

Interaxon @ Ontario House

BRIGHT IDEAS

During the 2010 Vancouver Winter Olympics, more than 7000 people lit up Ontario Landmarks with their thoughts.



Highlights

- **The largest thought controlled computing installation ever created.**
- **More than 7000 people experienced the installation, over 150,000 people viewed the installation in Ontario house, and the media coverage was seen by millions around the world.**
- **Covered in more than 150 media outlets in 18 countries including WIRED.com, the Discovery Network and CNN.**

For Ontario House at the 2010 Vancouver Winter Olympic Games, Interaxon created Bright Ideas, an installation that allowed users in Vancouver to control the lights on the CN Tower, Niagara Falls and the Parliament Buildings in real time using their thoughts alone.

Thoughts were turned into light patterns instantaneously as users' brain's digital signals were beamed over the Rocky Mountains, across vast prairies all the way to three of Ontario's most iconic landmarks – a distance of 3000 km. Live video feeds from the 3 sites were projected on large screens in Ontario House and allowed participants and onlookers to see their impact in real time.

This project – a first of it's kind – allowed more than 7000 participants to experience a very personal connection with these massive Ontario landmarks, and also with every Canadian watching the lightshow, whether online, or in-person. The installation generated intense media interest and was covered in print, television and online stories by more than 150 media outlets in 18 countries including WIRED.com, PopSci.com, CNN, BNN, CTV, and The Globe and Mail.

"Interaxon's thought-controlled attraction at Ontario House was one of the most exciting exhibitions at the Vancouver 2010 Olympic Games. Not only did this interactive installation promote tourism in Ontario by harnessing visitors' brainwaves, live from Vancouver, to light up icons such as the CN Tower, the Parliament buildings and Niagara Falls, it also illustrated Ontario's position at the forefront of innovative technology."

Michael Chan
Ontario Minister of Tourism and Culture.

