



FREQUENTLY ASKED QUESTIONS



AQUASCRIPT is an innovative technology that transforms water into a high-impact communication vehicle. It displays text, logos and images in the form of cascading water droplets that are generated by hundreds of programmable solenoid valves.

AQUASCRIPT is a dynamic information waterfall with a mesmerising sensory impact that provides a unique way to display real-time information and deliver a stimulating consumer experience.

AQUASCRIPT is the commercial version of the Bit.Fall Technology developed by the German artist Julius Popp.

TEMPORARY INSTALLATIONS

AQUASCRIPT is available in 2 meter modules (200 x 32.5 x 35 cm) and is extendable by 2 meters units to reach the desired length.

PERMANENT INSTALLATIONS

AQS can be manufactured in any size and up to the millimetre, according to design & location specification.

To achieve the best content visibility, the minimum recommended length is 3 meters.

To date, the longest installation has been 56 meters but larger installations are absolute possible.

In addition to the standard Aquascript system (40 valves per meter), we also manufacture curved as well as circular versions or bespoke designs.

A new addition to our range is the Aquascript HD System with two rows of 40 valves per meter set-off to each other.

HOW DOES IT WORK?



Our proprietary software application synchronises magnet valves so that the falling water drops result in a free definable bit map muster.

In principle Aquascript needs only electrical power to operate.

If Aquascript is connected to the Internet or local LAN content can be created and modified remotely.

The Aquascript control module imports standard graphic files (e.g. png, gif, jpg) and it is very easy to program content

In order to create new content, a bit map image is generated using a standard software program,

i.e. Photoshop, which is then uploaded to the control computer.

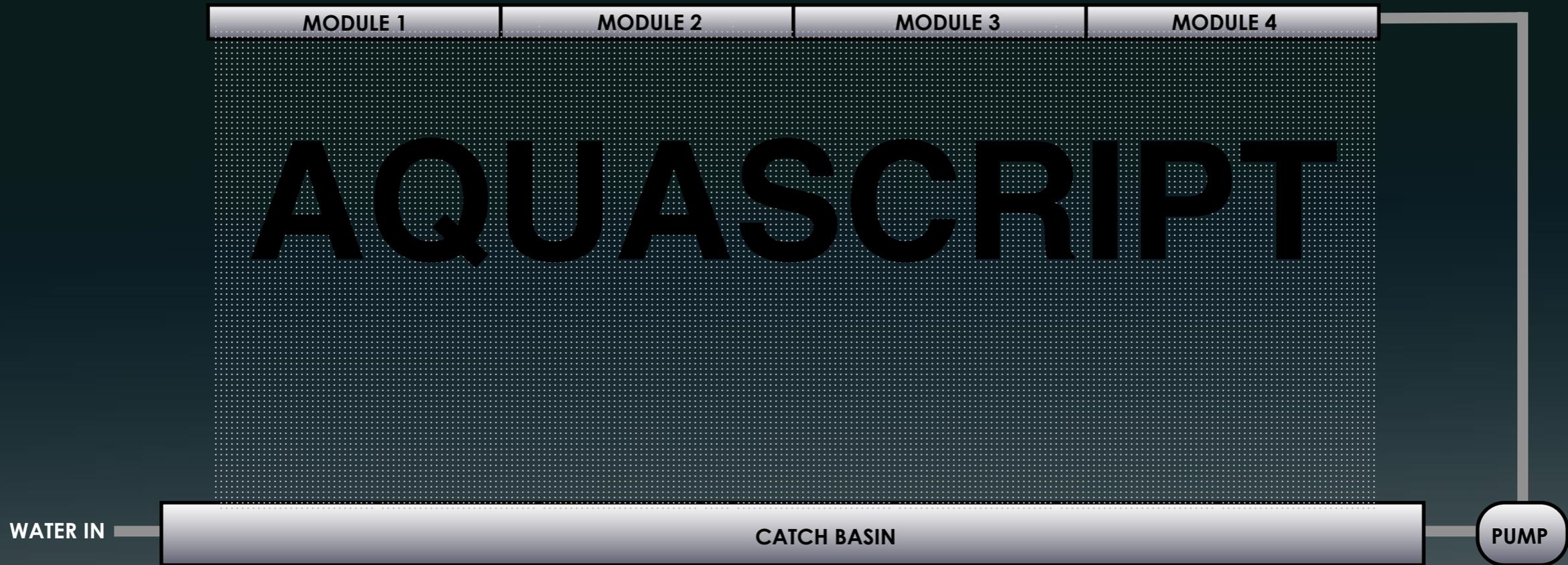
Once the bit.map file is uploaded, the system and playlist control is easily accessible through a web interface. All that is required is a web browser, i.e. Firefox, Internet Explorer or Safari.

The web interface control software is easily operated from any connected (cable or wireless) computer or smart phone (e.g. iPhone).

Aquascript can be synchronised to light & sound and other digital media and allows for direct interaction with the Internet through any browser. SMS functionality integrated.

Easy to operate and to maintain.

HOW DOES IT WORK?



TEMPORARY INSTALLATION
2 meter modules up the the required total length (60+ meters)

PERMANENT INSTALLATION
Bespoke installation can be build to the mm.

INSTALLATION



There are various ways to install Aquascript:

- Mounting directly to the ceiling.
- Mounting to a horizontal truss that hangs from a ceiling or from rigging points.
- Mounting to a truss gate.
- Integrated into an existing framework.
- Integrated into a bespoke framework.

The installation height should correlate to the system size, for example, for a 4 meters system we recommend a height of 3 to 6 meters, for an 8 meter system 4 to 7 meter height.

The system can be installed much higher but due to gravity the shown content is only visible for the first 8 to 10 meters.

The weight of the system component is approximately 45 kg per standard system meter and about 85 kg per meter for a High Definition (HD) system.

Installation space is based on the footfall of the water catch basin.

Additional space is required to house the pump and filtration system, ideally in the back or in a technical/control room for easy maintenance access.

If a water purification systems is required (permanent installation), additional space to house the system is required.

INSTALLATION



For temporary installations, if a truss is used, the Aquascript system can be fitted with half-couplers for easy attachment to a rigging truss.

We can connect to any truss system and will bring along our own couplers and adapters. In order for us to be prepared with the correct couplers and adapters please advise us which truss system you will be using. Please note that the 240 mm distance between the centre of the 50 mm main tubes is important to the installation.

There are basically two options to rig the Aquascript system:

With the horizontal truss at working height (gate built as ground support or horizontal truss on genie lifts),

we can mount the equipment before the truss line is raised.

If the horizontal truss is static mounted onto the tower truss we require a 2 person cherry picker or scissor lift to mount the system.

Installation time varies from installation to installation depending on system length, installation form and location. A standard installation (up to 10 meters) takes approximately one day to set up if the location is properly prepared as instructed by us prior to the installation day. Break-down time is 1/2 day.

For permanent installation the set-up time varies according to the complexity of the installation.

WATER



Water usage depends on the length of the system, the water pressure and the bit map images being displayed. As a rule of thumb, a 'full on' 8 meter Aquascript system uses approximately 60 litres of water per minute. The waterfall velocity is 9.81 meters per second.

The standard resolution is 40 valves and 40 nozzles per meter, however, we can offer double resolution (80 valves + 80 nozzles) as well as double nozzles systems (40 valves + 80 nozzles per meter; 80 valves + 160 nozzles per meter).

Aquascript uses an open water circuit and the water is recycled, collected and stored (when the system is switched off) in a catch basin. The water is pumped from the catch basin back into

the system so the catch basin only needs to be refilled to compensate for evaporation.

Aquascript can be designed without a recycling system providing there is appropriate drainage, however, please be sensitive to the fact that this type of installation is not very environmentally friendly.

Lake, river or salt water can also be used by integrating a filtering systems.

Additives can be added to colour the water or to provide special effects using UV lights, however in such instances the system requires thorough cleaning afterwards.

CATCH BASIN



The water catch basin is typically 1 to 2 meter (3.3 to 6.6 ft) longer than the Aquascript system and has a width of 1 to 1.5 meter (3.3 to 5 ft) according to the mounting height of the system. The height of the catch basin is usually 30 to 40 cm (1 to 1.3 ft) with a water depth of 20 to 30 cm (0.7 to 1.0 feet).

The footfall of the catch basin depends on the installation height of the Aquascript system; the higher the installation the larger the footfall.

The top of the catch basin is equipped with a splash protection mesh to reduce splashing to a minimum.

For permanent installations, the catch basin can be designed as an integral part of the overall location design, above or beneath the floor, and can be constructed from various materials (e.g. stainless steel, wood, marble, glass, fibre glass, concrete).

Seating facilities can be integrated into or constructed around the catch basin.

Using steel grates, the catch basin can be accessible for people walking "through" the water.

LIGHTING



As water is transparent the content gets its best visibility through appropriate lighting.

In principle a darker ambient is recommended however, with a strong lighting source brighter ambiance (daylight) are possible.

For best visibility of the content the background should be darker colours and not "visual playful"

As a rule of thumb we calculate light fixture requirements as follows: Total length of the AQS installation in meters multiplied by 2 minus 1.

Example: for an 8 m system 15 top mounted light fixtures are recommended, mounted alternately at the front and the back of the system.

White Lights

For conventional indoor installation approx. 1,000 W to 1,500 W PAR CP 62 per meter.

Outdoor installation require brighter light sources and fixtures which are able to resist the various weather conditions.

Colour Lights

It is recommended to increase the watt power by 40%.

According to requirements other light sources can be installed, e.g. moving lights, RGB LED.

CONNECTION



ELECTRICITY

In principle, the Aquascript system only needs electrical power to operate. The system can be connected to any normal power system worldwide. The electrical system is constructed according to the CE standards and the electrical power drawn from the mains is approximately 450 W per meter .

The electrical requirements are:

- a. 3 x 16 amps CEE or a 3 x 32 amps CEE three-phase (including neutral and earth) socket
- b. standard socket (only for a computer)

Please note that these numbers do not include power drawn by lighting (lights usually consumes a lot of power).

WATER

For filling the water basin and for refilling the evaporated water, a water tap should be located in the vicinity. A drainage connection can be useful as long as it is accessible through a hose if the catch basin needs to be emptied. Some (full automatic) filtration systems also need a full-time tap and drainage connection, but if these are not available we will find an alternative.

INTERNET

We recommend an internet connection in order to create and modify content and to update system software from anywhere in the world and for real-time content updates. It also allows us to remotely perform system checks and troubleshoot the system in the rare event that a problem should occur.

ANYTHING ELSE



INTERACTIVITY

- SMS/GMS feature allows mobile phone text messages to be displayed in the water.
- Motion Sensors that react to motions e.g. waving triggers water or walking towards the water can stop the flow.
- Touch/Step Pads that trigger effects or information.
- Bar Code Recognition scanning a barcode can, for example, display a personal greeting message.
- DMX interface that syncs lights and sound to the water flow.

PROJECTION

If Aquascript is programmed for constant flow, the water screen can be used for projections.

We can also provide a wide range of video and effect projection systems.

WIND

The cascading water is affected by wind when installed outdoors so it is important to find a location with minimum wind exposure.

Also, positioning Aquascript close to a wall reduces the wind effect and provides a darker backdrop.

A “global” maximum wind speed value that would fit for all installations can’t be defined due to dependencies specific to installation parameters such as installation height, basin width and wind direction.

We tackle this problem by installing a wind sensor and an adjustable wind speed cut-off value that allows the actual measured wind speed to be viewed on the system control web panel and a cut-off value can be entered to define the optimal cut-off speed.

LEAD TIMES

For leasing there are ample units in stock so we can respond to requests efficiently. For permanent installations, we typically require a lead time of 12 weeks, however that depends on the size of the system required.

TESTIMONIALS



ZAYA's NURAI ISLAND LAUNCH PARTY

"You are a company who have the utmost respect of HQ Creative. The way in which you reacted to an incredibly late call, and to the highest of standards, is a testament to your company and the people within it.

It would have been easy to say 'no' from the outset but you not only agreed to come and assist us but did it with a level of professionalism that I applaud. The results were fantastic and we look forward to working with you on future projects."

Jo Marshall, Director of Production, HQ Creative LLC, UAE

F 1/ YAS MARINA CIRCUIT - Abu Dhabi

Aquascript is a truly phenomenal sight. The scale and precision of the system is extremely remarkable and the ability to write words, logos and symbols out of water drops is genuinely impressive. KP and the team at USE are a great pleasure to work with and highly professional in their approach and delivery. The use of Aquascript is highly recommended for ground breaking entertainment at events.

**Laura Dunn, Account Director
KHP CONSULTANCY, London - Bahrain - Abu Dhabi**

AUDI - 40 YEARS IRELAND CELEBRATION/CAR LAUNCH

"We incorporated Aquascript as the backdrop to a series of events celebrating Audi in Ireland. We needed a spectacular backdrop, which would mirror the ethos of the Audi brand. It had to deliver on style, innovation and functionality. Aquascript scored highly on all three, and became the talking point we had hoped it would be.

The unit delivered a sensory experience, guests were drawn to it, mesmerised by the cascading droplets, which looked like tiny diamonds. People loved the sound of the unit as the water fell, they touched the water, and they stood there looking at the words and the shapes cut out in the water. A great conversation

piece.

The team from USE were efficient and courteous, with high production values and they executed the Aquascript installation flawlessly."

Ronan Traynor, Managing Director, Verve Marketing, Dublin, Ireland

SASOL - WORLD PETROLEUM CONGRESS - DOHA, QATAR

Thank you for letting us make use of the Aquascript system at the 20th World Petroleum Congress in Doha, Qatar. The water feature was absolutely remarkable and there was not a single person who walked by who did not stop to look at it. The Sasol exhibition stand was probably the most photographed stand at the congress. We appreciate your support throughout the week – whenever there was a query, you were a phone call away and came to the site within minutes to assist. Our delegation is still talking about our exhibition stand with its remarkable Aquascript feature so effectively showcased our congress theme – Innovation fueling growth.

Iris Abbott, Event Director, SASOL, South Africa

I want to thank you for everything that you did for the job in Doha. It was a huge success and the client was very happy with the results of the show and of the products used to achieve this which included the Aquascript. The impact Aquascript had was immense and was a big draw card.

Craig Behr, Account Executive, Scan Design, South Africa

GE - WORLD FUTURE ENERGY SUMMIT - Abu Dhabi

Aquascript was truly a show stopper. Hundreds of attendees took photos and the cascading company logo looked absolutely great.

Gene Lindman, President, EP&M International, USA

TESTIMONIALS



SOLIDARITES/BDDP @ PLACE DU PALAIS ROYAL for 1 week

"Having a campaign to raise awareness about the dangers of unsafe drinking water, we were looking for an event to make a real impact on the general public around World Water Day. With an innovative and artistic way of transmitting our message, 'Aquascript' fitted the bill completely.

The team met the challenge of a week-long open air installation in central Paris in an exemplary manner and were available at all times to assist, support and advise.

The event fulfilled all expectations and we would not hesitate to repeat the experience."

- **Alain Boinet, Founder & MD, Solidarites International, Humanitarian Aid NGO, Paris, France**

It is a very difficult task, in our western over-developed countries where drinkable-water is abundant and synonym of "life", to make media and public opinion feel concerned about the tragedy of non-drinking water and realize that water can also kill in some countries. In Europe, water is everywhere, is safe and it does not look like dangerous : who can believe that a simple glass of water can be the cause of so many deaths ? To raise awareness about this tragedy, we were looking for a new type of media. Something that is "out of the box", innovative, impactful and legitimate. Something which raises creativity to a higher level : what if water was the media by itself ?

Aquascript system answers perfectly to our needs. The Aquascript' team was really professional and their commitment to the Solidarités International project was outstanding. They were always reactive, available to answer our needs, to find solutions. That was a real pleasure to work with them on this project and we look forward to working with Aquascript again in the future on new projects for other clients.

-**BDDP Unlimited Team, Paris, France**

VERBUND @ E-WORLD, - ESSEN, GERMANY

I would like to thank you for the very professional collaboration. Without your Aquascript installation the overwhelming success of our client's presence at the E-World would hardly been possible.

- **Franz Kiengraber, CEO, FK Werbung, Austria**
(Presence was voted "Best Exhibition Stand").

"USE offers technology-driven event applications, where the consumer becomes really engaged and gets to play an active part in the show."

- **Matt Rayner, Managing Partner Media edge:cia, New York, USA**



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