

# Projectors powered by Victron

**Technology in the gaming world is highly developed. Games are graphically so well made that it almost looks real. So does the new game 'Battlefield Bad Company 2'. To add an extra dimension to the launch of this game, Electronic Arts Belgium organized a special guerilla action.**

## **Electronic Arts**

Electronic Arts (EA) is an international developer, publisher and distributor of video games. Popular games sold by EA include: The Sims, Medal of Honor, Need for Speed and, the latest release, Battlefield 2.

## **Launch Battlefield 2**

On the 4th of March 2010, residents of Brussels (Belgium) were in a special way introduced to the new game Battlefield 2. A couple of men, dressed as snipers, were 'armed' with a projector, a console and a gaming backpack. The snipers visited various shopping centers and as they walked, they also played the new Battlefield game. The game was projected by the projector on the ground or on a building. This unique action attracted many curious bystanders.

To stay in the atmosphere of the game, a military base camp was placed, consisting two tents. From these tents video images were projected against the Crown Plaza hotel in Brussel. These video images came from gameplayers who played Battlefield 2 in real-time.

## **Victron equipment**

The projectors that were used in this action were coupled with a battery of 50 Ampere hours, a Blue Power charger and a Phoenix Inverter from Victron Energy.

The Phoenix inverter was mounted under the projector, the rest of the equipment was carried along in the backpack. In this way, it was possible to present the video images at any location.



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Snipers with projectors, coupled to a Phoenix Inverter from Victron Energy

