Aura™

Queen Mary University of London

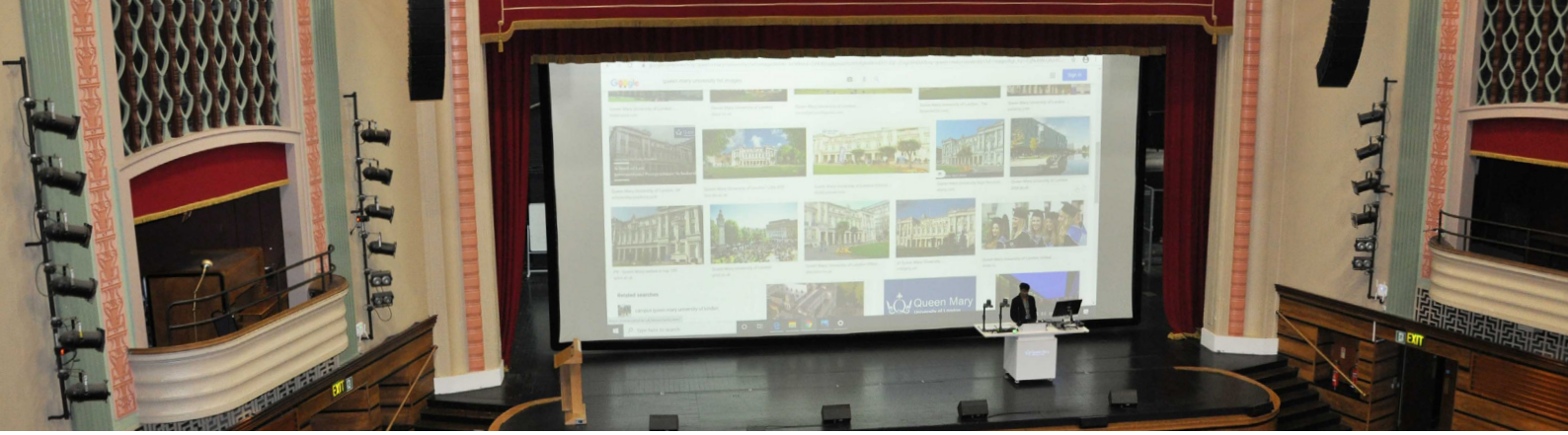
AURA INSTALLS SECTOR'S LARGEST REAR PROJECTION SCREEN

The Great Hall, the flagship space within Queen Mary University's Grade II Listed Art Deco building The People's Palace, now boasts an enormous 12m by 6m screen and laser projectors – to improve the experience of students as well as boost commercial revenues.

12m by 6m (39ft x 19.5ft) screen

Laser projectors for improved quality

Reduced running costs and maintenance requirements



BUSINESS CHALLENGE

As a leading Russell Group institution, with more than 25,000 students, investing in advanced technology to further their students learning is important to Queen Mary University. In fact, with the addition of what's believed to be the world's largest rear projection screen in the education sector, their flagship lecture space has been upgraded twice in seven years, which speaks to the importance that technology holds in the institution's strategy for the future.

This upgrade of the screen in The Great Hall, an 800-seat space within a striking Art Deco building, was not just undertaken to improve the student experience, but also for commercial reasons. The Hall may be primarily used for campus activities, but the University also rents the space out to external partners, including large companies. It is therefore an important source of revenue, and having world-class audio-visual technologies is imperative for maximising the space's earning potential.

SOLUTION

Collaborating with Audio Visual Material (AVM), who supplied the complete display solution and carried out the pre-design acceptance tests, and manufacturer Christie, Aura specified and installed the 12m by 6m (39ft x 19.5ft) screen and projectors.

As the previous 3DLP Christie projectors had proved reliable well past the warranty period – and the client was both happy and familiar with them – Christie remained the brand of choice. The upgrade from two 10K projectors with four lamps, to triple the brightness with Christie Crimson HD31 laser projectors, also meant that running costs were reduced, maintenance requirements taken down to virtually nothing.

Other key features that led to the specification included enhanced colour performance and saturation, blend and warp software for optimal image quality, and a comprehensive suite of lenses for fully omnidirectional operation. The latter was a critical functionality, as the projectors needed to be mounted vertically in the new rigs to beam light on the mirrors at a 45-degree angle, otherwise there would be a risk of over-heating and damage.

Additionally, a switch to AV over IP distribution meant just one cable to the projector (a vast improvement over the previous 12), as well as giving users huge flexibility, since this meant it was much easier to move the lectern to a different position on the stage, or into storage.

> ***Thank you to the team for helping make the upgrade of our prestigious space by far fit for the future! I can't wait to see a lecture in the hall with that magnificent projection.***
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