

**PROFILE**

**NAME:** DWP Live  
**LOCATION:** Nashville, Tenn.  
**FOUNDED:** 2007  
**WEBSITE:** <https://dwplive.com/>

**CHALLENGE**

Integrate video, lighting and sound systems for a multi-acre, immersive outdoor zoo evening experience that incorporates multiple projection mapping setups as large as 28 feet high x 75 feet wide.

**SOLUTION**

An advanced audio/video system based on 13 Epson laser projectors, including four EB-PU2010B, three Pro L1755UNL and six Pro L20000U.

**A Wild Night at the Zoo**

Nashville-based event production company DWP Live was charged with providing the technical equipment and installation for an experience full of breathtaking visuals and incredible sound affects at a Tennessee zoo. Four major vignettes created by a local visual art shop were powered by 13 Epson laser projectors, ranging from 10,000 to 20,000 lumens.<sup>1</sup>

Visitors were immersed into beautiful projection displays and bright colors after taking a few steps into the zoo. From there, a combination of stunning projection mapping and immersive lighting features lit up their path for a unique after-hours experience.

**A Standout Experience**

DWP Live was engaged to provide and install the technical equipment throughout the experience. The result was dreamlike. After the zoo closed for the day, guests could experience one third of the 90-acre property lit up with four remarkable vignettes, connected by LED-lit pathways and smaller displays. Each element used a single master show control that kept everything in balance and in sync.

Visitors began their journey at the zoo with a welcome show projected on the ceiling of a beautiful, covered courtyard. DWP Live used a single, 15,000-lumen<sup>1</sup> Epson [Pro L1755UNL](#) to create the images.

The first vignette featured motion images and sounds of baboons, captured and set to music. Using a 3D model, the images were mapped onto the towers of the zoo’s playground using four Epson [EB-PU2010B](#) 10,000-lumen<sup>1</sup> projectors.



Next was an evening parade of sorts, which used three Epson [Pro L20000U](#) 20,000-lumen<sup>1</sup> projectors to map a running tiger and a heard of elephants onto a line of trees in a field.

The third vignette took visitors inside an Andean Bear habitat, with colorful effects mapped onto rocks, a tree and a stream, using two Epson Pro L20000U and Pro L1755UNL projectors. Throughout the installation process, the entire installation team was courteous when working around the inhabitants. Danny Whetstone, founder and CEO of DWP Live, explains, “At night, the zoo staff would move the bears out of the habitat so that the team could go in with a small crane to place the projectors in their enclosures and leave the animals virtually undisturbed.”

The fourth vignette was truly spectacular with images of animals such as leaping fish, owls and salamanders projected onto jets of water in the zoo’s pond and synced to an original composition.

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- DANNY WHETSTONE, FOUNDER AND CEO, DWP LIVE

“It was the most holographic scene in the show,” Whetstone said. “The ‘screen’ was a 23- to 25-foot-high curtain of water, about 75 feet wide, and was projected onto using a single Epson Pro L20000U.”

As the experience came to an end, guests could walk through the zoo’s famous flamingo exhibit and see the birds live in their lagoon lit with pink LED lights. “Flamingos are very inquisitive,” Whetstone recalls. “The lighting professionals had to work around the animals during the installation, and they spent quite a bit of time planning where the cables and equipment would go to make sure they didn’t chew up anything.”

## Choosing Epson

Whetstone says this zoo project was the first time DWP Live had worked with Epson. He decided to make the change to ensure the projectors were up to the challenge of an outdoor live event.

“We set up a shootout of projectors from five different manufacturers, but it soon became obvious that Epson was our best choice,” he explains.

“The Epson color reproduction is superb, and we felt Epson’s geometric setup software would be a huge plus, just because it’s so easy to use.” Epson large-venue projectors all include automatic multi-projector alignment and edge-blending software, which dramatically reduces setup time.

“We also appreciated the fact that we could run the 10,000 and 15,000-lumen<sup>1</sup> Epson projectors on a standard, 120-volt circuit.” That also simplified the setup.

In addition to maneuvering around live animals and their schedules, the biggest challenge for the project was the need to install each projector in a custom, weatherproof enclosure, which would be mounted on custom-built towers designed to be as unobtrusive as possible. Here, too, Epson was an obvious choice with their flexible laser projectors that allow for versatile positioning and installation.

In particular, Epson’s newest 10,000-lumen EB-PU2010B projector is much smaller than previous generations. “To be able to produce so much light out of such tiny boxes is really cool,” Whetstone says. It meant that he could use smaller, lighter-weight enclosures and far less massive towers than would otherwise be possible.

As a result of this zoo experience, Whetstone added several of Epson’s newest 16,000-lumen<sup>1</sup> EB-PU2216B projectors into the DWP Live inventory for day-to-day use with a wide variety of customers. “We’ve been super happy with the product and with Epson’s support,” he says.



## A Fantastic Outcome

Whetstone says he was glad to have been part of such a memorable show and an amazing team.

“I had several friends and family members attend, and they all told me how much they enjoyed it and how they recommended it to others,” he explains.

“It was a fantastic outcome.”

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<sup>1</sup>Color brightness (color light output) and white brightness (white light output) will vary depending on usage conditions. Color light output measured in accordance with IDMS 15.4; white light output measured in accordance with ISO 21118.