain, France
Museum of Sciences and Culture of Macao, Lisbon

United States
EON Reality
International Institute of Boston, Boston
Loire Valley USA
Mount Independence State Historic Site, Vermont
President Calvin Coolidge Museum
Prudential Center Skywalk, Boston
State of Vermont

Caribbeans
Arlington House Museum, Speightstown, Barbados.
Nidhe Israël Museum, Bridgetown, Barbados.

- Design, production and integration of interfaces and visual effects requiring the fusion of various technologies within a museum context

- Video and audio production

- Speech recognition

- Project management and supervision

- 3D software and audiovisual programming

- 3D AutoCad and SketchUp plans

- Design and fabrication of prototypes, mechanical systems and electronic and computer interfaces

- Pneumatic, hydraulic and electro-mechanical system automation

MAJOR PROJECTS

« Garden of Oddness », Montreal Botanical Garden, QC, 2022
Design, development and integration of a multi-layered automated chromakey environment and various mechanical, pneumatic and hydraulic effects.

« Domaine de la Grande Vignolle », Saumur, France, 2020
Design, development and integration of an immersive environment in the troglodyte site of the winery.

« Trou de la fée », Desbiens, QC, 2019
Design, development and integration of an immersive environment mapping projection system.

« Jardin de Chine », Montreal Botanical Garden, QC, 2019
Design, development and integration of various interactive stations.

« Cathédrale Notre-Dame-de-l'Assomption », Moncton, NB, 2015-2019
Feasibility study, evaluation and production in the transformation of the cathedral into an immersive museological experience.

« Citadelle d'Halifax », Halifax, NS, 2018
Design, developpement and integration of a multi-client « 3D-mapping » projection system onto a model of the Halifax Citadelle and 5 interactive stations allowing the visitor to explore the history of the site.

« Belvédère de Saint-Andelain », Saint-Andelain, France, 2015-2017
Design, development and implementation of an interactive video capture system using a PTZ 4K-camera. Using a touch-screen monitor located on the ground floor, visitors control the camera located on the roof of the belvedere. The monitor also provides various information on to the aimed region.

« Montreal 360/365 », Montreal Biosphere, QC, 2015-2017
Development and implementation for a panoramic capture of the skyline of Montreal and surrounding area over a one-year period for presentation at the Montreal Biosphere. The system used eight computer-managed 4K-cameras installed on the roof of the Levis Tower, located on the St-Helen island.

« Our Lady of the Assumption Cathedral », Moncton, NB, 2015-2017
Feasibility plans and evaluation for the transformation of the cathedral into an immersive museum.

« Design the Future », Montreal Biosphere, QC, 2014-2015
Development and implementation of a 22-projector/24 speakers, 360-degree immersive show using various special effects such as snow, wind and mist.

« Mini Power Plant », Village historique de Val-Jalbert, Chambord, QC, 2014-2015
Development and implementation of various exhibits on the topic of electrical power generation at the mill.

« H14 », Site historique maritime de Pointe-au-père, QC, 2013-2014
Development and implementation of various interactive exhibits depicting 1914's life and technology.

« Traces », Les 7 doigts de la main, Montréal, QC, 2005-2014
Production and programming of various video clips for an acrobatic dance show.

« Du coeur à l'ouvrage; the Val-Jalbert Epic », Village historique de Val-Jalbert, QC, 2012-2013
Development and implementation of a synchronised 13-projector multimedia show using various special effects such as snow, wind, fire and mist.

Royal Canadian Legion, St. Lambert, QC, 2013
Programming of various interactive exhibits.

« Digital River », 18th World Congress on Information Technology, Montréal, QC, 2012
Design, production and implementation of an interactive installation that allows visitors to interact with Canada's 4 seasons 100' x 25' canvas projected on the floor of the main hall.

« Perfect Match », Musée de la nature et des sciences de Sherbrooke, QC, 2012
Development and implementation of a live camera capture system that allows the visitor to notice the contribution of video in sports.

« Du coeur à l'ouvrage; 3D Model Mapping », Village historique de Val-Jalbert, QC, 2011-2012
Development and implementation of a client-based, multi-layer interactive projection system projection onto models of the installations and the mill.

« More than Two Words », President Calvin Coolidge State Historic Site, Plymouth, VT, 2011-2012
Design and development of the new interactive exhibit depicting the life and presidency of United States 30th President, Calvin Coolidge. Visitors can dig into hundreds of images and hours of speeches and newsreels using ten integrated workstations or query the President through a voice recognition installation.

« Il était une fois... Terrebonne », Terrebonne, QC, 2011
Motion graphics and touch-screen productions.

« Empress of Ireland », Point-au-Père, QC, 2011-2012
Design and development of the multi-screen HD show depicting the events surrounding the 1914 sinking of the Empress of Ireland off the coast of Pointe-au-Père.

« Fabulous Flea Circus » , LG2, Quebec, QC, 2011
Design and development of the award winning "Fabulous Flea Circus" for Sears Optical; three motion triggered electro-mechanical devices for installation above urinals in men's rooms.

Oratoire St-Joseph, Montreal, QC, 2011
Programming of various graphics oriented interactive exhibits.

Musée de la nature et des sciences de Sherbrooke, Sherbrooke, QC, 2009-2010
Design and automation of the multi-screen HD show "Terra Mutantes". This show themed on geology runs using the *Motion Tracking* of the 36 visitors seated around an interactive table. Special effects include programmed snow, wind, rain, earthquakes, odours and lighting.

La Tour de Pouilly, Pouilly-sur-Loire, France, 2009-2010
Design and automation of the multi-screen HD show "Le Pouilly-Fumé" themed on the wine production of the Pouilly-Fumé. Special effects include programmed heat, wind, rain, odours and lighting.

« Love and chill at the Gun Powder Mill » , Parc historique de la Poudrière de Windsor, QC, 2010
Design and automation of the multi-screen HD show themed on the morbid history of the Windsor Mill gunpowder plant in the midst of the American Civil War. Special effects include programmed explosions, wind, heat, rain, odours and lighting.

Communauté des communes de Pouilly-sur-Loire, Pouilly-sur-Loire, France, 2008-2010
Design of a real-time system for automating capture and transmission of HD images. The HD camera was installed in a vineyard in Pouilly-sur-Loire for visualizing the growth of a vine over 4 seasons.

Royal 22nd Regiment, Quebec, QC, 2008
Design and programming of a large scale FTIR-based interactive model of the Quebec Citadelle. Video and animation production for the exhibits.

« My Life », Circle of Eleven, Berlin, Germany, 2008
Production of various video clips for an acrobatic-dance-circus show. Shot and edited in Berlin.

Montreal Botanical Garden, Quebec, QC, 2008
Programming of various interactive exhibits.

« Traces », Seven Fingers, Montreal, QC, 2005-2008
Production and programming of various video clips for an acrobatic-dance-circus show.

« Imagine! », Montreal Science Center, Montreal, QC, 2005-2007
Design and programming of various exhibits and special effects in the « Imagine » exhibit hall. Includes Mist screen; speech, movement and brain waves recognition.

Arlington House, Speightstown, Barbados, 2005-2007
Design, production and installation of various interactive exhibits and special effects on the topic of the history of the island, its people, slavery and plantocracy.

Nidhe Israel Museum, Bridgetown, Barbados, 2006-2007
Design, production and installation of various interactive exhibits and special effects.

Caesar Twins – One in Two, Berlin, Germany, 2005-2006
Design, production and programming of various special effects including real-time image processing.

Green Roof of the Côte-des-Neiges Borough, Notre-Dame-de-Grâce de Montréal, QC, 2005
Production of touch-screen exhibits.

Europarque Visionarium, Santa-Maria-da-Feira, Portugal, 2004
Upgrade of a multimedia presentation originally created in 1998.

National Capital Commission, Ottawa, ON, Canada, 2006
Technical feasibility study for the upgrading of the NCC's Information Center in Ottawa.

« Dreams of Freedom 2 », Prudential Center Skywalk, Boston, MA, U.S.A., 2004-2005
Design, production, programming and Installation of various audiovisual exhibits on the 50th floor observatory.

« Reader of Tombstones », Bridgetown, Barbados, 2004
Design and production of videos for the Barbados Jewish Museum.

« Brain Shaker », Montreal, QC, Canada, 2003-2004
Design and production of an interactive DirectX9 and Direct3D exhibit named «Brain Shaker », consisting of video capture, real-time 3D transformations and chromakey over a synchronized 3D animation.

Europarque Visionarium, Santa-Maria-Da-Feira, Portugal, 2004
Feasibility study for the phased upgrade of the science center's show and interactive and audiovisual scientific exhibits.

Madeira Botanical Gardens, Madeira, Portugal, 2004
Feasibility study for the implementation of a moving-set audiovisual show and the production of interactive and audiovisual exhibits for a new botanical garden museum.

« Gestured Memories », Paspébiac, QC, Canada, 2003-2004
Design, production, programming and Installation of a high-resolution video presentation depicting the rise and fall of fisheries in Atlantic Canada.

Borealium, St-Félicien, QC, Canada, 2002-2003
Design, production and installation of an animated stage-set, rain, snow, wind, tactile, aroma and pneumatics effects for the indoor high-resolution video presentation.

« Quebec All-Dressed », Musée québéquois de la culture populaire, Trois-Rivière, QC, 2002-2003
Audio-visual production and direction for various interactive exhibits. Main exhibit consists of an installation of 6 holo-videographic characters in discussion while seated around a diner table.

« Parole de Peau », Museum of Civilizations, Québec, QC, Canada, 2002
Design, production, programming and Installation of « 6.1 » audio environments. Designer of "Wind Whispers"® that allow the visitors to feel the air that accompanies speech.

« Zzzz », Montreal Science Centre, Montreal, QC, Canada, 2002
Design, production and programming of a real-time chromakey interactive exhibit for children.

Parentville Science Centre, Brussels, Belgium, 2002
Design, production and programming of a chromakey interactive exhibit that demonstrates various computer concepts such as imaging, sampling and data processing.

Maison Louis St-Laurent, Québec, QC, Canada, 2002
Design, production, programming and Installation of various computer-based audio visual exhibits.

Cité Multimédia, Montreal, QC, Canada, 2001
Software consultant for the implementation of interactive Touch-Screen kiosks.

Dreams of Freedom, Boston, MA, U.S.A, 1999-2000
Design, production, programming and Installation of an animated-set, multi-multi screen 26-minute multimedia Show and various interactive exhibits.

Cité de l'espace, Toulouse, France, 2000
Design and software programming for DVD based space travel simulators.

Mount Independence State Historic Site, Vermont, U.S.A, 1999
Design, production, programming and Installation of a holo-videographic sculpture with integrated rear projection and touch screen terminals.

Office du tourisme de Tournai, Tournai, Belgium, 1998-1999
Design and scripting of an automated 20-minute multimedia production depicting the history of the city of Tournai in Belgium.

Europarque Visionarium, Santa-Maria-Da-Feira, Portugal, 1998
Design, production, programming and installation of a 20-minute animated-set introductory multimedia-show and 63 interactive scientific exhibits.

Europarque Image Centre, Porto, Portugal, 1997
Production of 3 studies that required the analysis of 84 theme-park and amusement-park attractions located in Europe, North America, Asia and the South Pacific, that use new technologies. This study required the analysis all major image technologies available on the market. Following this research, a concept for an Image Center was developed.

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« Garden of Oddness »
Montreal Botanical Garden, 2022

« Domaine de la Grande Vignolle »
Saumur, France, 2020

« Citadelle d'Halifax »
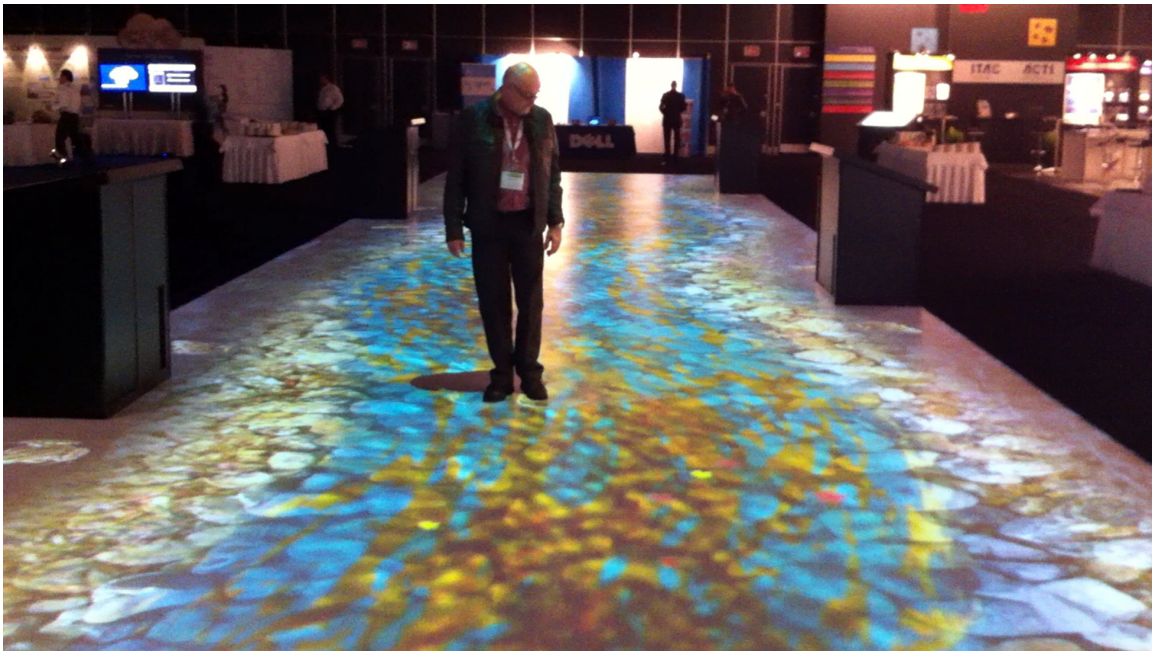*Halifax, NS, 2018*

« Belvédère de Saint-Andelain »
Saint-Andelain, France, 2015-2017

« Montreal 360/365 »
Montreal Biosphere, Montreal, 2016

« Design the Future »
Montreal Biosphere, Qc, 2015

« Digital River »
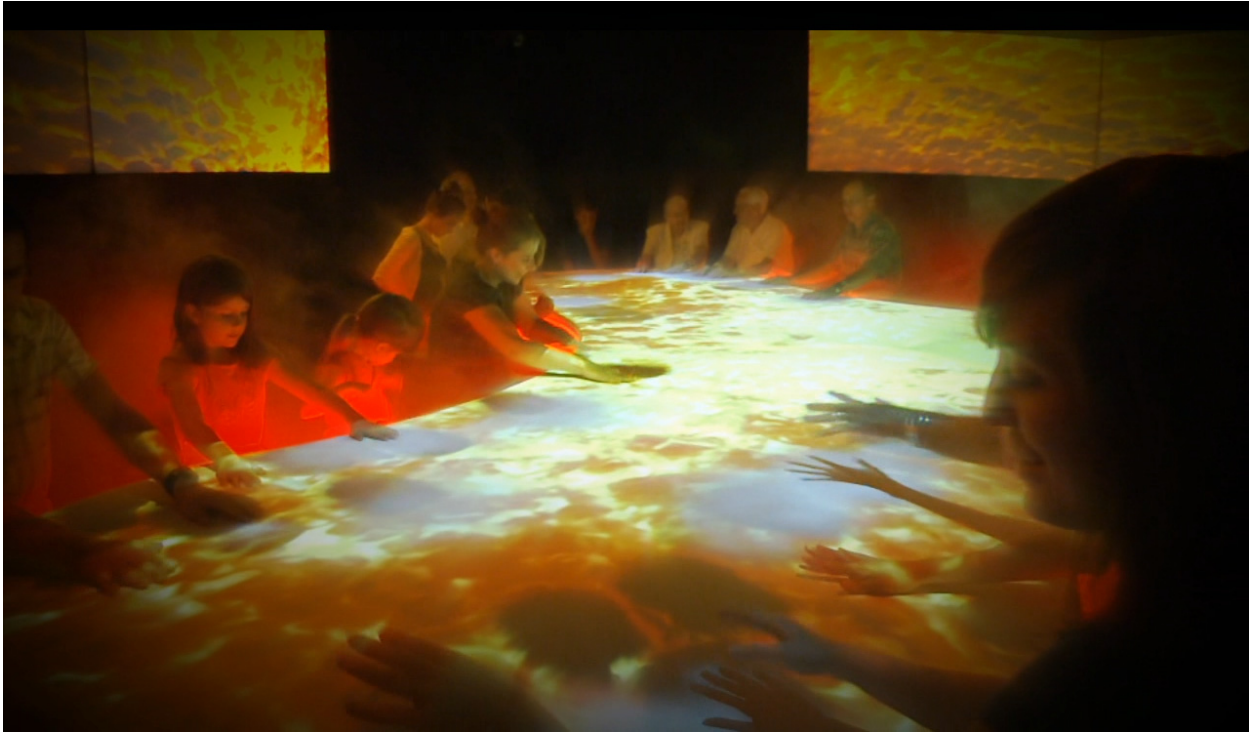*WCIT 2012, Interactive motion-tracking environment, Montreal, 2012*
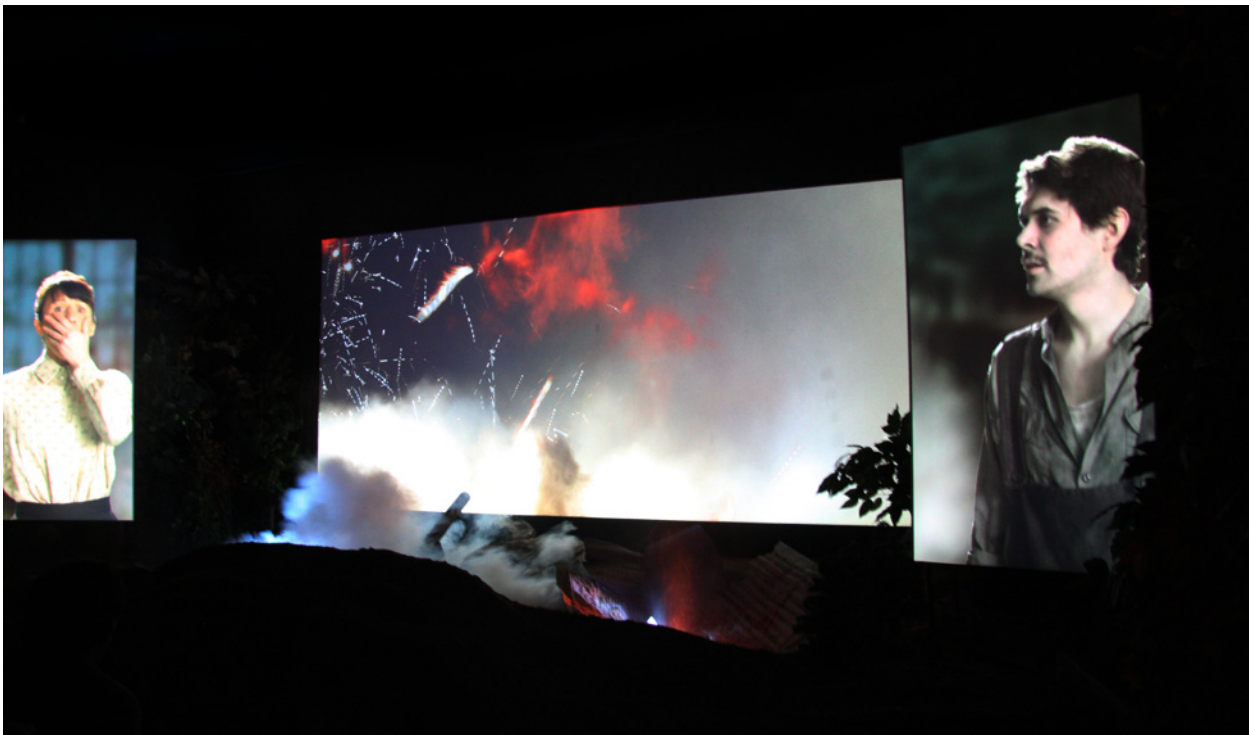
« H14 »
Site historique maritime de Pointe-au-père, 2014

« More than Two Words »: The Life & Legacy of Calvin Coolidge,
President Calvin Coolidge Memorial Museum, Plymouth VT, 2012

« Terra Mutantes », multi-sensorial show using Motion-Tracking
Musée de la nature et des sciences de Sherbrooke, 2010

« Whispers », immersive presentation with animated set
Parc historique de la Poudrière de Windsor, 2010

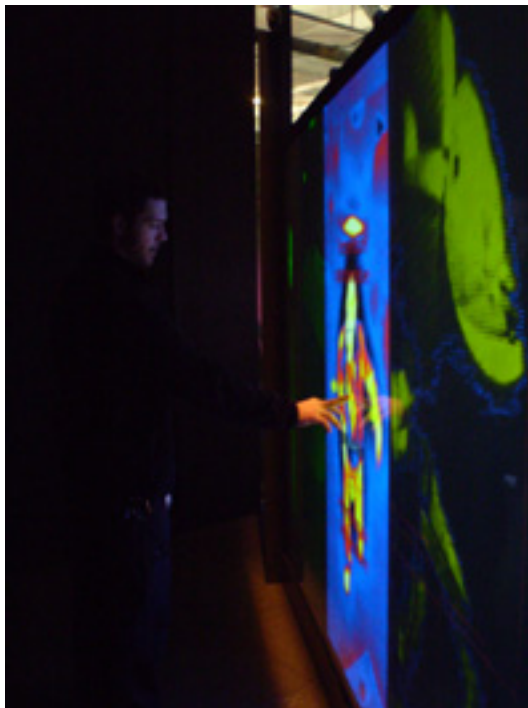**La tour du Pouilly-fumé**
Pouilly-sur-Loire, France, 2009
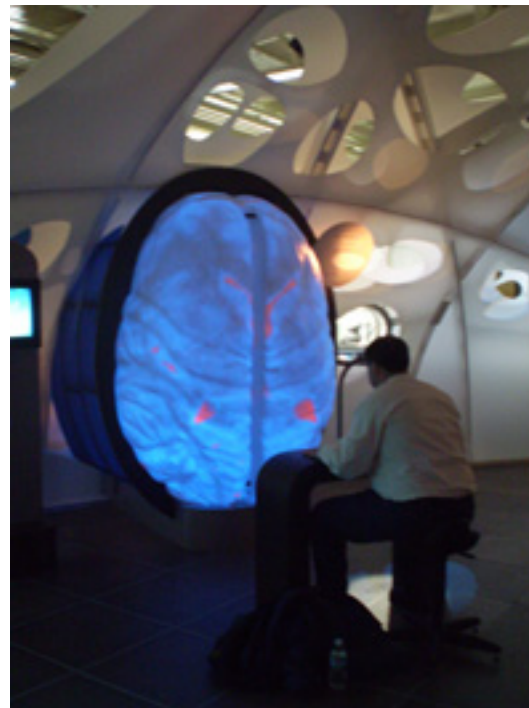

« My Life"
Circle of Eleven, Berlin, Germany, 2008

Royal 22ⁿᵈ Regiment Museum
*FTIR 2' x 15' touch model
resolution 800 x 3000
Quebec, Canada, 2008*

Montreal Science Center
*Mist screen
Montreal, Canada, 2007*

Montreal Science Center
*8' x 11'touchscreen
Montreal, Canada, 2007*

Montreal Science Center
*Interactive video et electromechanical using
brainprobe.
Montreal, Canada, 2007*

Arlington House
« Field Memories » Theater
Speightstown, Barbados, 2007

Nidhe Israel Museum
Multi-screen Video Production
Bridgetown, Barbados, 2007

Dreams of Freedom, immersive presentation with animated set
Boston, Massachusetts, U.S.A., 2000

Macao Science and Culture Centre
Lisboa, Portugal, 2000

Mount Independence State Historic Site
Orwell, Vermont, USA, 1999

« Terra Incognito », multi sensorial show with animated set
Europarque Science Center, Santa-Maria-da-Feira, Portugal, 1998