

# PROJECTOR BIKE

Custom-designed, three-wheeled cargo bike complete with a high-powered projector and sound stereo.

Projector Bike engages audiences – a small group or a mass gathering. The projections can cover a building or be intimately scaled.

The system is mobile, quick to get around and first to find a new audience.



Developed and run by

**These are The Projects we do together**

[www.theprojects.com.au](http://www.theprojects.com.au) / [www.projectorbike.com.au](http://www.projectorbike.com.au)

**For general or technical information:**

Joseph Norster

[info@projectorbike.com.au](mailto:info@projectorbike.com.au)

**For sales, sponsorship and media enquiries:**

Adam Litchfield

[adam@projectorbike.com.au](mailto:adam@projectorbike.com.au)



# PROJECTOR BIKE

## Film content

We play an active role in the collection and curation of films. We are committed to providing remarkable shorts of the highest quality to our audiences. We work with award-winning directors and film makers and screen cutting-edge shorts, docos and music videos as well as serialised feature films.

## Collaborations

We have worked with many organisations and arts festivals including Federation Square, National Gallery of Victoria, City of Melbourne, Victoria's State of Design Festival, RMIT University, Darwin Arts Festival, Tinning Street Gallery, Bikefest, Yarra City Council, Melbourne Bike Share, Hobsons Bay Council and Sydney Festival Opening Night and Sydney Fringe.

*"Projector Bike invites you to come with us on a tour through the back lanes and byways of the inner city. By night we will take to the streets with a mobile projection rig and sound system that will illuminate the walls and the tell tales of life in the city."*

***Projector Bike event description from catalogue, Darwin Arts Festival.***

*"What a fantastic convergence of art and bike cultures. Taking film/art out of the rarified space of the gallery/cinema and literally riding it to the people! Nice."*

***Response on Bike Love Blog to a Sydney radio interview, Sydney Fringe.***



# PROJECTOR BIKE

## Capabilities

In non-technical terms, Projector Bike can screen images as small as television screen, or across multi-story buildings given the right ambient light levels.

Generally, the average CBD street is dark enough for Projector Bike to screen a 6-8 meter wide projection on to the side of a building. For example we can comfortably project screen content onto the facade of Federation Square in Melbourne on the corner of Flinders Street and Swanston Street.

For larger projections, less ambient light is required, the average suburban park or inner city lane way would allow projections of up to 20m wide with ease.

The content is played via an iPad mini, we upload the content into iTunes and then sync to the iPad. The file format needs to be able to be played back using the iPad mini, these are generally H.264 video .mov files. We also have the ability to use a clients laptop (Mac or PC) if required. The sound system on Projector Bike is a 100w Sony car stereo system that can deliver good quality sounds levels up to 15m from the bike.

For larger audience requirements we have number of remote speakers that can extend our range to 30m from the bike. In practical terms the video and sound content can be heard by large groups of people at any one time.

## Technical specifications

### Projection System

Epson EB-1945W and Epson 3LCD, 3-chip technology LCD Panel

### Screen Size

29" to 280" (0.84 to 8.4 m)

(Zoom: Wide)

29" to 280" (1.36 to 13.9 m)

(Zoom: Tele)

### Projection Distance

60" screen 1.79 - 2.92 m

Max Distance to screen is 25m given correct ambient light levels

### Throw Ratio

1.38 (Zoom: Wide), 2.24

(Zoom: Tele)

### Projection Lens F Number

1.51-1.99

### Projection Lens Focal Length

18.2mm-29.2mm

### Colour Light Output and

### White Light Output

4,200 Lumens

### Resolution

WXGA

### Native Aspect Ratio

16:10

### Contrast Ratio

3,000:1

### Keystone Correction

Vertical: -30 to +30 degrees

Horizontal: -30 to +30 degrees

### Playback file requirements

Ipad Mini

### Video formats supported

H.264 video up to 1080p, 60 frames per second, High Profile level 4.2 with AAC-LC audio up to 160 Kbps, 48kHz, stereo audio in .m4v, .mp4 and .mov file formats; MPEG-4 video up to 2.5 Mbps, 640 by 480 pixels, 30 frames per second, Simple Profile with AAC-LC audio up to 160 Kbps per channel, 48kHz, stereo audio in .m4v, .mp4 and .mov file formats; Motion JPEG (M-JPEG) up to 35 Mbps, 1280 by 720 pixels, 30 frames per second, audio in ulaw, PCM stereo audio in .avi file format.

# PROJECTOR BIKE

## Sponsorship

---

The Free Friday Night ride is made up of three screening locations.

*Stop One*

*Argyle Square, Carlton*

*Stop Two*

*Exhibition Buildings, Carlton*

*Stop Three*

*Federation Square, CBD*

At each location we will play approximately 20 minutes of short-film content. This allows the following sponsorships.

### **VIDEO SPONSORSHIP**

12 short video sponsorship slots.

Four at each location.

60 seconds maximum length.

### **SLIDE SPONSORSHIP**

24 sponsorship slides.

Eight at each location.

Five seconds holding slide.

## Rates

---

### **VIDEO SPONSORSHIP**

Each slot \$500

### **SLIDE SPONSORSHIP**

Each slot \$100

### **THREE PACK SPONSORSHIP**

One video screened at each location.

**Once off** \$500

**Monthly** \$1,600

**Quarterly** \$4,400

**Yearly** \$6,000

45 slots

### **THREE PACK PLUS SPONSORSHIP**

One video screened at each location *plus* one sponsorship slide at each location.

**Once off** \$600

**Monthly** \$1,920

**Quarterly** \$5,400