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Sci-fi and fantasy meet in a world created with Avolites Ai.

Latin Grammy Award-winning reggaeton and Latin trap artist, Maluma, keeps conquering world-class arenas with his music. At the age of 26 he has already worked along with music stars such as Madonna or Jason Derulo. Starting off in May 2019, his latest tour, Maluma World Tour 11:11, has travelled across 25 countries offering fans a step into a magical sci-fi and fantasy world, put together by the vision of Camilo Mejia, Tour Art and Video Director, combining Avolites' Ai Infinity R media servers and the Avolites Quartz console for control.

"For me as Tour Art and Video Director, approaching the look of the show came quite naturally, because part of the imagery of the content came from sketches and mood boards that I prepared from before the end of the previous tour, many of the contents were inspired by sci-fi and space travel movies, but also in nature and in the contact we have with it, this in order to create scenarios with a certain dynamism that will take us through a journey," said Camilo Mejia.

For the tour, Camilo used 2 Avolites Infinity R4 media servers (main and backup) to control the large main screen (22 metres x 7 metres) as well as the entire Image system (2 metres x 10 metres x 7 metres), controlled through a Quartz console.

"I chose the Ai system, not only for its stability and ease of programming, it was also for various technical reasons. For example, I knew the Ai could solve problems in complicated circumstances, such as latency in the system of realization and cameras, key for us as a result of the heavy component of CCTV and live performance. Our system is designed to use 11 cameras during the show. This has been of great satisfaction since the latency of the system is practically nil, it makes cameras with the content look and perform wonderfully," described Camilo.

"Additionally, the 3d simulator has been very useful to us, since in the case of traveling to festivals in the middle of the tour, it has allowed us to successfully and accurately preview each of the moments of the show prior to our arrival and load in," he adds.

The halt of live music performances as a result of the COVID-19 outbreak forced the tour to stop in the middle of the European tour, leaving 11 shows on pause. However the intention is to bring the tour back soon not only to finish around Europe, but to continue to showcase it around the world.

"The greatest challenge for everyone in the industry is to understand that, despite how painful this situation has been, we will have to overcome it at some point, and this situation will lead us to test ourselves in new fields, building new spaces and breaking technological boundaries to bring shows closer to the public. As everything is now transmitted over the internet, it will not be unusual for this to open new positions in crews, telecommunications, network and transmission engineers, amongst others. We must also see this as an open door to the future, with hope and love for what we do. This storm is going to pass, we will get muddy, but we will get over it. See you on stage." Camilo Mejia concludes.

11:11 MALUMA WORLD TOUR BEGAN IN MEXICO CITY ON MAY 2019 AND TRAVELLED ACROSS SOUTH AMERICA, NORTH AMERICA, CANADA, EUROPE, MIDDLE EAST AND AFRICA. IT IS CURRENTLY ON PAUSE DUE TO THE COVID-19 PANDEMIC.