

Deep Space LIVE

The *Streif* in 3D

Thursday, January 20, 2011 / 8-9 PM / Ars Electronica Center

(Linz, January 14, 2011) Here's your big chance to experience what it's like to race down the world's most famous ski slope—hearing the whoosh of the wind and the skis gliding over the packed snow as you speed towards the finish line at 90 MPH! Red Bull and the Ars Electronica Center cordially invite you to enjoy a very special edition of Deep Space LIVE on Thursday, January 20, 2011 at 8 PM. The featured attraction is entitled “The *Streif* in 3D”!

The World's Most Famous Downhill Run

The *Streif* (streak, stripe) gets you going with a schuss run down the second-steepest starting slope on the World Cup Tour—a 50° gradient right out of the box! Next up is the Mousetrap, the first of many technical challenges that, depending on how it's prepared, has you airborne for up to 60 meters over an 80° declivity, the steepest segment of the *Streif*. Then comes a 180° curve named the Carousel and a curve to the left in which skiers have to maintain their speed into the flat section that follows. This gliding phase culminates in a run through the *Alte Schneise* (old glade), across the Seidlalm meadow, and on to the next jump. A flat-out speed run through larch trees, the *Lärchenschuss*, is the lead-in to a notorious jump and sharp corner named *Hausbergkante*, and then it's time to master the *Traverse*. One last curve to the right sets up the schuss run to the finish, where speeds approach 90 MPH on the approach to the final jump. Once they cross the finish line at 805 meters above sea level, skiers have completed a 3,312-meter course with an average gradient of 27°.

Premiere in 3D: A Downhill Run on The *Streif*

Completely eliminate the jostling and produce images that are absolutely crystal clear—and make it happen at more than 60 MPH skiing down the *Streif* towards the picturesque Tyrolean village of Kitzbühel. Numerous preparatory runs, a special stereo 3D rig, custom-developed recording technology, a prototype construction for the skiing cameraman, a helicopter and a 10-person crew are what it took to produce—in only two days—this breathtaking footage of the world's most famous downhill run. The best place in the world to watch “The *Streif* in 3D” is in Deep Space at the Ars Electronica Center, where a 16x9-meter wall-mounted screen accompanied by a 16x9-meter floor projection make for an unsurpassed viewing experience!

Deep Space LIVE

The Ars Electronica Center is now hosting a Deep Space LIVE event every Thursday (except holidays) at 8 PM. Each presentation will feature ultra-high-definition imagery in 16x9-meter format and will be accompanied by expert commentary, entertaining stand-up repartee, and musical improvisation. Whether great works from the history of art, space travel, journeys of discovery in the Nanoworld, or a live concert is what you've come to behold, Deep Space LIVE stands for enlightening entertainment amidst breathtaking worlds of imagery. Admission (including an accompanying person) is €2. Holders of a valid Museum ticket are admitted free of charge.

Red Bull: Die *Streif* / http://www.redbull.com/cs/Satellite/en_INT/Video/RacingdowntheStreif--WinterSportsVideos--RedBull-021242810853978
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