



Photos: Günther Bayerl

# “Big Rösti Winter World”, Ludwigsburg



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- interactive immersive product presentation of the McDonald’s “Big Rösti”
- spherical air dome designed as a snowball
- 360-degree dome projection that simulates a perfect winter's day
- automatic calibration of the projection using an auto-alignment system
- interactive application on 15 iPads





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- **Client:** Milla & Partner GmbH
- **End Customer:** McDonald's Promotion GmbH & Co KG
- **Branch:** Berlin
- **Project Managers:** Joachim Schläiß, Daniel Seeger
- **Location:** Ludwigsburg Residential Palace
- **Project Period:** 05<sup>th</sup> to 10<sup>th</sup> December 2023
- **Services:** Audio, Lighting, Video
- **Special Features:**
  - 360° x 195° dome projection
  - 8K Domemaster
  - 7 x 4K projectors
  - effect lighting + special effects
- **[Further Information Online](#)**

