

# Application Story

## General Mills' James Ford Bell Technical Center Cafe



*The Cafe at the James Ford Bell Technical Center is a light-filled, atrium-style room that required a Christie projection solution.*

### Christie solution an investment that pays dividends for General Mills

In the age of budget cuts and belt tightening, companies far and wide are finding ways to improve their bottom line. General Mills, one of the world's largest food companies, is no exception. For years, the company chose to rent projection and A/V equipment for their quarterly general meetings. After investigating their options, General Mills realized that purchasing a unit that could be permanently installed in their atrium-style cafeteria in the James Ford Bell Technical Center would not only improve their return on investment, but would allow for more frequent company meetings and presentations throughout the year.

Fred Primoli, Regional VP of Sales with AVI-SPL, recognized early that it was a smart solution for a budget-conscious company. "They had a rental system in their cafeteria

#### Customer:

General Mills

#### Location:

Minneapolis, Minnesota

#### Industry/Market:

Corporate

#### Partners:

AVI-SPL

#### Requirements:

A bright projector that could withstand excessive ambient light and an exceptionally long throw distance to achieve optimal display results.

#### Summary:

To save on quarterly rental costs, General Mills headquarters in Minneapolis, Minnesota installed a Christie Roadster HD12K projector in their atrium-style cafeteria at the James Ford Bell Technical Center. The challenges? There were two – plenty of ambient light from many windows and skylights, as well as a longer than standard distance from the projector to the screen. With the expertise of Christie partner AVI-SPL, the installation was a booming success.

#### Products:

Christie Roadster HD12K projector, high gain screen by Capture Systems, audio system with ceiling speakers and live feed cameras to produce live streaming video.

#### Results:

A Christie projection solution coupled with a high gain screen makes the most of the space by producing bright, clear images across a considerable distance.

*"We went with the Christie Roadster HD12K because it fit the physical area and offered a number of zoom lens choices suitable for a long throw distance. We needed a unit with the right brightness, the right lens and the right image quality for the job."*

*Randy Lindblad, Operations Manager, AVI-SPL*

but realized they'd have a greater ROI if they installed one permanently. It just made financial sense."

Once the decision was made to purchase a projection solution, Christie was the obvious choice for AVI-SPL Operations Manager, Randy Lindblad. "We've always had a good relationship with Christie. When it comes to high-end projectors, we don't like to chance going with other companies. Christie provides a good product, great service and our sales rep is always available to do a demo and provide technical support as required. A Christie system fit the bill."

The installation was not without its challenges. In the atrium-style cafeteria, the substantial amount of natural ambient light from the many windows and skylights was a major issue. In addition, the unusual shape of the room resulted in a longer than average "throw" distance from the projector to the screen. These obstacles made choosing the right projector imperative.



*The Roadster HD12K was a perfect projection solution for the high ambient light General Mills space.*

"We chose the Christie Roadster HD12K because it fit the physical area and offered a number of zoom lens choices suitable for a long throw distance. In this case, the distance from the projector to the screen was 64 feet. Coupled with the ambient light, we needed a unit with the right brightness, the right lens and the right image quality for the job," said Lindblad. A high gain screen designed for rooms with light issues also helped produce clear, crisp images in the bright space. "The



*The James Ford Bell Technical Center is part of the General Mills head office campus in Minneapolis, Minnesota.*

Roadster HD12K with a high gain screen from Capture Systems works beautifully," commented Primoli. "It's a great integrated solution that met all the client's needs. We also installed an audio system with ceiling speakers and several cameras to produce live streaming during company meetings and events. All the components work very well together."

Lindblad is also happy that the installation was completed on time and with few complications. "We were under the gun and had to finish (the installation) before the quarterly meeting which was two weeks away," he said. Primoli credits Christie Territory Sales Manager David Heeg with helping the project run smoothly. "David was great. He demonstrated the product, provided the technical support we needed and worked with other partners like Capture Systems to make it all work. Everyone is very happy with how it all came together."

Contact Christie

Contact us today to find out how you can benefit from Christie projection solutions.

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