



**Press Release
Dubai, 5 January 2010**

Prisme sets world records with Burj Khalifa opening ceremony

Behind the spectacular launch; the glamour, the challenges, the dream!

January 5, 2010: The launch of the world's tallest tower the Burj Khalifa reached headlines the world over for its lavishness, artistic value and grandness, however putting together such an event is no easy task, according to Pierre Marcout, CEO and Artistic Director of record-breaking event architect company Prisme International.

With the aim of giving world audiences and the media an unforgettable vision of Dubai, without being too extravagant Pierre created an event focused on the Burj Khalifa which is pure, elegant and impressive. The date also marks the celebration of the fourth anniversary of Sheikh Mohammed Bin Rashid Al Maktoum as Ruler of Dubai.

"Since the announcement of this record breaking tower, I've kept dreaming of the day that I would design the inauguration. Today the dream is real!!" Pierre beamed and went on to reveal what went into making this once-in-a-lifetime opening ceremony an unforgettable success. The 11 minute scenario consisted of a pre-show and three acts; the Hymenocalis flower, heart beat and the firework display finale.

"We didn't want to make the opening ceremony about any celebrities, as the celebrity is the Burj Khalifa tower. We wanted to magnify the 828meters of the tower for all that is it and not just to show off but to create emotions and express feelings around the tower and the show as it is truly one-of-a-kind!" Pierre clarified.

The pre-show began with His Highness Sheikh Mohammed Bin Rashid Al Maktoum signaling the launch to illuminate the tower with the biggest and most impressive 72,000 watt light projector ever used in the world. This was followed by the first act which drew prominence to the very rare Hymenocalis desert flower which was the architect's inspiration for the design of the tower. After projecting the birth of the flower on a large 1000sqm screen, lively water fountains accelerated the rhythm of the show before the act ended with a simultaneous water and firework display.

The construction phase of the tower is highlighted with the effect of a beating heart replicated by a strong lighting presentation from behind the tower while another set of lighting effects similar to a Tetris game illustrates the building of the tower. The act ends with 320 space canon projectors creating a shadow effect emphasizing on the outline of the tower.

However arranging the 320 canon projectors with light beams reach 10km into the sky proved to be tough challenge for Pierre and his team. The last recorded time this effect was used was the commemoration of September 11 with no more than 30 canons to symbolize the disappeared World Trade Centre Towers.

The biggest challenge the team faced was to line the tower with kilometers of wire that were linked to computers to control the lighting and fireworks, within a period of a mere month; checking any light was a challenge in itself due to the height of the tower!

The finale act saw a magnificent show of 10,000 firework effects on and from the tower, estimated to be the highest ever in the world reaching 850m in height and lasting three minutes. The display was carefully designed by famous Christophe Berthonneau of the Groupe F Company who also produced the 1998 World Cup at Stade de France and the New Year's Eve 2000 by the Eiffel Tower and the Olympic Games in Athens.

Meanwhile the music for the event was designed exclusively by renowned French movie soundtrack producer Mike Lanaro and recorded especially by the philharmonic orchestra 'Opera de Paris'. The opening ceremony which was attended by members of the Royal family, VVIPs and other invitees is no doubt Prisme International's strongest most creative project yet!



PRISME INTERNATIONAL

Please log onto <http://www.prismeinternational.net/events.php> for:
High resolution pictures of the opening ceremony on January 4, 2010 evening
Video of the opening ceremony on January 5, 2010 morning

(Ends)

About Prisme International

Prisme International, a French company, was founded in the United Arab Emirates in 1997 by Pierre Marcout. The company specializes in the production and organisation of innovative events worldwide ranging from private parties and weddings to opening ceremonies and large-scale events. Prisme International offers in-depth and innovative techniques, including lighting, laser, fireworks and sound, and provides top class performers from all over the world (magicians, acrobats, dancers, illusionists).

Since 1997, Prisme International has produced the opening ceremonies of the Dubai Shopping Festival, famous for its spectacular image projections and using Dubai City and the Creek as a giant stage. In 2006 Prisme International also produced the Show during the Dubai World Cup in Nad al Sheba, and the opening of the Dubai Autodrome with a 4.2km firework layout outlining the Autodrome circuit. Other references include: the Dubai Airshow, HCT shows, royal weddings and Oman Tatoo.

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