

Houston Cougars Engage Fans with On-court Projection Powered by Christie solutions including Terra with SDVoE technology

The University of Houston recently updated the projection mapping content for its basketball team, the Houston Cougars, creating a dramatic, on-court pre-game show at the Fertitta Center. The bright, 3D graphics were created by Quince Imaging, and enabled by a range of Christie® solutions installed by Quince, including 3DLP® projectors, Mystique™, a Pandoras Box® Server, and Terra®, an AV-over-IP system.

Challenge

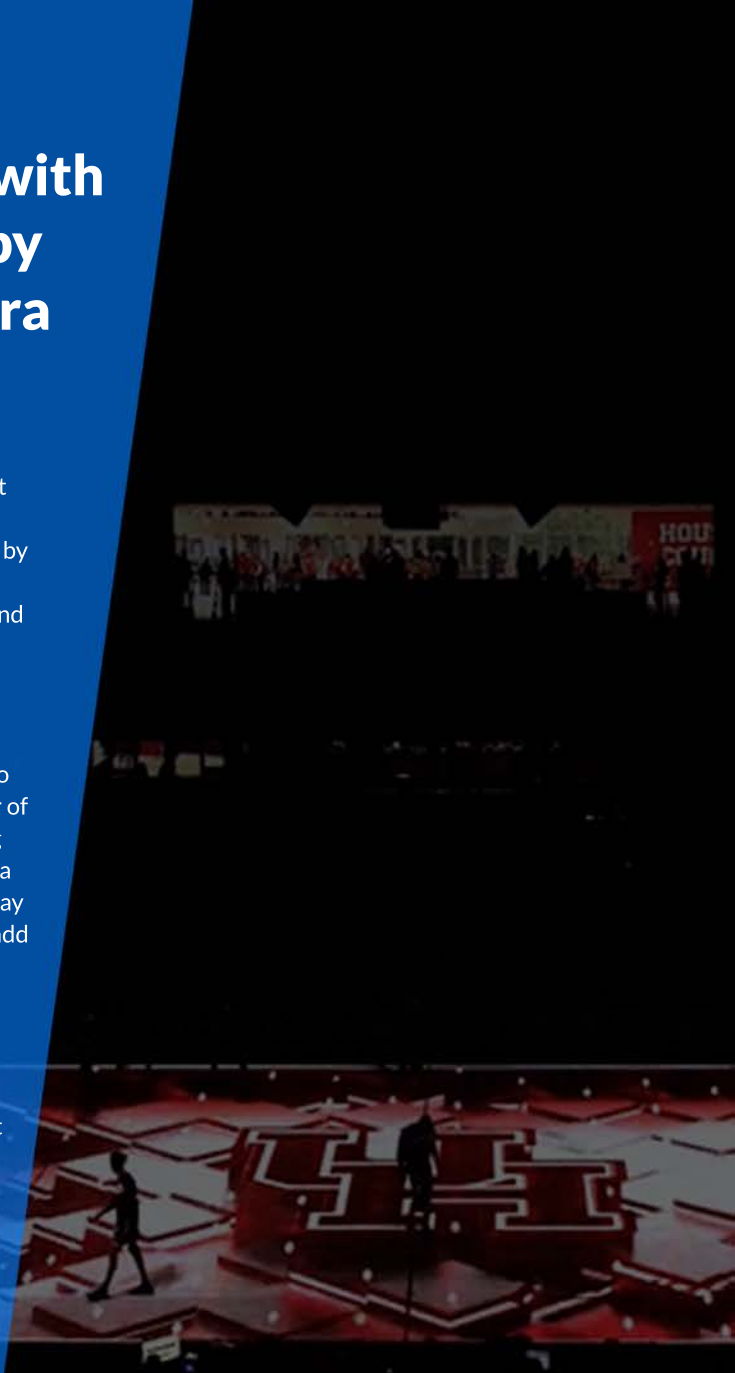
The University sought to refresh the on-court projection mapping content to align with both in-person and broadcast viewing, says Eric Gazzillo, Director of Innovation, Quince Imaging. “What’s important now, during COVID, is being broadcast-centric, so we’re using the displays and technology to fill the arena with content, designs and projection mapping. We use the technology in a way to make the arena feel full, if they’re doing partial or limited seating, and to add some drama to the pregame broadcast that can be lacking if the arena is empty.” The new content was designed by Quince’s in-house art director, Zubair Parkar.

During the initial installation of the system, rigging was a challenge in the arena. “We had lower ceilings and had to shoot at uncomfortable angles, but Mystique helped to solve the complex warping and blending challenges so we could provide a seamless, uniform image,” says Gazzillo. And while the system had been out of use due to COVID, it came back online without issue, and the University is now using it regularly.

Solution

The projection mapping system, installed in the Fall of 2018, uses eight Christie Boxer® 4K30 3DLP® 30,000 lumen projectors, a Pandoras Box Server, Terra and Mystique. Says Gazzillo of the decision to install an all-Christie system in the arena: “Having a complete Christie solution allows us to simplify workflows. It’s one of those things that we’ve really encouraged pre-COVID, and now during COVID, it has become even more important to have an integrated system of projectors, control and transmission that allows us to maintain it so much more efficiently remotely, when you can’t have full staff on site.”

The system is designed to ensure that the image remains bright and perfectly aligned with the combination of Christie 3DLP® projectors and Mystique. “We’ve used Boxer with Mystique for years in difficult logistical situations and challenging lighting, and it’s really made things a lot easier in arenas,” says Gazzillo. “As we install more projectors, Mystique is becoming really important to simplify projection mapping.” Christie Mystique is an automated camera-based alignment and recalibration solution to quickly install, align, calibrate and maintain multi-projector arrays.



“When you have folks sitting so close to the image and a projection display that big, 4K is critical. The way to deliver lossless 4K is the SDVoE solution.”

***- Eric Gazzillo
Director of Innovation, Quince Imaging***



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A Pandoras Box Server allows the user to composite and update the on-court content more easily and frequently, while Christie Terra delivers native, mathematically lossless 4K content across the court. “We’re advocates of 4K, especially on our dual-sport solutions,” says Gazzillo. Quince Imaging specializes in dual-sport systems, such as the system installed in Capital One Arena that serves both the Washington Capitals hockey team with on-ice projection mapping, and the Wizards with on-court mapping. “When you have folks sitting so close to the image and a projection display that big, 4K is critical. The way to deliver lossless 4K is the SDVoE solution.”

Benefits of SDVoE Technology

SDVoE reaches beyond existing standards to provide benefits no other technology can claim:

- A complete ecosystem – SDVoE Alliance members are manufacturers with expertise in signal distribution, display manufacture, IT infrastructure, chip design and AV software. The integrator has dozens of partners to align with and products to choose from.
- A flexible yet simple software platform – the SDVoE API allows rapid development of highly specialized software, custom-tailored to the needs of a vast array of end users.
- A full OSI stack solution – only SDVoE offers the simplicity of a complete top to bottom solution, fully encompassing infrastructure, transport, processing, and a simple control layer.

About Christie

Christie Digital Systems USA, Inc. is a global visual and audio technologies company and a wholly-owned subsidiary of Ushio Inc., Japan (JP:6925). Consistently setting the standards by being the first to market some of the world’s most advanced projectors, complete system displays, and cinema audio solutions; Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound.



For more information about Christie’s Terra line of SDVoE solutions, visit www.christiedigital.com.

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