

# Permanent NFL Experience Projection On Times Square

## Case Study

Lightware Visual Engineering

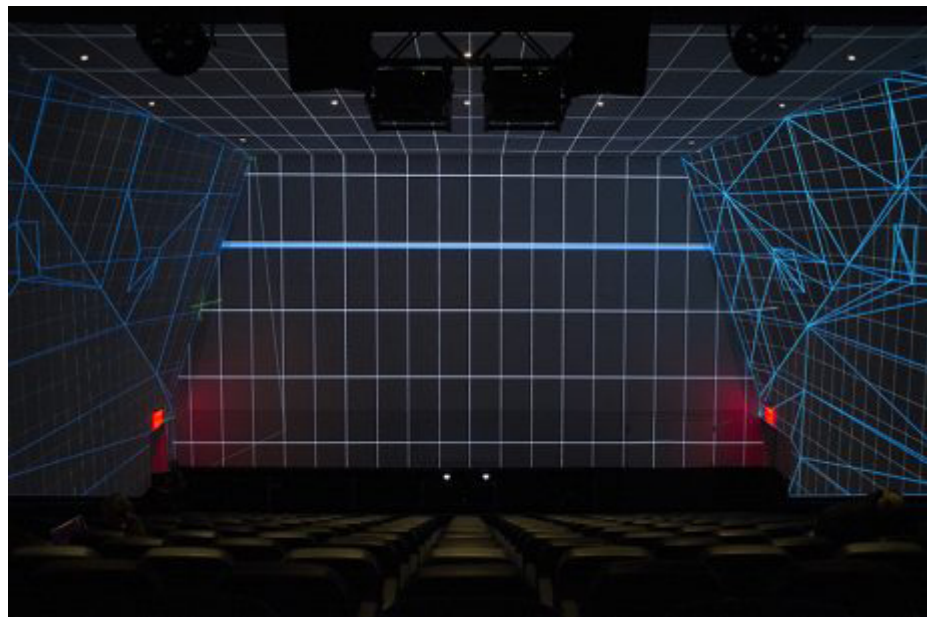
# Permanent NFL Experience Projection On Times Square

Market	Country
Entertainment & Sports	USA

## Lightware Equipment Used in Project

Lightware MX-FR33R modular matrix frame with redundant power supplies

Part themed attraction, part museum exhibit, “The NFL Experience,” located in New York City’s Times Square, is a new permanent interactive football experience for both the die-hard and casual fans of the game. The NFL, working with the Cirque du Soleil Entertainment Group, have created a multi-floor experience where visitors come in as if they were a new player in the league. They get to see and experience the different teams through interactive displays of videos, audio clips, and historical artifacts including a Lombardi Super Bowl trophy, all of the Super Bowl tickets, and a collection of the winning team’s rings over the years. There’s also a 4D Stadium theater experience of what it’s like to be on the playing field from the player’s perspective from pre-season through the Super Bowl and in various kinds of weather.



This themed experience was designed by Cirque in partnership with experience design company Thinkwell Group, who specialize in themed entertainment.

Using the same technology and design principles that are used when designing and producing museums and theme parks the NFL itself was turned into an attraction, eight engaging experiences were created backed by augmented reality and other cutting-edge, interactive technologies.

Visitors first experience what it is like to see the NFL from the player point of view, then they are immersed in interactive activities. They train to become a player, suit up, and the coach tells about the plays that he wants the player to run. Huddle-up, call the play, and then the ball is thrown, the Super Bowl is won, and celebration commences.

The 180-seat theater contains a custom-built wrap-around front-projection environment, the video system uses 12 Barco F90-4K13 4K DLP laser phosphor projectors, with an image resolution of 9,696 by 3,224 pixels — three times the size of a 4K image. Video imagery is projected on the front wall, the two angled side walls and the ceiling of the space, creating an immersive feel.



The system is constantly checking the inputs and outputs of the included matrix switches. If there is a loss of output, or input, to the media server or projector, the system will automatically switch to a backup server and tells it which server it now is in the system. "It tells the Lightware matrix switch to reroute all of the outputs to the projectors," explains system designer Robert Levac. "When it switches, it's quite quick. If we're switching from the backup to media server two or three, which are the two servers that are doing the least amount of work, it's seamless; you barely see it. If we're switching from the main one, which is doing all the timeline, you might see a little bit of a flicker in color, and then that's it. I was pretty impressed with how well it works."

The system redundancy is robust. Each projector position is doubled up, with two 12K projectors in each spot. If half were to stop working, the technicians might know about it, but the system would keep running without a noticeable disruption, and the technical team could address the issue afterwards. It is an automated system with a lot of redundancy built in. The system runs 365 days a year and about 12 hours a day.

There is redundancy in terms of projector control as well with a standard Ethernet and RS-232 feeding to each projector, so if one falls out, the projectors can still be controlled the second protocol. There are also two sets of downlinks to all the switches on the projectors, so if a downlink is lost, it automatically switches from fiber to Cat-6.

The NFL Experience has been visited by many die-hard football fans, but it has also proved captivating to a broader spectrum of visitors. This attraction is physical, interactive, and it lets anyone enjoy the NFL Experience in New York.



Source:  
<http://plsn.com/articles/installations-1/touchdown-in-times-square/>