

Application Story

The Center of Science and Industry Museum (COSI)



The Center of Science and Industry Museum in Columbus, Ohio... TBD

The COSI Museum improves its guests' viewing experience with digital cinema

The Center of Science and Industry Museum (COSI) was recently voted the #1 science center for families in the US by "Parents" magazine and it's easy to understand why. With 100,000 square feet of exhibit space, COSI features more than 300 hands-on exhibitions, a giant "Extreme Screen" theater — the largest digital screen in Ohio at 67 feet high and 83 feet wide — an outdoor science park, and the country's only high-wire unicycle. Nearly 600,000 people visit the museum each year. The museum offers special events, camps, and family programs that educate and wow children and adults alike.

COSI's recent conversion from a film to digital theater is another way they'll give their guests an even more exciting and rewarding cinema experience.

COSI needed a projection solution that could fill their huge screen and match the quality and caliber of their "heart pounding" sound system. They also wanted a green solution in keeping with their mandate of being "for the enrichment of the individual and a more rewarding life on our planet, Earth". And, with film being such an intrinsic part of their exhibits, COSI needed a projection system that would be reliable and easy to maintain and service.

The museum worked with Vince Butler of CLACO, a Christie Entertainment Solutions Dealer, from Salt Lake City, Utah to determine what they needed to make their new

Customer:

The Center of Science and Industry Museum (COSI)

Location:

Columbus, Ohio

Industry/Market:

Science Center - Museum

Partner:

CLACO

Requirements:

- Customer service and support
- 3D capabilities
- Flexible projection systems
- Reliable performance
- Green technology

Summary:

When the COSI Museum came to Christie dealer, Vince Butler of CLACO, he knew exactly what they needed to create a spectacular viewing experience for kids of all ages. He recommended that the COSI museum use Christie Managed Services to ensure that their new Christie digital projectors would be running smoothly and entertaining guests for years to come.

Products:

- Christie CP2230
- Christie Managed Services — Christie Service Plus for digital cinema projectors

Results:

Christie's high performance, reliable digital projectors and Managed Services ensures that the COSI Museum will be able to delight and educate its guests



COSI houses the largest screen in Ohio

digital projection system a success from the outset and over the long term.

Speaking enthusiastically of COSI's projector use, Butler notes that "COSI had taken their existing system to its limits. The museum plans to program a variety of alternative content like high-definition Internet feeds or fiber optic feeds. They push the capabilities of their projectors." COSI clearly needed a digital projection system that would meet the grueling demands placed on it.

Butler installed a pair of Christie CP2230 projectors that would provide a seamless image across COSI's giant theater screen. The Christie CP2230 delivers more than 30,000 lumens on the largest screens and breathtaking 3D images. These projectors use Christie Brilliant3D™ technology to provide the ultimate 3D experience with the lowest cost of operation.

"A digital theater at COSI means a better experience for guests," said COSI President and CEO, Dr. David Chesebrough. "We'll be able to show a variety of films, in different lengths and more content. We also have the capability to have live TV showing breaking science events or even play video games on the giant screen! This change has also made us greener which is always a goal for COSI."

Speaking about the installation and stunning results, CLACO's Vince Butler explains that "Guests will notice a crisp, clean, steady image. They'll notice vibrant colors. We calibrate the machines to match exactly what the filmmakers intended. So we'll calibrate the colors and literally what you saw in James Cameron's screening room is exactly the same colors you're going to see on this screen."

Because it uses less equipment than film-based projection, digital projection has lower energy requirements. Digital projection also produces less heat reducing the need for air conditioning in the projection booth. As a result, COSI's new Christie projection solution uses less than half the energy that their old system did. Even the lamps used in the new Christie digital system are more efficient, using just half the wattage of the old projection system.

With their new Christie projection system, COSI can show 3D movies — a feature that's rapidly becoming a cinematic expectation for today's tech-savvy viewers.

And COSI made sure that even the 3D, state-of-the-art, polarized "Masterimage®" glasses they use are recyclable. COSI's first feature movies using their Christie digital projection system were "Waking the T.Rex 3D: The Story of SUE" and "Ultimate Wave Tahiti 3D".

COSI doesn't want to disappoint any of its nearly 600,000 visitors a year — many of whom are children. With movies being tied so closely to the overall exhibitions, the museum's projectors have to be working.

Recognizing COSI's high need for a reliable, well maintained projection system that would look as good and operate as well on its eleventh anniversary as it did on its first day, Butler wanted to take COSI's ongoing service to the next level and



Christie CP2230

recommended that they purchase Christie's Service Plus for digital cinema projectors.

"Christie produces a reliable product backed by reliable service. [Through Service Plus] they have a network of technicians and strategically placed stockpiles of parts across the country" Butler says when asked why he recommends Christie products. "I'm in Utah, but the Christie technician for COSI is just 20 minutes from their theater."

Service Plus provides 24/7 monitoring from Christie's Network Operations Center (NOC). Christie NOC staff will alert COSI before there's any noticeable maintenance needs at the museum.

COSI also chose from a menu of services that provides 24/7 remote monitoring of the museum's projectors and connected devices, reporting, software upgrades, troubleshooting and next day parts delivery, repair and replacement for the next 10 years ensuring T.Rex and Tahitian waves will be rumbling in the COSI theater for years to come.

Contact Christie today to find out how your theater can benefit from Christie entertainment and customer support and service solutions.



The Christie Network Operations Center



A pair of Christie CP2230 projectors installed at the COSI museum



The museum has nearly 600,000 visitors a year — many are children

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