

LIVELAB LIGHTING + VISUAL EXPRESSION
LABORATORY

LIVELAB Portfolio 2024

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01 **LIVELAB**

'LIVE-LAB : Lighting and Visual Expression Laboratory' is a media research institute launched in March 2013, where experts with over 20 years of field experience gather.

With new technologies and equipment being added every day for performances, LIVE-LAB continues to make new attempts to combine new technologies, new equipment, and software, and wants to share and create technologies with people in various fields.

01 **LIVELAB**

Field of Business

- Distribute
- Performance and Event
- Technology Development and Study

History

2024

Performance

- Yunha's 20th concert Lighting pixel mapping video expression design | KSPO DOME
- LoveSome Festival Practical Lighting design and operation | KSPO DOME
- Onew Fan Meeting Tour 'GUESS' Practical Lighting design and operation | Seoul, Yokohama, Osaka

Installation

- Madrix System | LOTTE CINEMA
- Visual Productions - ICORE System | LOTTE WORLD
- Pixera Media Server | NAVER VP Studio
- Luminex System | GS SHOP
- Luminex System | MBC

Media Art

- Media Art 'Brilliant' | NATIONAL MUSEUM OF KOREA.

Seminar

- Visual Productions Seminar | Live Lab headquarters
- Pangolin Seminar | Live Lab headquarters

History

2023

Performance

- 'Weathering With You' Animation Concert
- 'Your Name' Animation Concert
- Musical 'VINCENT VAN GOGH' National Tour
- Lee Min-woo 20th Anniversary Concert
- Kim Dong-ryul Concert

Installation

- 'Théâtre des Lumières : Dali, The Endless ..., Gaudi, The Architect ...' | Théâtre des Lumières
- DDP Seoul Lights Fall / Winter | Dongdaemun Design Plaza
- BTS 10th anniversary FESTA 2023 | Dongdaemun Design Plaza
- Pangolin Laser system | The Siena Resort
- Madrix System | Gwangan Bridge, Busan
- Madrix System | HYUNDAI MOTORSTUDIO GOYANG

Integration

- PIXERA Media Server System Integration and Technical Support | Incheon Airport
- CGV 4D ScreenX DMX Recording Delivery and Technical Support

Virtual Production

- NEXT STAGE? BREAK THE FRAME! | KOBA 2023

History

2022

Performance

- Musical 'VINCENT VAN GOGH' | Chungmu Art Center Black Box Theater
- Miraclass Concert National Tour

Installation

- 'Théâtre des Lumières : Gustav Klimt, Gold in Motion' | Théâtre des Lumières
- DDP Seoul Lights WINTER | Dongdaemun Design Plaza
- DDP Seoul Lights AUTUMN | Dongdaemun Design Plaza

Seminar

- Visual Innovation Seminar | NIPA
- Focus On Staff 2022 | SPARK

Technical Support

- NIPA studio Technical Support and Media Server System Integration
- Netflix Drama Filming Support

History

2021

Performance

xR

TWICE Online Concert 'TWICE in Wonderland'

2021 'VENTA X VR/XR CONCERT With PUNCH

NEXON, 'FIFA ONLINE 4+ MOBILE, SUMMER SHOWCASE'

Focus On Staff 2021 'xR 스테이지 A to Z'

Tvn 'Future Class' Episodes 26 and 27

'Invisible Touch', SEOUL INSTITUTE OF THE ARTS

Video

Musical 'VINCENT VAN GOGH' National Tour

Visual

ASTRO 2021 JAPAN ONLINE FANMEETING 'ALL YOUR ASTRO'

Lighting

Installation

Video

'Bunker de Lumières : MONET, RENOIR... CHAGALL' | Bunker de Lumières, Jeju

History

2020

Performance

xR | COMEUP 2020 Opening Ceremony and Speaker Announcement

AB6IX Online Concert 'SO VIVID'

LIVELAB xR Showcase

Video | Musical 'VINCENT VAN GOGH' National Tour

[KOREA CREATIVE CONTENT AGENCY. Culture Technology R&D Support Project 2018-2020] Performance 'Two Eyes' based on Adaptive Modular Block Display Stage Design Platform

| Asia Culture Center Theater

Visual Lighting | ASTRO FANMEETING The 3rd Astro Aroha Festival 'BLACK' | Japan Encore

Oh My Girl Zepp Live Tour in Japan 'Starlight' | Japan Encore

Installation

Video | 'Bunker de Lumières : Van Gogh' | Bunker de Lumières, Jeju

Seoul Media Art Project Selected Work 'Pivotal Tree' | COEX Artium Exterior Media

Kinetic | Kinetic Art Permanent Exhibits 'Tear Drop', 'Wind Spinners' | Giheung Living Power Center

Mettarport

- Miryang Arirang Art Center Online Exhibition Hall (VR)
- Sangju Hanbok Promotion Center Hanbok Exhibition Hall (VR)

Seminar

- Focus On Staff 2020 'Signal and Network Systems Used in Live Production' 5-Week Course | SPARK

Technology Development

- Development of 'Stacked Adaptive Modular Block Display - Based Stage Design Platform' | Korea Creative Content Agency

History

2019

Performance

Video + Visual Lighting

BTS World Tour 'Love Yourself'
Shinhwa 21st Anniversary Concert 'Chapter 4' | KSPO DOME
Soribada Best K-Music Award & closing performance | KSPO DOME
Shin Hye Sung Concert 'Setlist' | Kyung Hee Univ. Peace Hall
Kim Dong Ryul Concert 'An Old Song' | Sejong Center Grand Theater
Crush Concert 'Crush On You : From Midnight To Sunrise' | SK Olympic Handball Stadium

Video

Goyang 3.1 Movement 100th Anniversary Cultural Performance | Goyang Aram Nuri Aram Theater
Real Scene Miryang Arirang Festival, Live Multimedia Show 'Miryang River Odyssey' | Yeongnamru
And Miryang Riverside

Musical 'VINCENT VAN GOGH' National Tour

Band Radio Band Concert 'REBOOT' | Daedeok Culture Center Dream Hall

LED BAR

2019 Wanna One Concert 'Therefore' | Gocheok Sky Dome (1/24-27)

Visual Lighting

ASTRO FANMEETING 'The 3rd Astro Aroha Festival' | Olympic Park Olympic Hall
1 Team Debut Showcase 'Habitual Vibe' | Olympic Park K Art Hall
Shin Hye Sung Fan Meeting 'Owol Ji Ryeon' | Yes24 Live Hall
SANDEUL 1st Concert in Japan 'HIBIKI' | Osaka/Tokyo
2019 LEE MIN WOO Fan Meeting 'HAPPY M' | Yonsei University Centennial Hall Concert Hall
SANDEUL 1st Concert in Japan 'HIBIKI AGAIN'
Oh My Girl 'Oh My Girl Zepp Live Tour 2019' | Osaka/Fukuoka/Tokyo
Shin Hye Sung Sung Camp 'Time to Shine' | Phoenix Pyeongchang
Astro Japan Fan Party 'Wanna Be My Star' | Kobe, Yokohama
Kim Yeon Woo Christmas Concert 'Oh My God Yeon Woo' | Kyung Hee Univ. Peace Hall

Pixmob

HEINEKEN 5 STADIUM 'SPACE CIRCUS'
GS25 MUVIF Festival | KINTEX

Installation

Pixmob

AMIEX® Project in JEJU 'Bunker de Lumières : Van Gogh' | Bunker de Lumières, Jeju

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB
- Chamsys Console Basics Training | Hosted by LIVELAB
- 2018 Stage Arts Field Expert Training Vectorworks Course | Korean Culture and Arts Council
- Focus On Staff 2019 'Capacity Building Program for Popular Culture Arts Production Staff'
- 'Opening New Horizons with Concerts and Advanced Technologies' 5-week Course Training

Technology Development

- Development of 'Stacked Adaptive Modular Block Display - Based Stage Design Platform' | Korea Creative Content Agency

History

2018

Performance

Video + Visual Lighting

Shinhwa Fan Party 'All Your Dreams' | Handball Stadium

BTS World Tour 'Love Yourself'

Shinhwa 20th Anniversary Concert 'Heart' | KSPO DOME

Shinhwa Asia Tour 'Heart'

Kim Dong Ryul Concert 'Reply' | KSPO DOME

Video

Musical 'VINCENT VAN GOGH' National Tour

Cheongsong Real Scene Musical 'Juwang, Memories of Flowers' | Cheongsong Hyunbiam

2018-2019 Shin Hye Sung Concert 'The Year's Journey' | Kyung Hee Univ. Peace Hall

Visual Lighting

B1A4 Japan Tour 'Paradise'

Wanna One World Tour in Seoul 'One : The World' | Gocheok Sky Dome

Lee Min Woo Christmas Concert 'Merry M' | yes 24 live hall

Broadcast

Video

2018 Inter Extreme Masters (IEM) Pyeong Chang

Installation

Video

AMIEX® Project in JEJU 'Bunker de Lumières : Gustav Klimt & Friedensreich Hundertwasser',
| Bunker de Lumières, Jeju

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB
- Chamsys MagicQ Training 2018 | Hosted by LIVELAB

Technology Development

- Korea Creative Content Agency

History

2018

Performance

Video + Practical Lighting

Shinhwa Fan Party 'All Your Dreams' | Handball Stadium

BTS World Tour 'Love Yourself'

Shinhwa 20th Anniversary Concert 'Heart' | KSPO DOME

Shinhwa Asia Tour 'Heart'

Kim Dong Ryul Concert 'Reply' | KSPO DOME

Video

Musical 'VINCENT VAN GOGH' National Tour

Cheongsong Real Scene Musical 'Juwang, Memories of Flowers' | Cheongsong Hyunbiam

2018-2019 Shin Hye Sung Concert 'The Year's Journey' | Kyung Hee Univ. Peace Hall

Practical Lighting

B1A4 Japan Tour 'Paradise'

Wanna One World Tour in Seoul 'One : The World' | Gocheok Sky Dome

Lee Min Woo Christmas Concert 'Merry M' | yes 24 live hall

Broadcast

Video

2018 Inter Extreme Masters (IEM) Pyeong Chang

Installation

Video

AMIEX® Project in JEJU 'Bunker de Lumières : Gustav Klimt & Friedensreich Hundertwasser',
| Bunker de Lumières, Jeju

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB
- Chamsys MagicQ Training 2018 | Hosted by LIVELAB

Technology Development

- Korea Creative Content Agency

History

2017

Performance

**Video
+ Visual
Lighting**

Buzz Nationwide Tour
THE Shin Seung Hoon SHOW 'Winter Special' | Seoul Olympic Hall, Busan KBS Hall

**Video
+ Lighting**

59th Miryang Arirang Festival '2017 Miryang Odyssey' | Miryang Yeongnamnu

**Visual
Lighting**

SHINHWA LIVE 'UNCHANGING' ASIA TOUR
SHINHWA LIVE 'UNCHANGING' Nationwide Tour
Shin Hye Sung Fan Meeting 'Owol Ji Ryeon' | Kyung Hee Univ. Peace Hall
Joo Won Fan Meeting "See You Again! Talk & Concert" | Yonsei Univ. Centennial Hall
Concert Hall
SHINHWA SUMMER LIVE "MOVE" | Jamsil Auxiliary Stadium
Lee Min Woo FAN PARTY "SUMMER TONIGHT" | Yonsei Univ. Main Auditorium
Seo Taiji 25th Anniversary Concert TIME: TRAVELER | Jamsil Main Stadium
Shin Hye Sung WEEKLY CONCERT "Serenity" | Blue Square Samsung Card Hall
Shin Hye Sung CAMP 'Serenity Night', 'MUSIC SHOW' | Kangchon Elysian Resort
Mind U Solo Concert "Again, RE" | Blue Square iMarket Hall
Shin Hye Sung CONCERT 'WEEKLY DELIGHT' | Blue Square Samsung Card Hall
2017-2018 Shin Hye-sung Concert "THE YEAR's JOURNEY" | Kyung Hee Univ. Peace Hall

Video

Cheongsong Real Scene Musical 'Heroes of the Flower Field Lanterns' | Yongjeoncheon Stream
Special Stage in Cheongsong-eup
DAEGU FOLK FESTIVAL | Kolon Outdoor Music Hall
Miryang Art Center 1st Anniversary Concert | Miryang Art Center
Samcheok King Isabu Dokdo Festival Media Performance | Samcheok Cultural & Art Center and
Jukseoru Pavilion Area
Musical 'VINCENT VAN GOGH' | Chungmu Art Center Middle Theater Black
2017 Lee Min-woo, Shin Hye-sung FAN PARTY in HONG KONG

Pixmob

HEINEKEN 5TARDIUM 'THE GRAND VOYAGE' | Jamsil Sports Complex Olympic Main Stadium
Seoul World Fireworks Festival | Yeouido Hangang Park

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB
- Korea Lighting Designers Association Media Server Seminar
- Creative Arts Workforce Center Media Server Training

Technology Development

- Korea Creative Content Agency Pyeongchang Ice Rink Project Pilot Performance

History

2016

Performance

Video + Visual Lighting

SHINHWA 18TH ANNIVERSARY CONCERT 'HERO' | KSPO DOME
LEE MINWOO FANMEETING IN SHANGHAI | Shanghai Shangcheng Theater
LEE JUCK CONCERT 'Resonate' | Nationwide Tour

Video + Lighting

58th Miryang Arirang Festival '2016 Miryang Odyssey' | Miryang Yeongnamnu

Visual Lighting

SHIN HYE SUNG CONCERT 'WEEKLY DELIGHT' | Blue Square Samsung Card Hall
Shanghai M LIVE CONCERT 'OFF THE RECORD' | Beijing
SHIN HYE SUNG CAMP 'DELIGHT TIME', 'MUSIC SHOW' | Gangchon Elysian Resort
SHIN HYE SUNG CONCERT 'DELIGHT SHANGHAI' | Shanghai International Gymnastic Center
SHIN HYE SUNG CONCERT 'DELIGHT NANJING' | Nanjing Sun Palace Theater
GUMMY CONCERT 'FEEL THE VOICE' | Nationwide Tour

Video

KIM JAE JOONG 2nd ALBUM HOLOGRAM REAL LIVE CONCERT in JAPAN | Tokyo Yoyogi National
Gymnasium No. 1
Musical 'Legend of the Stars' | KEPCO Art Center
KIM JAE JOONG 2nd ALBUM HOLOGRAM REAL LIVE CONCERT in SEOUL | YES24 Live Hall
Musical 'VINCENT VAN GOGH' | Nationwide Tour
Musical 'Jeong Do-jeon' | Yeongju Seocheon Riverside Special Stage
Musical 'Jeong Do-jeon' | Gyeongsangbuk-do Provincial Office Multipurpose Hall
Musical 'Heroes of the Flower Field Lanterns' | Cheongsong Hyunbiam Special Stage, Daegu
FOLK FESTIVAL | Kolon Outdoor Music Hall
Miryang Arirang Art Center Opening Ceremony | Miryang Arirang Art Center Rock Band
Radio Concert 'No U Turn' | Daegu Daedeok Cultural Center

Multimedia Integrated System

MIRYANG MULTIMEDIA SHOW | Miryang Yeongnamnu Pavilion, Miryang Riverside Area

Pixmob

HEINEKEN, 'HEINEKEN 5TARDIUM' | Jamsil Sports Complex Olympic Main Stadium
Seoul World Fireworks Festival | Yeouido Hangang Park

Pixmob Video

Jeong Hoon-hee 50th Debut Anniversary Concert | Sowol Art Hall

Pixmob Lighting

Song Jae-rim Fan Meeting | Ground Scene

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB
- Korea Lighting Designers Association Media Server Seminar
- Creative Arts Workforce Center Media Server Training

History

2015

Performance

Video + Visual Lighting

BEAST CONCERT 'BEAUTIFUL SHOW' | KSPO DOME
KIM DONG RYUL 'THE CONCERT' | KSPO DOME
SHIN SEUNG HUN CONCERT 'THE SHIN SEUNG HUN SHOW' | Nationwide Tour
KBS Music Festival | Gocheok Sky Dome

Video + Lighting

MIRYANG MULTIMEDIA SHOW | Miryang Yeongnamnu Pavilion, Miryang Riverside Area

Visual Lighting

SHINHWA 17TH ANNIVERSARY CONCERT 'WE' | Olympic Park Gymnastics Arena
SHINHWA ASIA TOUR
SHINHWA 17TH ANNIVERSARY FINALE CONCERT 'WE_SHINHWA' | KSPO DOME
M CHRISTMAS LIVE 'ON THE RECORD & OFF THE RECORD' | AX-Hall

Video

EDDY KIM 2ND MINI ALBUM SHOWCASE, 'SING SING SING' | Olympic Park K Art Hall
MUSICAL 'VINCENT VAN GOGH' | Chungmu Art Hall Middle Theater Black & Tour
Snow Falls in Gyeongju Arts Center IV in August | Gyeongju Arts Center Outdoor Performance Venue, Daegu
Munye Hoegwan Planning Performance 'Light and Sound' | Daegu Cultural and Arts Center
2015-2016 National Theater Repertoire Season 'Jeokbyeokga' | National Theater
Haeoreum Theater

Pixmob

Nonghyup Vision Proclamation Ceremony – Bracelet Production and Opening Direction
HEINEKEN, 'HEINEKEN 5 STARDIUM' | Jamsil Sports Complex Olympic Main Stadium & Pre-Party
HEINEKEN, 'THE FINAL COUNTDOWN 2016' | Walkerhill
'Seoul World Fireworks Festival' | Yeouido Hangang Park
BILLY ACCOUSTIE CONCERT 'Ordinary Winter' | YES 24 Move Hall

Pixmob Video

DAEGU FOLK FESTIVAL | Daegu Kolon Outdoor Music Hall

Installation

Multimedia Integrated System

Gyeongju World Culture Expo 'Silk Road Gyeongju 2015 : Land of the Golden Kingdom' |
Gyeongju Tower, Jujak Street, and the area around Wanggyeong Forest

Seminar

- Light Converse & Vectorworks Training Seminar | Hosted by LIVELAB

Technology Development

Pixmob | Everland PIXMOB Reni Wristband & Crown Supply and Technical Cooperation

History

2014

Performance

Visual Lighting

SHINHWA 16th ANNIVERSARY CONCERT | KSPO DOME
M+TEN TOUR IN SEOUL, 'M STEP' | Olympic Park Olympic Hall
M ASIA TOUR 2014 M+TEN, 'M STEP' | Shanghai, Beijing
B.A.P Fan Meeting | Hanam Culture and Arts Center
Yoon Jong-shin CONCERT, 'Jongshin Arts Awards' | Olympic Park Olympic Hall

Video

Musical 'VINCENT VAN GOGH' | Chungmu Art Hall Middle Theater Black & Nationwide Tour
NELL's SEASON, 'NEWTON'S APPLE' | Blue Square Samsung Card Hall
Real Scene Water Stage Musical 'Buyongjiae' | Andong Nakdong River Budle Island
EDDY KIM CONCERT, 'SUMMER' | Sogang Univ. Mary Hall
August Snow Falls in Gyeongju | Arts Center II, Gyeongju Arts Center Outdoor Performance Venue
2014 SuSeong Lake Festival | Daegu SuSeong Lake Area
Miryang Multimedia Show | Miryang Yeongnamnu Pavilion, Miryang Riverside Area

Pixmob

SIA | Dongdaemun Design Plaza
HEINEKEN, 'THE FINAL COUNTDOWN 2015' | Walkerhill

Installation

- Installation of Geumsan Cinema Projector
- Installation of Cheongyang Cinema Projector

Seminar

- Seminar by the Korea Lighting Designers Association on Media Servers

History

2013

Establishment of LIVE-LAB Co., Ltd

Performance

Visual Lighting

SHINHWA 15th ANNIVERSARY CONCERT | KSPO DOME
SHINHWA GRAND TOUR 'THE CLASSIC' | Hong Kong, Shanghai, Taipei, Beijing
SHINHWA GRAND FINAL 'THE CLASSIC' | KSPO DOME
M10 – XMAS Concert | AX Hall
2013-2014 Shin Hye Sung Concert The Year's Journey | Kyung Hee Univ. Peace Hall

Video

PSY CONCERT, 'HAPPENING' | Seoul Sangam World Cup Stadium
HANG DRUM & REACTABLE E.J SHOW | Daegu InterBulgo Hotel
RED CARPET SUPER CONCERT, 'THE WOLVERINE' E.J SHOW | COEX
BEAST CONCERT 'BEAUTIFUL SHOW' | KSPO DOME, Busan BEXCO
BEAST JAPAN TOUR CONCERT 'BEAUTIFUL SHOW' | Yokohama, Kobe
HI SEOUL FESTIVAL | Old Seoul City Hall Square
Gwangju Design Biennale 'THE OPENING CEREMONY' | Gwangju Biennale Square
6th Republic of Korea Green Environment Arts Festival Environmental Musical, 'Forest of Gaia' | Daegu Kolon Outdoor Theater
Saemangeum Arirang Art Warehouse Permanent Performance Musical 'Arirang Cook' | Saemangeum Arirang Art Warehouse
August Snow Falls in Gyeongju Arts Center II | Gyeongju Arts Center Outdoor Performance Venue
Real Scene Musical 'Buyongjiae' | Andong Hahoe Folk Village Buyongdae

Video + Visual Lighting

NELL's Room | Jamsil Arena

Event

- SEOUL MOTOR SHOW, 'KIA MOTORS' | KINTEX

TV Commercial

- TVN's 7th Anniversary Channel Ad | Paju Studio

02

Distribute

LIVE-LAB strives to discover and introduce excellent domestic and international products related to **media servers, simulation, lighting, interactive systems, and networking.**

We maintain close partnerships with these companies.

LIVE-LAB not only serves as a distribution channel but also provides tailored system solutions for various venues.

We actively conduct education related to these solutions.

02 Distribute L8

The L8 3D Show Platform is software that integrates and visualizes various performance-related fields such as lighting, video (IN/OUT, 3D MAPPING), lasers, special effects, virtual reality, water effects, trusses, video screens, stages, sets, moving objects, and performers, enabling real-time simulation. Light Converge, which provides a highly realistic 3D view, is applicable in theater design and programming, concerts, corporate events, architectural design and projects, sales presentations, educational training, and virtual broadcast studios with multi-camera views.

[FEATURE]

- Direct OEM access to media systems and multi-controls, including bidirectional compatibility with High End's Hog3 and Hog4, Avolites, Grand MA, Hippotizer, CueServer, Pangolin, and Lasergraph DSP.
- Supports lighting control consoles with DMX, Artnet, and sACN.

[TYPE]

- [Software : USB Dongle : Unlimited / Trace / Media / Net-In / Design / Education
- [Hardware : Server] : STUDIO / MAPPING / EDUCATIONAL
- [Hardware : DMX Interface] : Replay-512 / 1536X / 2048X
- [Hardware : etc] : Laser Radar-4 / Oculust Rift / SpacePilot



02 Distribute - Vectorworks

Vectorworks is software that brings designers' visions to life across various fields, including architecture, landscape, and entertainment. It provides optimized workflows and powerful tools and environments to realize designers' ideas. Supporting functions such as design, drafting, 3D, and modeling, it allows designers from different fields to work simultaneously on a single Vectorworks file, maximizing project efficiency.

[VECTORWORKS 2016's NEW FEATURE]

- MARIONETTE
- POINT CLOUD
- ENERGOS
- PROJECT SHARING
- SUBDIVISION SURFACES

[TYPE]

- DESIGNER
- ARCHITECT
- LANDMARK
- SPOTLIGHT
- FUNDAMENTALS



Network Switch

Luminex network switches provide exceptional performance, quality, and reliability ideal for the entertainment industry, offering an excellent solution for network expansion.

[PRODUCT TYPE]

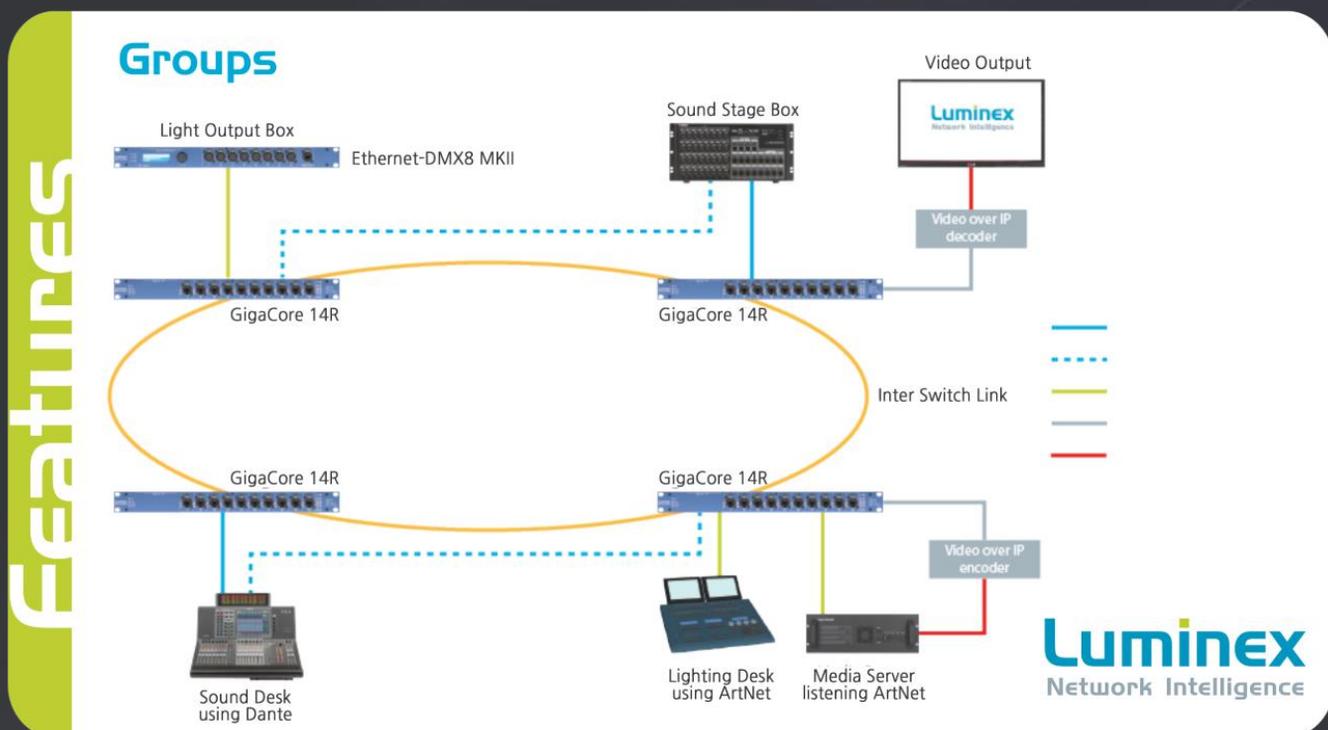
- GigaCore 12
- GigaCore 14R
- GigaCore 16Xt
- GigaCore 16RFO
- GigaCore 26i
- GigaCore 8Truss

Ethernet-DMX Nodes

Luminex **Ethernet DMX Nodes** are cutting-edge DMX network routing devices designed for events. They offer the most extensive routing capabilities, allowing you to configure any network unit you need.

[PRODUCT TYPE]

- Ethernet-DMX8 MK II
- Ethernet-DMX8 MK II /Truss MK II



02 Distribute - Pixmob

PIXMOB is a lighting performance system based on digital infrared broadcasting integrated with wireless control technology. This world-patented technology enables large-scale, dynamic lighting performances using multiple spectators or objects gathered in one place. LIVE-LAB is the exclusive partner selected by PIXMOB in Korea, providing exclusive support for all design, technology, and operations in Korea. Additionally, LIVE-LAB supports technical operations in certain Asian countries, including China and Singapore, excluding Japan.

[FEATURE]

- LED Interactive Device
- Wireless control
- Colorful Visual Effect

[PRODUCT TYPE]

- PIXMOB PRO



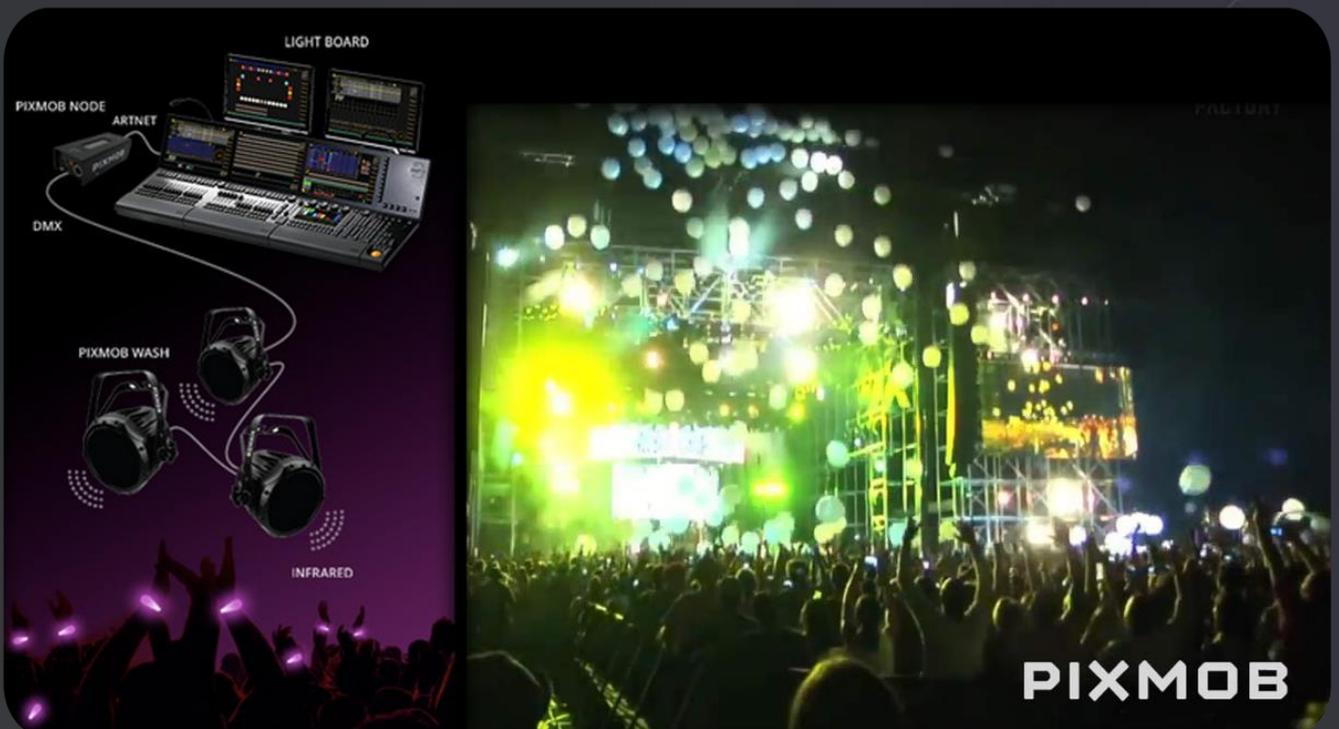
Wristband



Ball



Pendent



02 ^{Distribute} Media Server

A media server,

in general, refers to a server used to store and share media. In the entertainment field, media servers are software and hardware technologies specially developed to be suitable for live events, given the increasing use and demand for motion graphics. Currently, media servers are widely used in many performances and events, emerging as an essential core system.

Media servers support various protocols such as 'DMX512-A,' 'ART-NET,' and 'MIDI,' making them easily compatible and integrable with control devices and systems like lighting consoles in live events. These systems that support various protocol signals offer the capability to play video content produced and provided in various formats in real-time. They allow for the immediate transformation, compositing, and application of effects to pre-completed digital sources without rendering, and the results can be instantly output through various output devices. Additionally, depending on the product, it is possible to control video input and output by receiving timecodes on a timeline.

LIVE-LAB

continuously recognizes the importance of media servers and has been researching and using various existing media servers (**Disguise, Arkaos, PIXERA, Madrix, etc.**). By applying media servers to the performances and events they currently manage, LiveLab designs, programs, and operates each project according to its specific characteristics. Additionally, LiveLab explores ways to better utilize these servers by integrating them with various genres (lighting, video, interaction, tracking, etc.) and actively attempts to apply these methods.



03 Performance And Event

In the ever-growing and increasingly complex performance industry, research into new technologies and various experimental attempts are essential.

LIVE-LAB is a team that connects and experiments with different fields in concerts, broadcasts, stage productions, and events. Based on our technical expertise and field experience, LIVE-LAB actively engages in media art planning and production, as well as live production. Our services include visual lighting, video design and operation, pre-simulation, lighting, integrated system proposals and design, and programming.

Additionally, **LIVE-LAB**, as experts in virtual studio systems and xR workflows, provides studio consulting, design, and solutions for xR, AR, and VP related systems.

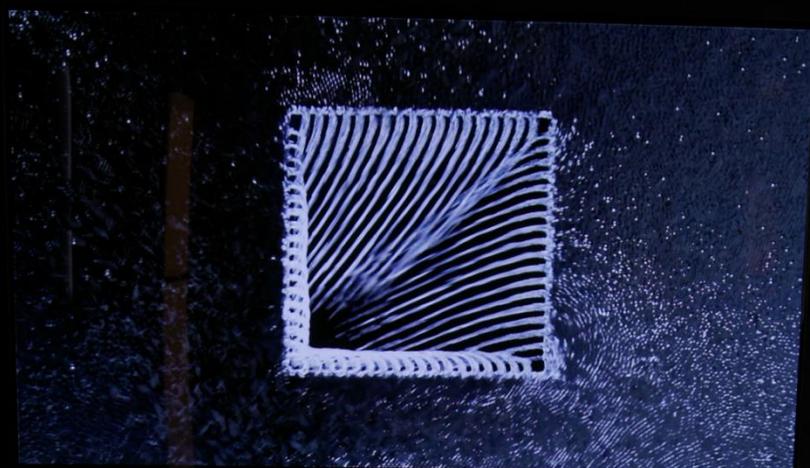
2024 National Museum of Korea, Media Art "Brilliant"

Media art production



2022 Start Art Fair 'Pivotall : landscape.2'

Artwork production and technical support



2023 Incheon Airport Media Wall

Media server system integration and technical support



2023 DDP Seoul Light Winter : Digital Nature

Media server system design



2023 DDP Seoul Light Autumn: Digital Nature

Media server system design



2023 BTS 10th anniversary FESTA 2023

Media server system design



2023 'Théâtre des Lumières : 'Dali, The Endless ..., Gaudi, The Architect ...'

Construction and installation of media installation systems



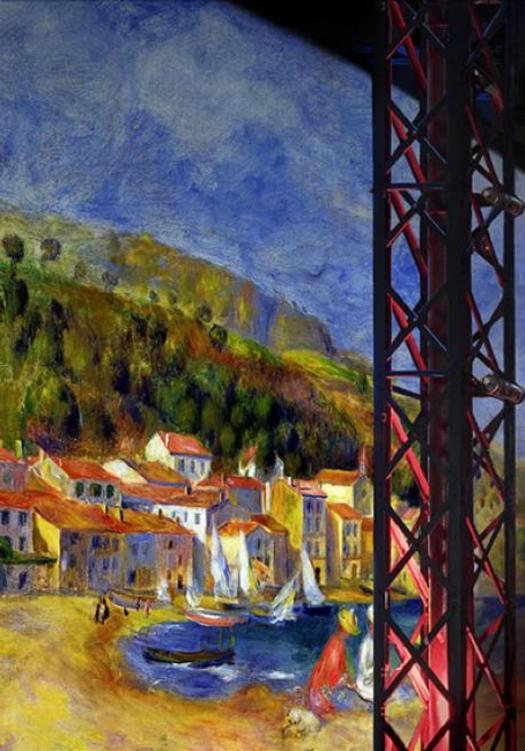
2022 'Théâtre des Lumières : Gustav Klimt, Gold in Motion'

Construction and installation of media installation systems



2021 JEJU 'Bunker de Lumières : MONET, Renoir... CHAGALL'

Construction and installation of media installation systems



2020 JEJU 'Bunker de Lumières : Van Gogh'

Construction and installation of media installation systems



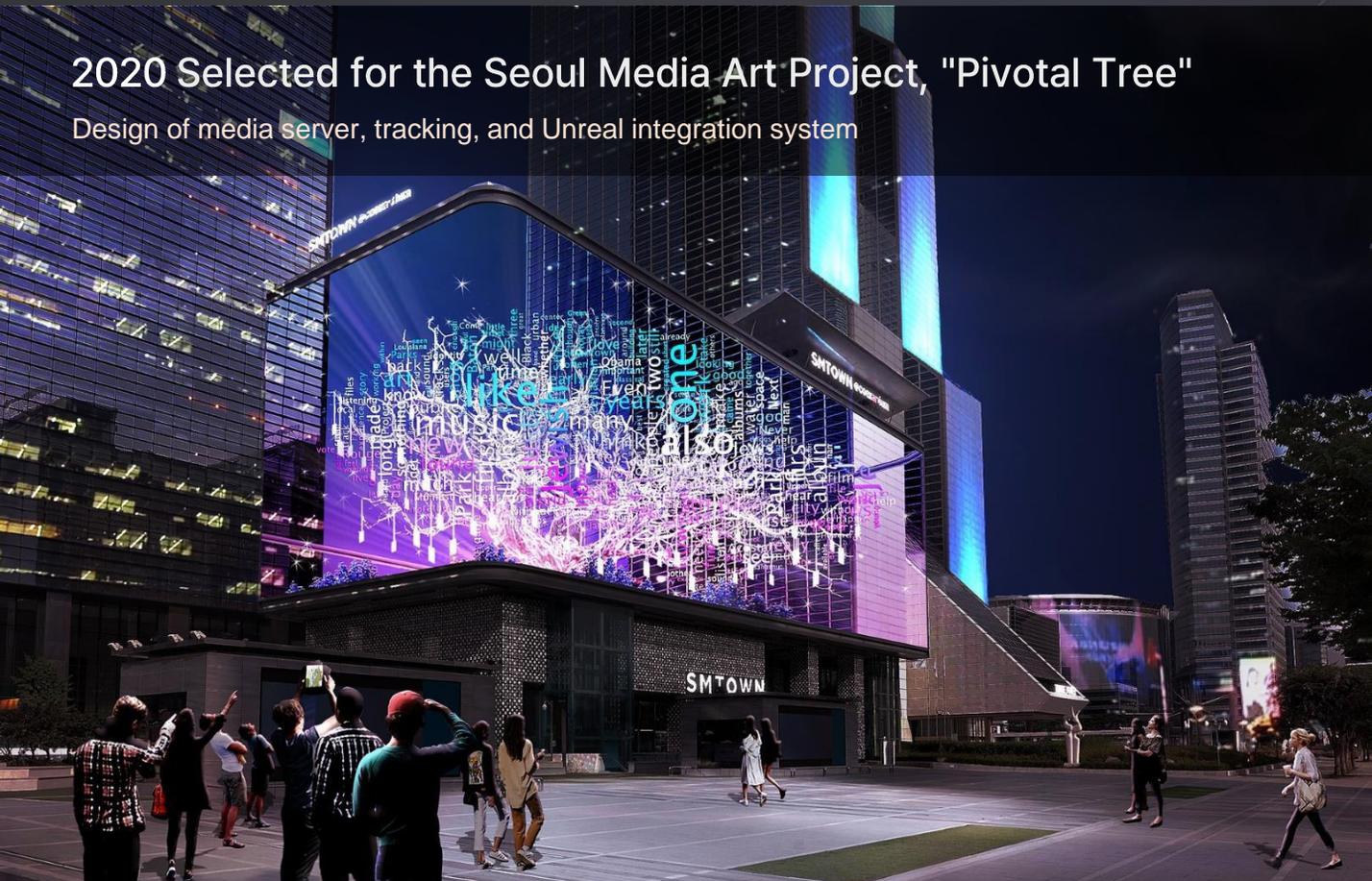
2019 JEJU 'Bunker de Lumières Gustav Klimt'

Construction and installation of media installation systems



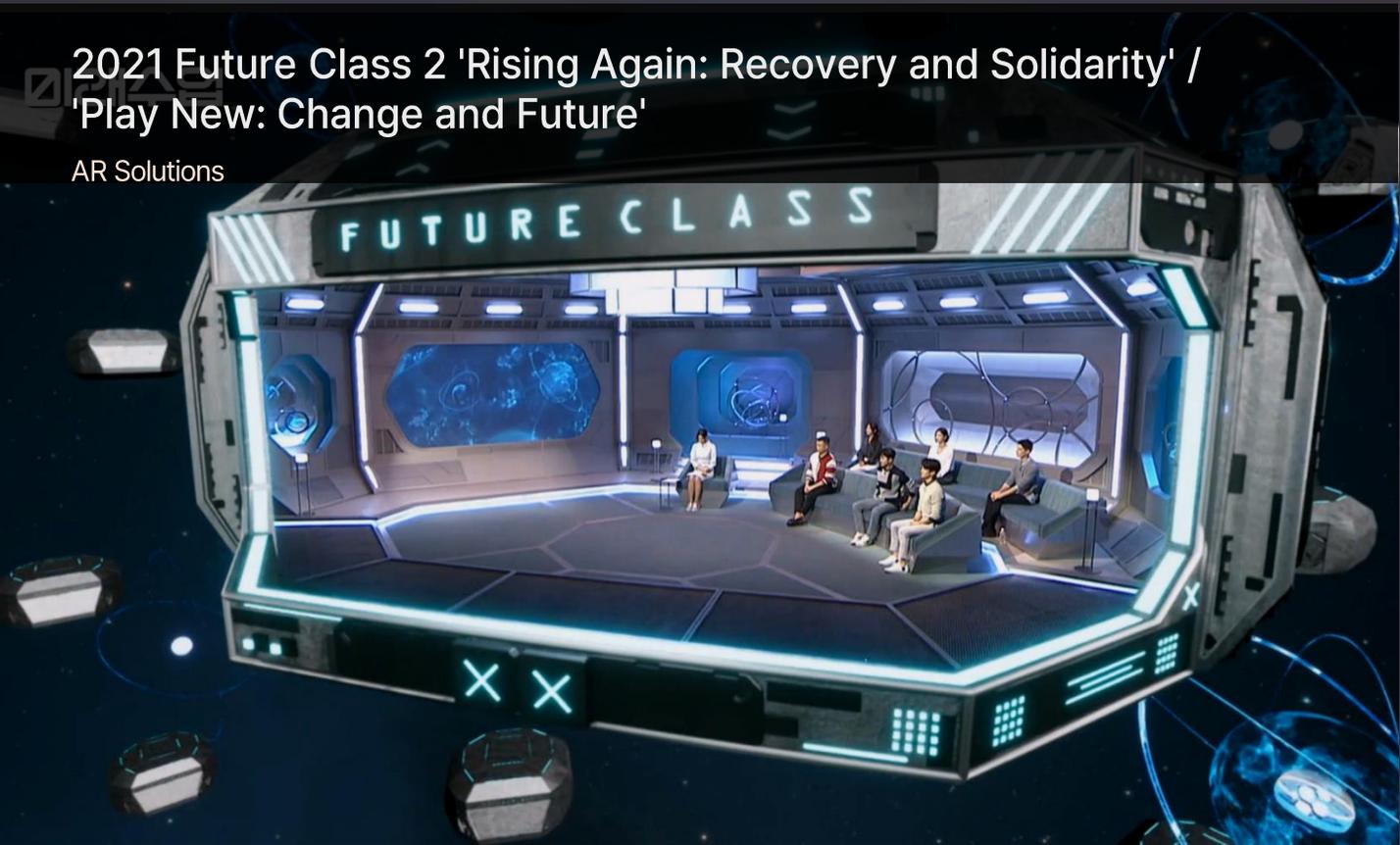
2020 Selected for the Seoul Media Art Project, "Pivotal Tree"

Design of media server, tracking, and Unreal integration system



2021 Future Class 2 'Rising Again: Recovery and Solidarity' / 'Play New: Change and Future'

AR Solutions



03 Case Study - XR Stage

LIVE-LAB specializes in xR workflows, offering consulting, design, and solutions for xR-related systems and studios.

FIFA ONLINE 4+ MOBILE, SUMMER SHOWCASE

- AR/xR solution & operation
- Mo-sys camera tracking system, media server xR system design, Unreal Render Stream



2021 TWICE in Wonderland

- AR/xR solution & operation
- Mo-sys & Stype camera tracking system, media server xR system design, Notch



03 Case Study – XR Stage

LIVE-LAB specializes in xR workflows, offering consulting, design, and solutions for xR-related systems and studios.

2021 VENTAR X VR/XR CONCERT With PUNCH

- xR solution & operation
- Mo-sys camera tracking system, media server xR system design, UNREAL Render Stream



COME UP 2020

- xR solution & operation
- Mo-sys camera tracking system, media server xR system design, UNITY Render Stream, plugin development

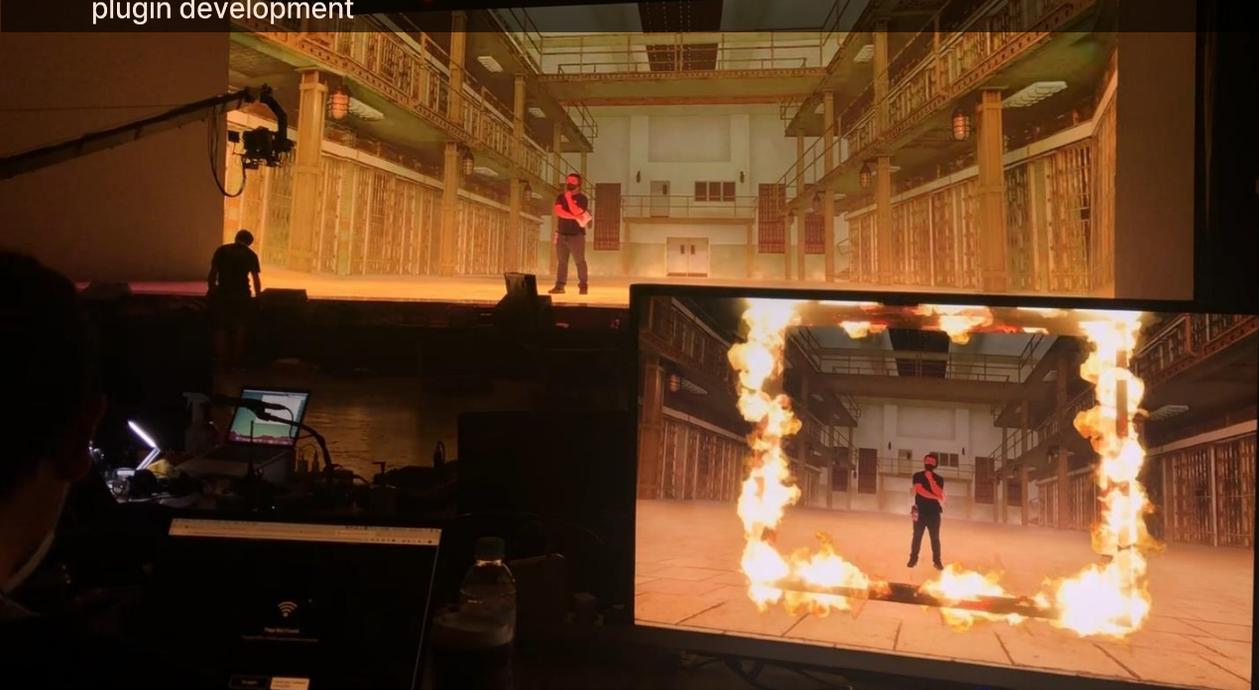


03 Case Study - XR Stage

LIVE-LAB specializes in xR workflows, offering consulting, design, and solutions for xR-related systems and studios.

2020 AB6IX Online Contert 'SO VIVID'

- xR solution & operation
- Mo-sys camera tracking system, media server xR system design, UNITY Render Stream, plugin development



2020 xR Stage Presentation

- Media server xR system design & Notch, UNREAL, UNITY render streams
- Tracking systems: Mo-sys, VIVE, Stage Precision



2018-2019 BTS World Tour 'LOVE YOURSELF', 'SPEAK YOURSELF'

Media server, network system design / programming / operation

[System] disguise, Grand MA, Luminex



2018 KIM DONG RYUL Concert 'Reply'

Media server system design / projection mapping / operation

[System] disguise, Arkaos, Grand MA, Luminex



2019 Crush Concert 'Crush On You : From Midnight To Sunrise'

Simulation / visual lighting, video system design, programming, and operation
[System] disguise, Arkaos, Grand MA, Luminex



2019 KIM DONG RYUL Concert 'An Old Songs'

Simulation / media server system design / projection mapping / operation
[System] disguise, Arkaos, Grand MA, Luminex



2016 SHIN HYE SUNG Concert 'WEEKLY DELIGHT'

Simulation / visual lighting, video system design, programming, and operation

[System] disguise, Arkaos, Grand MA, Luminex



2016 KIM JAE JUNG 2nd Album HOLOGRAM LIVE Concert in JAPAN

Simulation / media server system design, programming, and operation

[System] disguise, Grand MA, Luminex



2015 KIM DONG RYUL Concert 'THE CONERT'

Simulation / visual lighting, video system design / programming / operation

[System] disguise, Arkaos, Grand MA, Luminex



2015 KBS Song Festival

Simulation / immersion, video system design / programming / operation

[System] Arkaos, Grand MA, Luminex, Motu



2015-2016 National Theater Repertory Season 'Jeokbyeokga'

Video design / media server system design / programming / operation

[System] Arkaos, Grand MA, Luminex



2014-2020 Musical 'VINCENT VAN GOGH'

Projection mapping / video system design / programming / operation

[System] Arkaos, Grand MA, Luminex, Motu



2016 SHINHWA 18th Anniversary Concert 'HERO'

Simulation / visual lighting, video system design, programming, and operation / kinesthetic tracking
[System] disguise, Arkaos, Grand MA, Luminex



2013-4 SHINHWA Anniversary Concert

Simulation / visual lighting system design, programming, and operation
[System] disguise, Arkaos, Grand MA, Luminex



Miryang Arirang Festival 'Miryanggang Odyssey'

Integrated system design / projection mapping / video, lighting design / operation

[System] Arkaos, Grand MA, Luminex



2015-2019 HEINEKEN 'HEINEKEN 5STARDIUM'

PixMob system design / programming / operation

[System] Pixmob, Grand MA



2015 Gyeongju World Culture Expo 'Silk Road Gyeongju 2015: Land of Gold'

Integrated control system design / programming / operation / illumination design

[System] Pixmob, Grand MA, Madrix, Lighting, Light Converse



2015 Yeouido HanRiver Park 'Seoul International Fireworks Festival'

PIXMOB system design / programming / operation

[System] Pixmob, Grand MA



2015 Everland 'Reni Fantasy Crown'

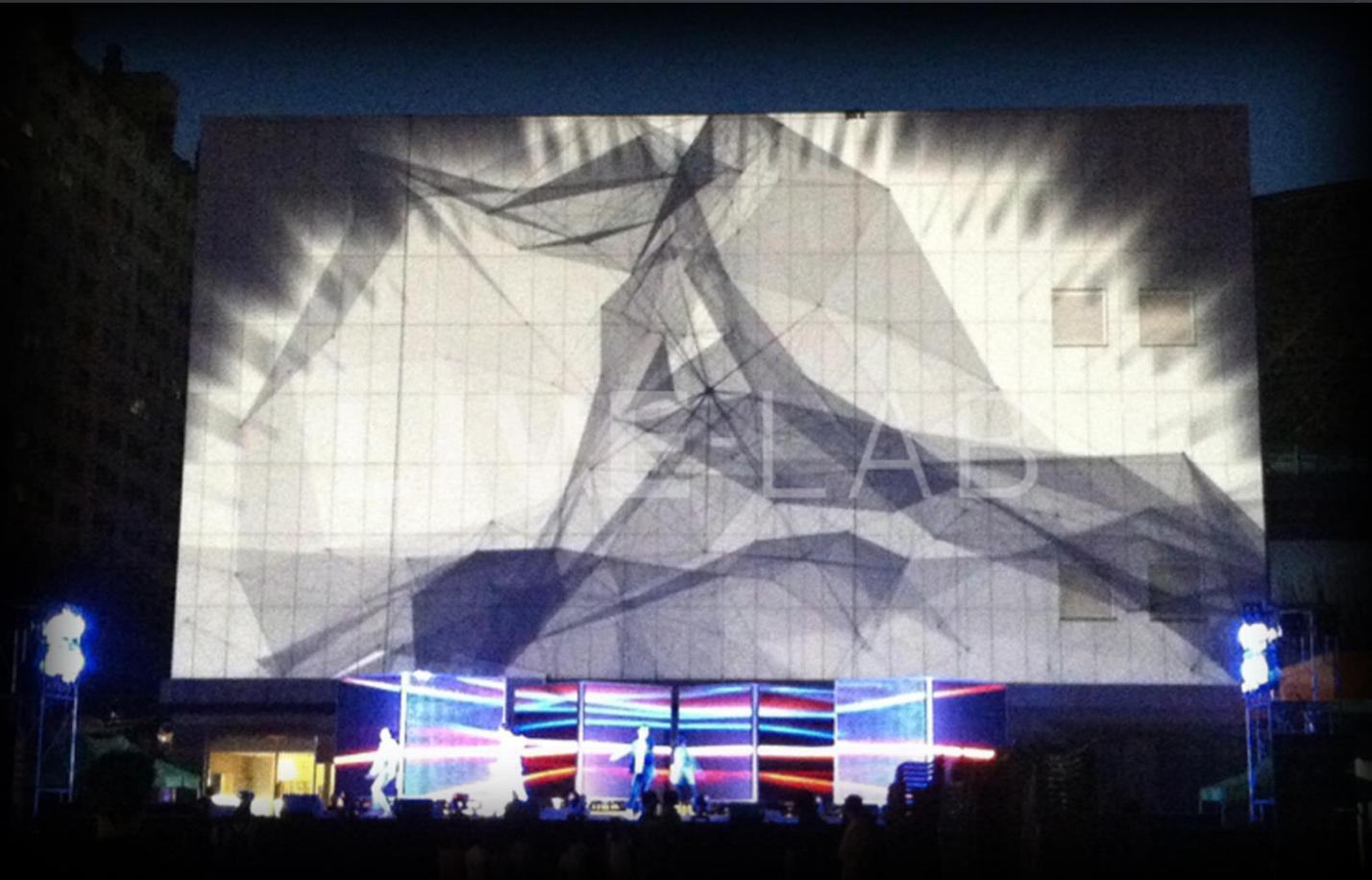
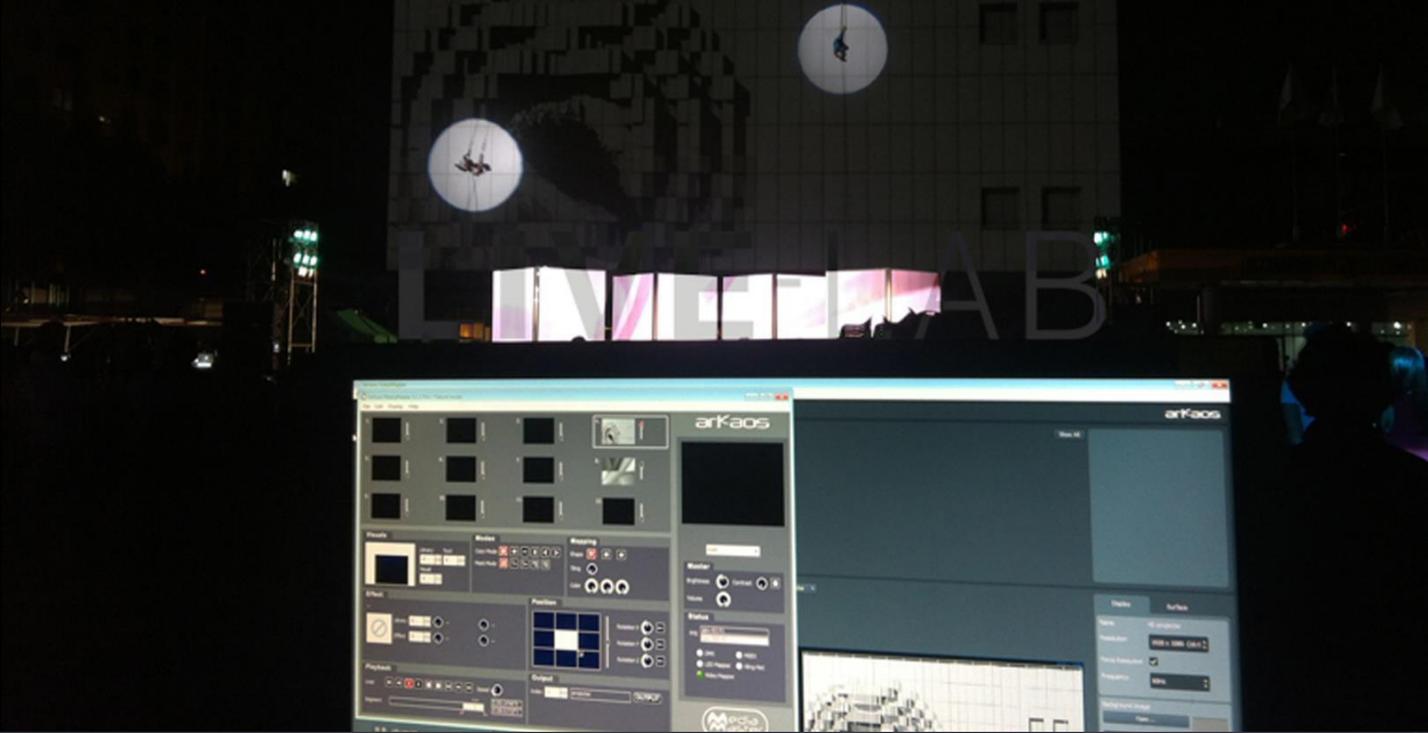
Everland 'Ani Bracelet & Crown' product development, technical collaboration, and delivery
[System] PIXMOB



2013 Gwangju Design Biennale 'THE OPENING CEREMONY'

Media server system design / programming / operation

[System] Arkaos, Grand MA, Luminex



04 TECHNOLOGY DEVELOPMENT AND STUDY

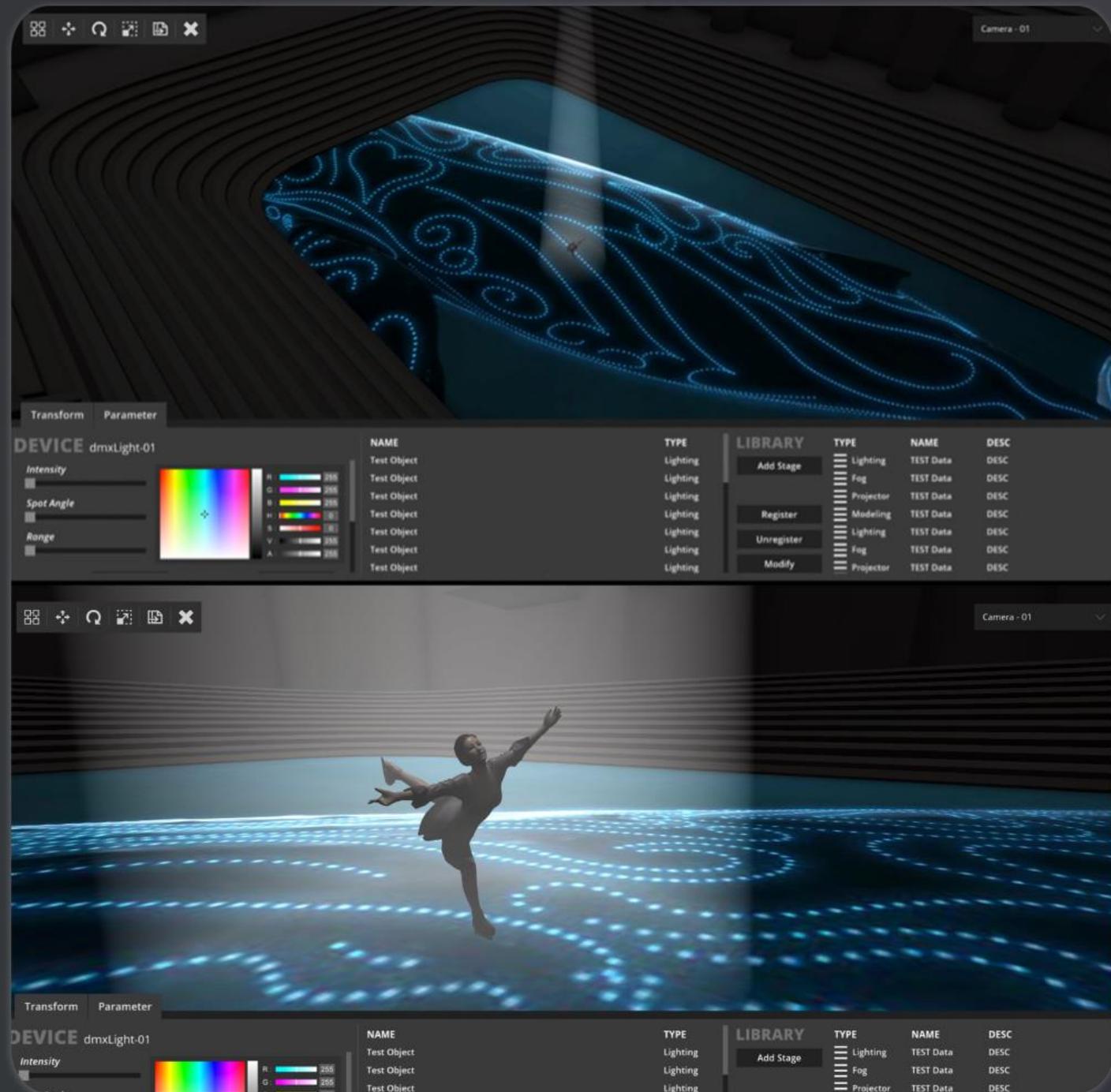
Based on our experience and knowledge, **LIVE-LAB** is actively exploring various ideas for the technological demands of contemporary performance venues.

We participate in numerous projects, either independently or as part of national initiatives, visualizing these ideas and bringing them to fruition.

Additionally, we collaborate with others to address the knowledge needed on-site, offering consulting services for practical implementation.

Pre-Show Simulator

A tool that enables pre-show simulation by placing and controlling stage devices such as lighting fixtures, projectors, etc., in a virtual 3D space.

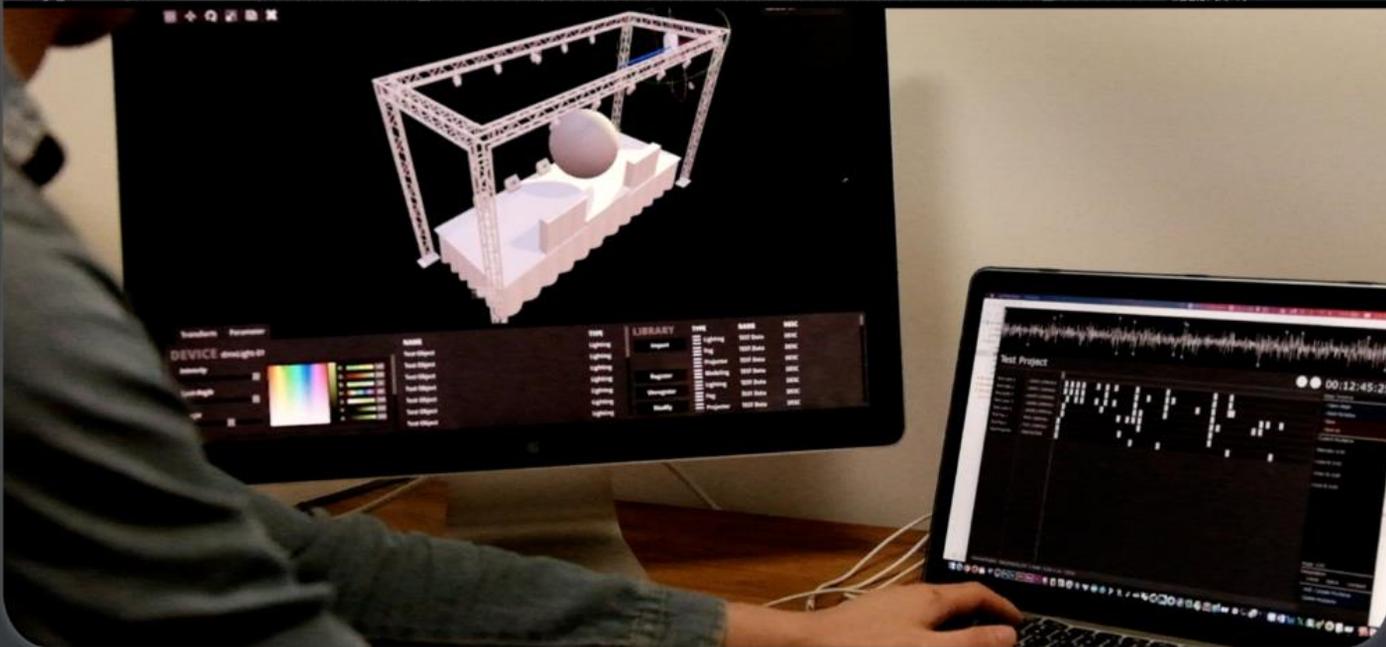
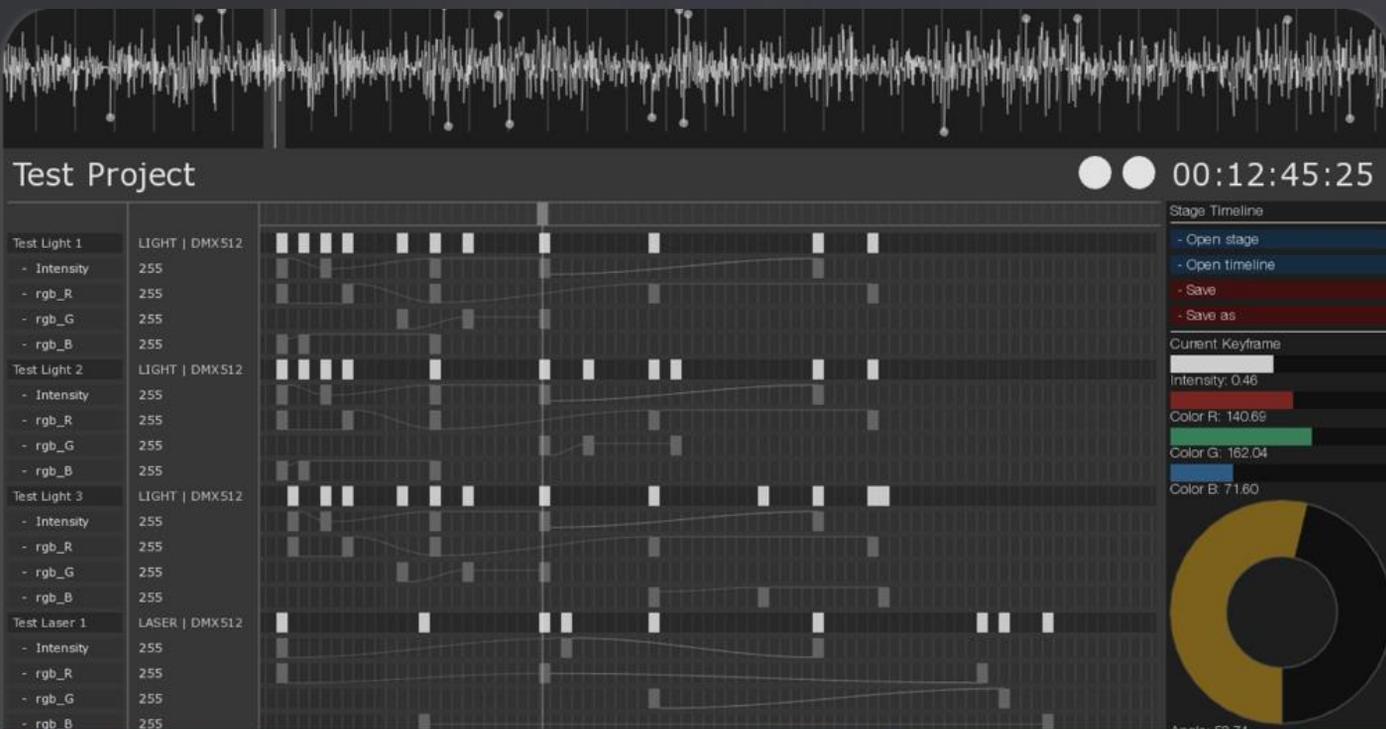


[FEATURE]

- Import of external 3D files (obj, dxf, fbx, 3ds, etc.) for loading stage or prop models and placement functionality
- Stage device library system based on actual stage device information for installing stage devices in a virtual space
- Real-time visualization of lighting effects such as brightness, range, color, etc., using DMX-based control console
- Real-time virtual control through DMX-based control console

Stage Device Control Schedule Editor

A scheduling tool for real-time control and animation of stage devices such as lighting fixtures, projectors, etc., based on a timeline.

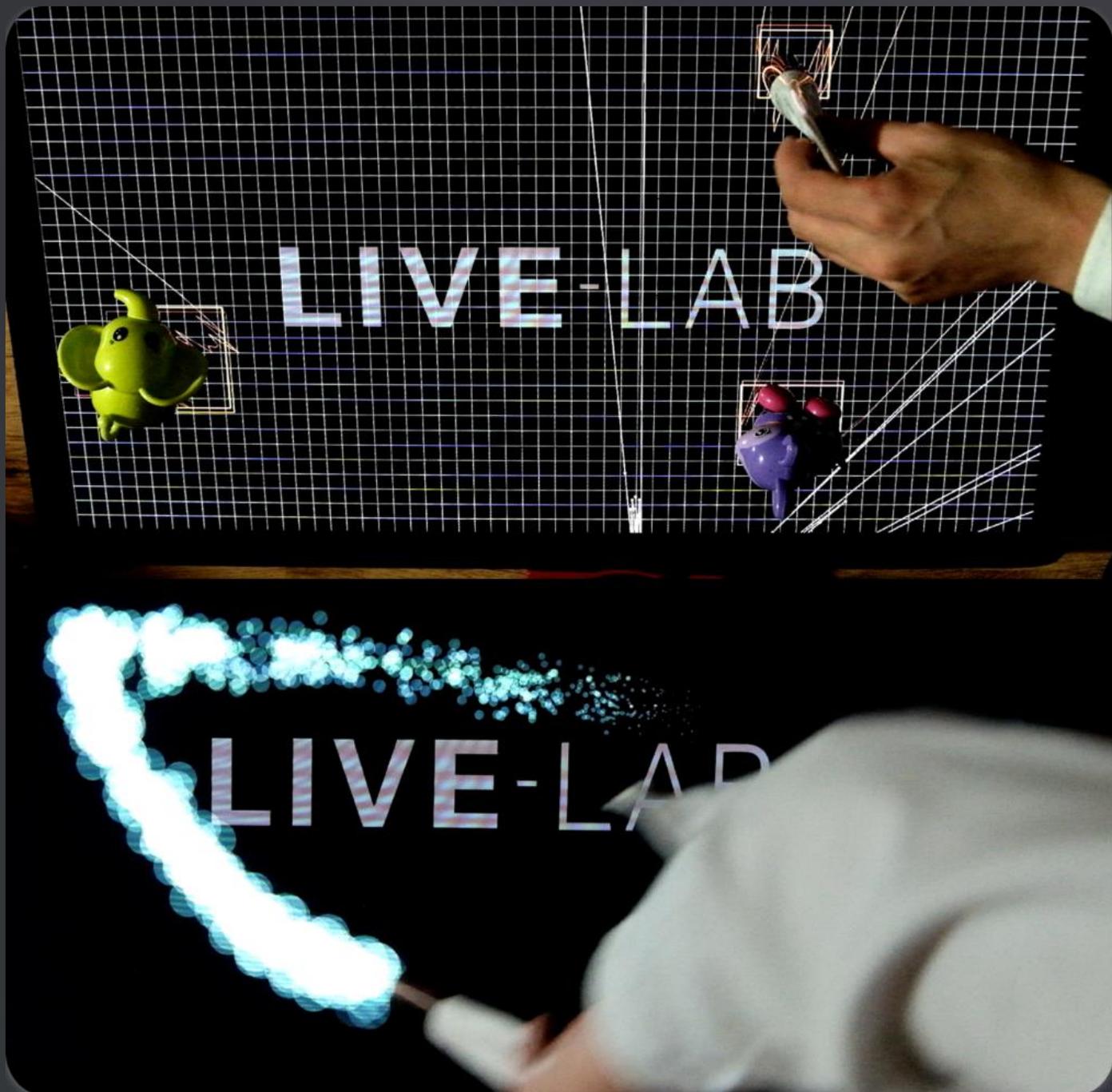


[FEATURE]

- Real-time control of stage devices such as lighting fixtures, lasers, smoke machines, etc., via DMX512 signals
- Real-time control of videos projected by projectors through a dedicated CMS
- Real-time response of actual stage devices when manipulating keyframes and parameters on the interface
- Real-time sound playback for inserting keyframes at appropriate timings, with current playback position displayed on the waveform
- Available in pre-show simulator

Location-Based Effects Generator

A responsive content authoring tool that utilizes multiple laser scanners within a specified area to track positions and apply particle effects accordingly.



[FEATURE]

- Able to track multiple objects within a radius of 60m using a single laser scanner, with the option to expand detection range by increasing the number of laser scanners
- Provides various basic particle effects and offers customization options for color, motion, and shape
- Offers control functionality via OSC for real-time particle control in various ways (e.g., control via smartphone, tablet)

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