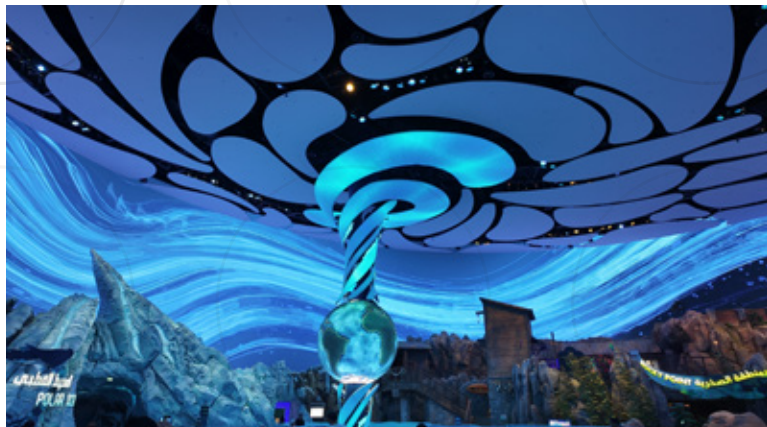
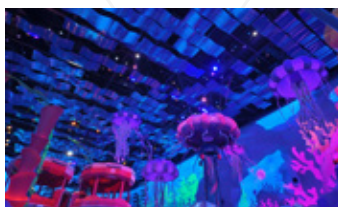


# SHOWCASE

## SeaWorld Yas Island

Abu Dhabi (United Arab Emirates)



SeaWorld's UAE marine life theme park was first conceptualized in 2007. This much awaited attraction finally opened its doors to the public in May 2023 as a part of the Yas Island experience in the capital city of Abu Dhabi, United Arab Emirates.

The park features eight marine immersive realms or so-called "realms" that are home to immersive experiences and interactive exhibits, with more than 15 rides, 13 retail options, and 17 dining options. Additionally, the marine life theme park features environments meticulously designed to replicate the animals' natural habitats, ensuring their comfort and well-being. And the Yas SeaWorld Research and Rescue Center, a 92,590 sq ft facility spearheaded by marine scientists, zoologists, trained rescue personnel and animal care experts who specialize on marine biodiversity, ecosystem resilience, sensitive wildlife conservation, critical habitats restoration, fisheries, pollution and wildlife health.

The eight realms of SeaWorld Abu Dhabi are interconnected from a central lobby dubbed The One Ocean where a larger-than-life spherical globe structure takes precedence. It sits on a tall pillar of spiraling light that spreads across the ceiling in droplet shapes in all forms and sizes.

This spiral and intricate pattern on the ceiling has the ability to play media mimicking the skies on a sunny day to starlit nights and more, thereby adding intrigue and a wow factor right at the start of the SeaWorld experience.

This feature was made possible with the use of the Traxon Media Wall Paper, a 12x12 matrix solution for media backdrops, columns and 3D media installations. As the name suggests, this product has the literal flexibility of wallpaper; it is ultra-thin and lightweight, and flexible enough to be cut and customized to fit intricate applications as demonstrated on this exhibit at SeaWorld.

Combined with e:cue's SYMPHOLIGHT software, it is possible to create an endless stream of stunning effects, and play video and display images on the Media Wall Paper.

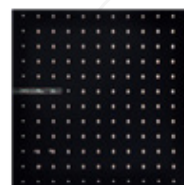
"The creative vision of this spectacular structure at One Ocean Realm in SeaWorld Abu Dhabi would not have been possible without the innovative Traxon Media Wall Paper and the very user-friendly interface of SYMPHOLIGHT software that allows the team at SeaWorld Abu Dhabi to play even more scenes on the column feature than first envisioned!" – John McGarrigle (Senior Lighting Manager - Miral Projects, Yas Island).

Traxon e:cue first met with SeaWorld Abu Dhabi to discuss the One Ocean creative lighting needs in February 2020, just days before the Covid lockdown. Despite the unfathomable challenges faced, Traxon e:cue managed to exceed the client's delivery expectations with the exceptional help and coordination of both the global and onsite Traxon e:cue teams, ensuring a spectacular result.

Apart from the Media Wall Paper, the Traxon Allegro Washer AC in 200W has been used across the realms of SeaWorld Abu Dhabi to light up public areas and also highlight the scheduled shows that take place throughout the day. These intelligent, high brightness washers were delivered with bespoke LED combinations to replicate sunrise, sunset and other special color themes with high color rendering, as recommended by the marine biologists, with a high frame rate for smooth, imperceptible dimming over long periods.

Traxon e:cue is honored to have worked on SeaWorld, the world's largest indoor marine life theme park, and being given the opportunity to showcase the flexibility and creativity of both our product range and team capabilities. With more innovations in the pipeline, we look forward to working on many more eye-catching, memorable experiences across the globe.

### Featured Products



Media Wall Paper



Allegro Washer AC



Sympholight lighting controls system

### Project Details

Category: Themed Entertainment

Location: Abu Dhabi, UAE

Client: Miral Projects, Yas Island

Featured Products: Media Wall Paper, Sympholight lighting controls system, Allegro Washer AC

Contractor: ALEC /ASU

Lighting Designer: Thinkwell, Nick Davidson

Consultant: Ellis Don

Start Date: February 2020

Completion Date: May 2023



# TRAXON

TRAXON e:cue