

Vegas Golden Knights

Projection mapping brings Vegas spin to new franchise



▲ Projection mapping on ice wows fans before the game.

Scoring big with Christie technology

Balancing the traditions of the NHL while putting on a show worthy of Vegas isn't an easy feat. But the Vegas Golden Knights are up for the challenge. And they're impressing fans with both their outstanding play and Vegas showmanship. "You want to honor the game and the league as much as possible," says Jonny Greco, VP of Entertainment Production for the Golden Knights. "But we also want to give it a Vegas spin when we can."

As a new franchise in a city that isn't considered to be a traditional hockey market, they had to create an AV system from scratch in order to have a show that lived up to Vegas' reputation for being the "Entertainment Capital of the World". From the start, projection mapping was part of their vision to create a truly memorable fan experience. And that meant finding a partner to bring that vision to life. The Golden Knights put their trust in Image Engineering to find the best equipment to do the job.

Christie® technology was the first choice to make the franchise's vision a reality. "We have a great history with Christie, so it was a natural fit," explains Ian Bottiglieri, Director of Project Management for Image Engineering. "It wasn't a question of who we were going to use or what the product was going to be."

The Christie Solution

With T-Mobile being such a busy arena, hosting everything from U2 concerts to UFC events, the installation of the projection system had to be done so it wouldn't take up a lot of grid space or impact other users. "It was a big concern for them that we didn't take up a ton of footprint," says Bottiglieri. To avoid this, they installed six "projection pods" that can easily be moved when they're not needed.

Because of this, frequently realigning their system became a potential challenge for

Customer:

Vegas Golden Knights

Location:

Las Vegas, NV

Industry/Market:

Sports
Entertainment
Live Events

Partners:

Image Engineering

Requirements:

- High-performance on-ice projection mapping
- Easy to realign projectors for perfect show quality every game
- Simple to use and maintain
- Media server technology for full show control

Summary:

Creating a new franchise included a vision for on-ice projection mapping that could be installed in a busy arena to impress fans and keep them coming back for more.

Products:

- Christie Roadster WU20K-J (12)
- Christie Mystique™ Install
- Christie Pandoras Box Player
- Christie Widget Designer

Results:

Bringing the Golden Knights' vision to life through projection mapping helped put a Vegas spin on a new NHL franchise, enhancing the fan experience and allowing the team to celebrate their community.

the team. By using Christie Mystique™ Install, the Golden Knights avoided the need for a projectionist working 8-10 hours to manually refocus and realign everything. "Mystique was a great option within this installation," says Bottiglieri. "They're able to automatically realign the entire system in between 12 and 15 minutes. They can actually run it before every game to make sure alignment is perfect."

To make things simpler for the control room, Image Engineering chose Pandoras Box Quad Player to integrate the time code triggers from the Daktronics system, allowing the team to have all their content triggered in a synchronized fashion. They used Christie Widget Designer to create an interface for technicians to lamp projectors on and off with one click. "We were able to set up status nodes so they could graphically and easily see that the projectors have a network connection and that they're lamped on," says Bottiglieri. "It makes it easy for them to know if there is an issue and that helps when they call for technical support."

Honoring victims of Las Vegas shooting

After months of preparations for their franchise home opener on October 10, 2017, the Golden Knights faced the unimaginable: a horrendous hometown tragedy only nine days before their first game that left 58 dead.

The team wanted to honor the victims, first responders and survivors and do their part in helping the community grieve, heal

and persevere. They did so by building an entirely new show featuring a powerful projection mapping of the names of all 58 victims and the words "Vegas Strong" for 58 seconds of silence. "It was an absolute responsibility and a privilege to do it," says Greco. "It was all about the victims and the Vegas community."

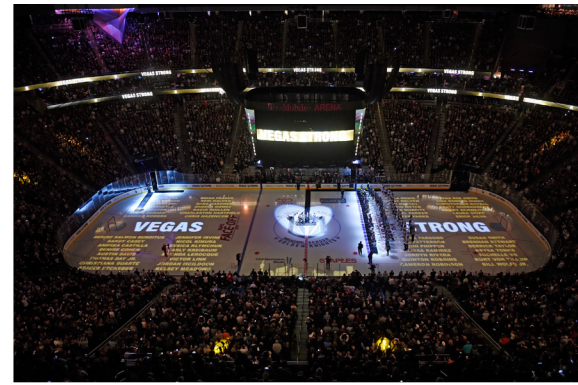
The results

Beyond that first game opener, the system has been used to wow new fans of the team, whether it's through impressive introductions or their partnership with T-Mobile to bring the Knight Line to the ice during intermissions. "It's a phenomenal ice projection with the Drumbots drumming along to a music track with animation," describes Greco.

And that Vegas spin the team wanted to bring to the NHL? It's been working for the new franchise. Attendance has averaged over 17,000 per game and the team has been number one in the Pacific Division throughout the season. In the three hours they have each night to win fans over, they're creating a solid fan base. "We're doing all we can to give Las Vegas something to be proud of," says Greco. "We're doing our best night in and night out to win fans and this great city over."

Contact Christie

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



▲ Honoring the 58 victims of the tragic 2017 mass shooting.



▲ Drumbots' Knight Line perform during intermission.

Photo credits: Vegas Golden Knights

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