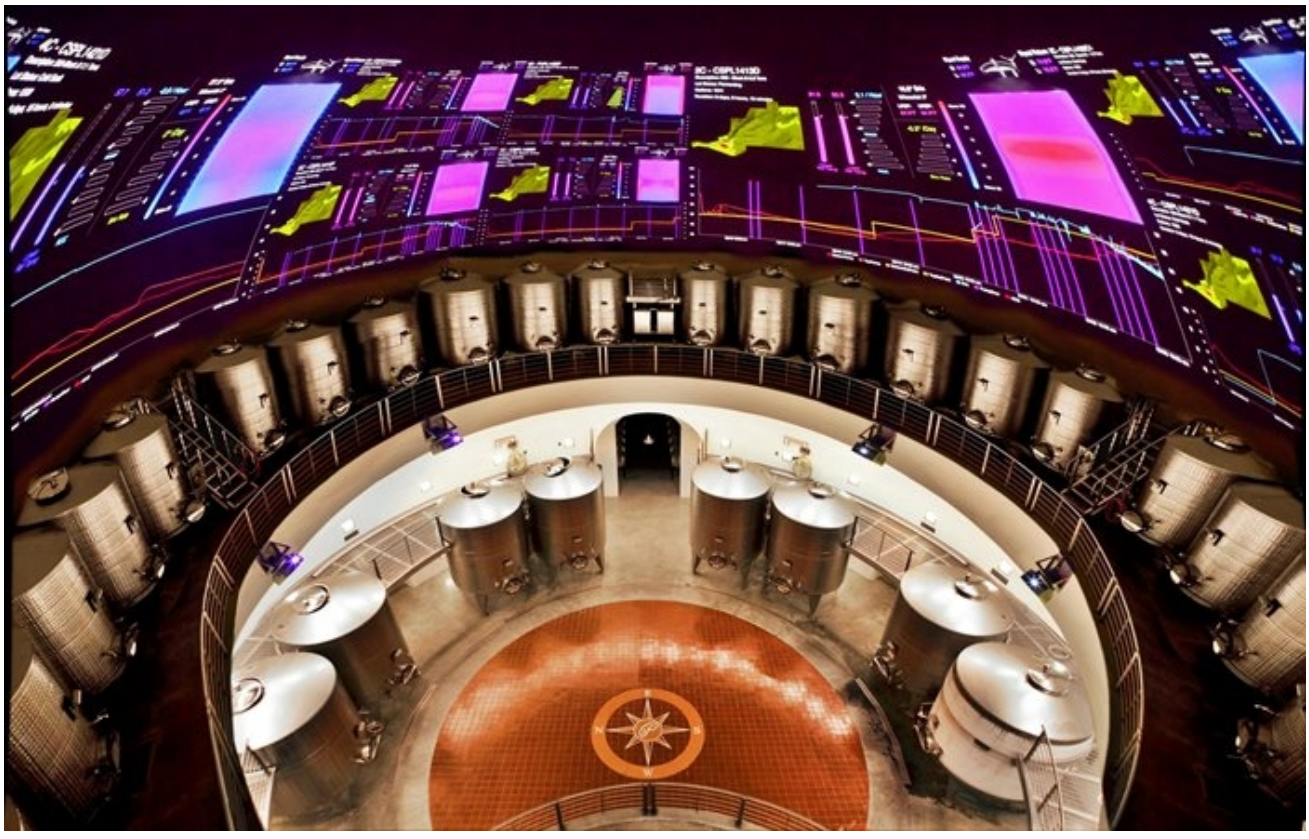
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When wine meets technology: Palmaz Vineyards technological marvel

The Napa Valley vineyard revolutionizing fermentation with Christie projections

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In the world-renowned Napa Valley of California, known for its rolling vineyards and exquisite wines, Palmaz Vineyards stands out not only for its award-winning vintages but for its embrace of cutting-edge technology. This vineyard, spanning 240 hectares, recently unveiled its latest technological marvel in partnership with Christie, a leader in

projection solutions.

A Deep Dive into Palmaz Vineyards

Nestled within the Monte George of Napa, Palmaz Vineyards boasts of a sprawling winemaking facility spanning 18 levels. With over five city blocks worth of tunnels excavated underground, it's evident that this vineyard melds tradition with innovation. At the heart of this majestic setup is the fermentation dome that houses 24 fermentation tanks on a carousel. This is where the magic happens—grapes, fresh from the vineyards, undergo a meticulous 60-day fermentation process, transforming into the fine wine the estate is famed for.



Christian Palmaz, Director of Operations at Palmaz Vineyards, shared, "Fermentation, while a complex process, is something any first-year oenology student can understand. It's the details that matter, the nuances that can't be quantified."

Marrying Creativity and Data

This commitment to excellence and detail is evident in Palmaz's decision to blend the art of winemaking with real-time data. To achieve this symbiosis, the vineyard devised the Fermentation Intelligence Logic Control System (FILCS). This bespoke software system conducts millions of calculations per second from within each fermentation tank, ensuring optimal conditions for the wine.

However, Palmaz Vineyards went a step further. Instead of limiting this wealth of data to a desktop or tablet, they sought to make it readily accessible to their team in the most immersive way possible.

"We wanted a hands-free solution for our winemakers. We envisioned projecting this data onto the dome's surface," said Palmaz, reflecting on their innovative decision.



Enter Christie: The Projection Maestros

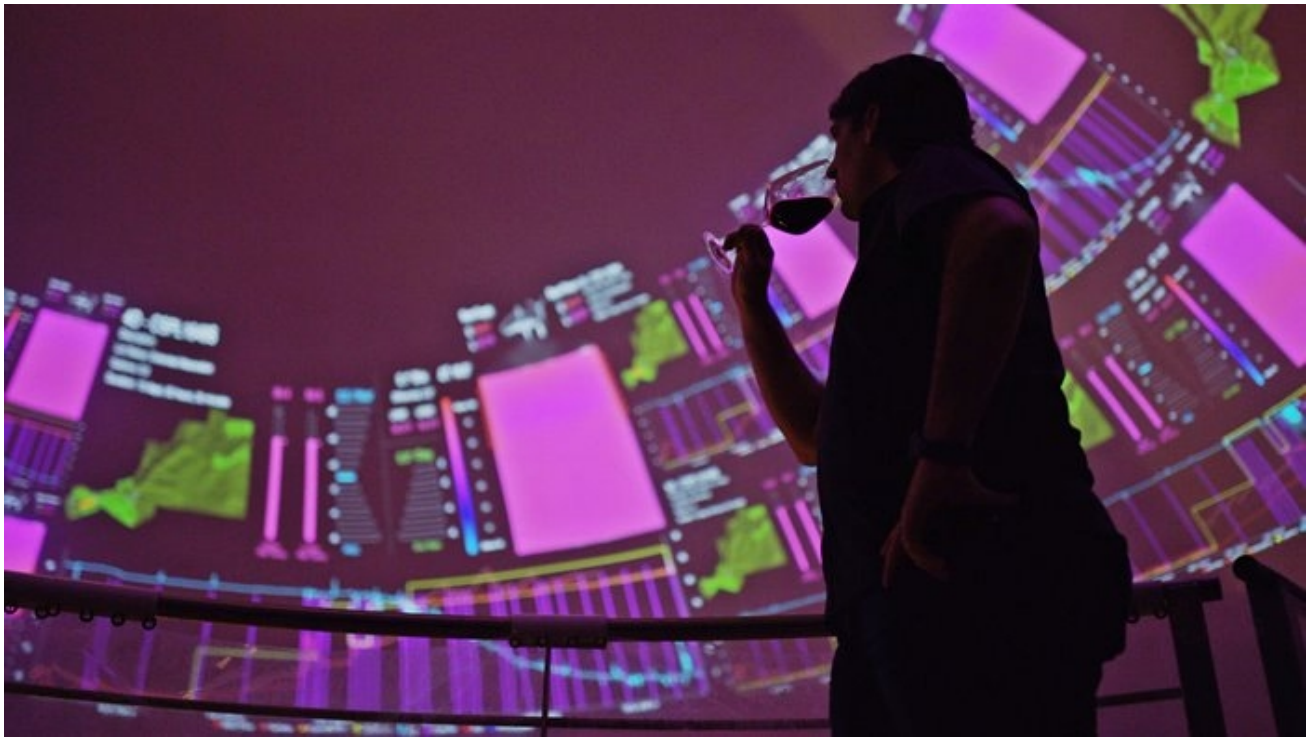
Palmaz's inspiration came from an unlikely source—a flight simulator. "During my pilot training, I marveled at the flawless curved and immersive imagery. On closer inspection, I discovered Christie projectors at work." This led to a fruitful partnership with Christie.

Having previously employed Christie's M Series projectors for over a decade, the vineyard upgraded to the laser-pure M 4K25 RGB projectors, drawn to their superior brightness and clarity. The enhanced luminescence from these projectors has enabled the facility to function with greater ambient light, ensuring a safer working environment.

One standout feature is the use of RFID sensors on each tank. These sensors can identify which winemaker is inspecting a tank and subsequently project customized data onto the domed ceiling.

Color accuracy is paramount. With thermographic displays in use, subtle shifts in color indicate temperature changes within the tanks. "The color range and accuracy displayed by the newer projectors help in visualizing minute temperature variations," Palmaz emphasized.

Joel St-Denis, Director of Product Management at Christie, mentioned, "Over the past decade, we've heavily invested in developing pure RGB laser illumination systems. They offer double the color range of typical laser-phosphor projectors. In a 2016 third-party survey, 78% of participants ranked 'color fidelity' as a crucial factor when purchasing a projector."



A Bright Future Ahead

This collaboration between Palmaz Vineyards and Christie epitomizes the seamless blend of tradition and innovation. As winemakers across the globe search for ways to perfect their craft, Palmaz Vineyards offers a vision of the future, where the art of winemaking and the power of technology coexist in harmony.