

# The History Colorado Center

## Case study



▲ The content of the Christie MicroTile wall highlights its Rocky Mountain-shaped outline.

## A high tech presentation of history

Visitors to the newly-built History Colorado Center are welcomed in the huge, light-filled atrium by a spectacular video wall, 29 ½ feet wide and nine feet high, composed of 132 Christie® MicroTiles®. Through its form and content, the video array captures the magnificence of the Colorado landscape. Reinforcing its rich visuals, the array's irregular shape mimics the skyline of the Rocky Mountains and the graphics of native Indian art.

A large, blank wall dominated the atrium and was "begging for a media treatment" according to Ed Nichols, History Colorado president and CEO, and state historic preservation officer. "As we thought of what could be done with the wall, we were intrigued with the idea of letting the wall tell the museum's story and be a messaging device for assemblies and visitors."

The Christie MicroTiles array is an immediate signal to visitors that they're not entering a typical state history museum. The video wall's

display provides a three-theme orientation, rather than the more typical chronological orientation. A video runs every hour to reinforce these themes. When the video isn't playing, the video wall displays a timeline of the state's history. While a timeline is an expected format for a museum, the high-tech delivery and up-to-the-minute content is a pleasant surprise for visitors.

Howard Steele, consultant, Technology Plus, explains that the HCC "wanted a dazzling display in their atrium. The atrium is very bright and only a 30K lumen projector would even begin to display images in that strong light, but that created issues with where to place the projector and exhaust etc."

As part of his due diligence work for the installation, Steele compared the power and visual display of projectors, flat panels and Christie MicroTiles. The projector was immediately disqualified. The flat panels would be too hard to match as they aged

### Customer:

The History Colorado Center (HCC)

### Location:

Denver, Colorado

### Industry/Market:

Museums

### Partners:

- AVI - SPL
- Richard Lewis Media Group
- RP Visuals
- Technology Plus, Inc.
- Tryba Architects
- Vista Systems, Corp.

### Requirements:

The History Colorado Center wanted a rear-projection media treatment (so there would be no need to conceal a projector) that would stand up to the strong ambient light, display rich, saturated color, be flexible to use, viewable at any distance and angle, and have a long life span and a low total cost of ownership.

### Summary:

The History Colorado Center had a large, blank wall in their atrium that was ideal for a media treatment. In their long list of requirements, the HCC wanted a visual display that would be unique and engage people in Colorado's heritage. They found everything they were looking for with Christie MicroTiles and a Christie Spyder X20 .

### Products:

- Christie MicroTiles
- Christie Spyder X20

### Results:

The impressive Christie MicroTiles video wall in the History Colorado Center's atrium fills the space with an eye-catching display of Colorado's history and memes, and gives the HCC a perfect tool for presentations and visitor orientation.

and their display dimmed and colors. The Christie MicroTiles were perfect for color matching and self-calibration, and if necessary, one tile could be repaired or replaced without having to take down the whole array.

Richard Lewis, of Richard Lewis Media Group (RLMG) worked with a graphic designer to create a shape and content that would take advantage of the atrium's available space and reinforce the Colorado themes the museum wanted to share.

The result was "The People, the Place and the Promise", a rich and evocative video that's made up of a series of segments. The HCC will be able to create new segments and add them to the video or swap out an older segment. The video's stunning images belie the complexity of installing a video rendered and formatted for the large, Rocky-Mountain-skyline shape and displayed with zero milliseconds of latency between the ECUs (engine control unit). Using the Christie MicroTiles and the Christie Spyder X20, the HCC can have nonstandard resolutions in up to eight sections of the wall and have the display synchronized to deliver the content in a specific order.

The Christie Spyder X20 is a versatile, hardware-based video processor combined with the flexibility of a universal routing switcher. The Spyder's integrated source monitoring allows for simultaneous, real-time, full-frame-rate monitoring of all inputs.

Craig Shonka, project manager, AVI-SPL explains how the complicated design of the installation involved several trades, all working on different tasks but towards a common goal. "We needed a freshwater cooling system for a display this size. There were mechanical, cooling and electrical

trades, framing, supports and getting access to the walls... And we got great support from Christie any time there was a glitch, which was rare." AVI-SPL, working closely with Steele, coordinated the many tasks and trades involved. "Including the architect, general contractor, the customer, all the trades – means everything works so much more smoothly...."

Dan Walton, director of operations, AVI-SPL says, "It was a great experience, and for such a... cutting edge, high-technology install it really went off without a glitch. It was easy and everything went smoothly. Christie knew every detail and was involved in the project meetings so they... understood what [The HCC] was trying to accomplish and could give appropriate advice. That was key."

Even before the new History Colorado Center's official opening on April 28, 2012, the atrium was being used for private parties where the wall displayed a presentation video inset. The array is flexible and very easy to use. "For private events, someone can show up with a thumb drive and display their own content," enthuses Nichols.

The Governor of Colorado used the atrium for a presentation, displaying PowerPoint and showing live response tallying from handheld response devices. The interactivity was high-tech and impressive, especially when done on the large scale of the Christie MicroTiles array.

Commenting on the completed installation, Nichols affirms that "The wall really furthers our mission and does it in a financially sustainable manner."

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Placeholder for photos of the gallery opening.



▲ The video wall displays Colorado themes the Museum wanted to share.

Photo credits:

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