

Ciba Xymara™



Communication Laser Tag 2.0 – Make Your Own Laser Graffiti

## Laser Tag 2.0 – Make Your Own Laser Graffiti

It must be the absolute pinnacle of achievement for a graffiti artist: putting your own "tag", several meters high, on a prominent building ... within a couple of seconds! The Colosseum in Rome, the Brooklyn Bridge in New York, Tate Modern in London ... all have been decorated with enormous graffiti – laser graffiti, to be exact – as part of an interesting project by the Graffiti Research Lab. And the beauty of it is: everyone can join in! The necessary software, Laser Tag 2.0, can be downloaded for free.

7|09 INMYX  
The Online Design Magazine on Xymara.com

### Ciba Worldwide

We do business in more than 120 countries and have sales representatives and technical expertise available for our customers around the world.  
P.O. Box  
CH-4002 Basel  
Switzerland

To find the representative nearest you, visit [www.ciba.com/find](http://www.ciba.com/find)

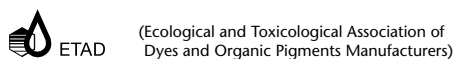
### Edition 2009

Copyright © 2009 Ciba Inc. All rights reserved.  
All trademarks mentioned are either property of or licensed to Ciba and registered in relevant countries.

IMPORTANT: The following supersedes Buyer's documents. CIBA MAKES NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, INCLUDING OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. No statements herein are to be construed as inducements to infringe any relevant patent. Under no circumstances shall Ciba be liable for incidental, consequential or indirect damages for alleged negligence, breach of warranty, strict liability, tort or contract arising in connection with the product(s). Buyer's sole remedy and Ciba's sole liability for any claims shall be Buyer's purchase price. Data and results are based on controlled or lab work and must be confirmed by Buyer by testing for the intended conditions of use. The product(s) has (have) not been tested for, and is (are) therefore not recommended for, uses for which prolonged contact with mucous membranes, abraded skin, or blood is intended; or for uses for which implantation within the human body is intended.

Please note that products may differ from country to country. If you have any queries, kindly contact your local Ciba representative. Further information at website: [www.xymara.com/inmyx](http://www.xymara.com/inmyx)

Ciba is a member of:



Value beyond chemistry

ep-03/2009, Printed in Switzerland

Laser Tag installation on premiere, Rotterdam  
© Graffiti Research Lab



Graffiti Research Lab is “dedicated to outfitting graffiti artists with open source technologies for urban communication.” The organization has its roots in New York, but there are also chapters in Australia, Austria, Brazil, and the Netherlands. The members give a whole new meaning to graffiti and street art. All the experiments are extensively documented on the website, by means of videos, Do-It-Yourself instructions and free software. This way, anyone can learn the technique, put it into practice and, if desired, expand it further.

Lately, one of the most noticeable projects has been Laser Tag. In its simplest form, the Laser Tag system is a camera and laptop setup, tracking a green laser point across the face of a building and generating graphics based on the laser’s position which then get projected back onto the building with a high power projector.

Laser graffiti is not permanent, but it allows the graffiti to be placed on a much larger scale. Quite a few special buildings have been ‘targeted’ already, such as the Colosseum in Rome and Temple Street in Hong Kong. Early this year, laser graffiti was even on display at the Museum of Modern Art in New York, as part of the Design and The Elastic Mind exhibition.



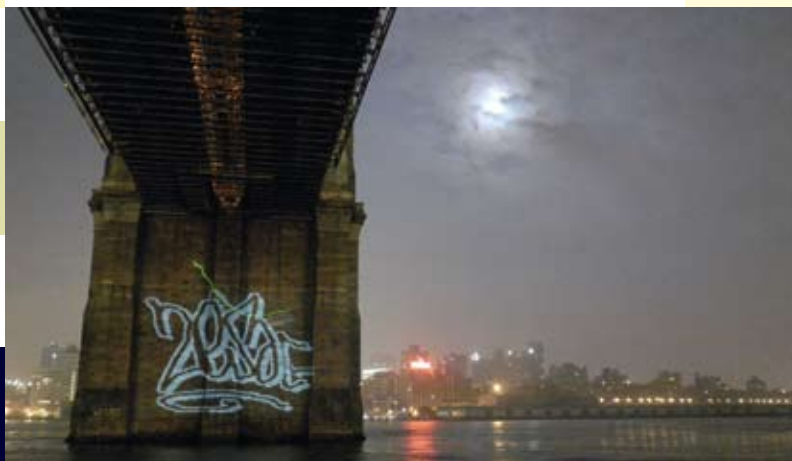
Laser Tag on Colosseum, Rome  
© Graffiti Research Lab

All you need is a fast laptop, a video camera, a projector, a laser pen, and the free software Laser Tag 2.0, which Graffiti Research Lab developed in collaboration with Theodore Watson and Zachary Lieberman. With these means, anyone can put tags and messages on buildings, walls and bridges. Even from hundreds of meters away.



Laser Tag in Temple Street,  
Hong Kong  
© Graffiti Research Lab

Laser Tag on Brooklyn Bridge, New York  
© Graffiti Research Lab



... your own “tag”, several meters high,  
on a prominent building ...

## Links

[www.graffitiresearchlab.com](http://www.graffitiresearchlab.com)  
[www.muonics.net/blog/index.php?postid=26](http://www.muonics.net/blog/index.php?postid=26) (Free download Laser Tag 2.0 software)

[www.xymara.com](http://www.xymara.com)  
[www.xymara.com/inmyx](http://www.xymara.com/inmyx)