

Casas Church

Case study



▲ Christie HD14K-Js have the brightness needed for large spaces such as the Casas Church sanctuary.

Power and performance that people notice

The Casas Church is a huge, modern building with a sanctuary that can seat 2,600 worshippers. The projection system that was originally installed was never up to the task of projecting images in such a large space, but it was the best technology available at the time. The church's frugal leaders always saved for every purchase — especially large ones — and Adam Taylor, who managed Casas' light and sound system, was waiting for the day he got the go ahead to install a new system. That day came in early 2012.

Taylor wanted to create more modern, concert-style productions with moving lights and clear, strong images. His biggest need was a projection system that would have the color and brightness to show high-definition, live video image magnification (IMAG) in the huge sanctuary. The church's existing projectors simply did not have an adequate light output — even in low lighting — and could not produce high-definition-quality graphics or video content. Casas Church holds three Sunday services

and also uses the sanctuary during the week for business conferences and concerts. Their projection system had to be durable and reliable.

Taylor had already decided to go with Christie® because he considered "Christie to be the industry standard, and ... had heard great things about Christie and [Christie] customer service." He knew that Christie "would be right for the church."

"I get lots of compliments from congregation members who love the clear images and how easy they are to see."

Adam Taylor,
Casas Church

Taylor contacted Audio Video Resources (AVR) for help determining exactly what Casas needed. Chris Henley, account manager, Audio Video Resources, recommended a new HD projection system based on a dual-screen configuration with a

Customer:

Casas Church (Casas)

Location:

Tucson, AZ, USA

Industry/Market:

Houses of worship

Partner:

Audio Video Resources (AVR)

Requirements:

- High-definition images
- Large, bright display
- Reliable performance
- Customer service

Summary:

Casas Church needed to upgrade its video projection system, which didn't meet the church's ministry and production needs. The new projection system and image had to be bright and viewable in a sanctuary that seats 2,600 people.

Products:

- Two Christie HD14K-Js

Results:

A demonstration of the Christie HD14K-J's in the church sanctuary showed church staff what they had been missing. Staff had never seen the quality and depth of color that the Xenon lamp in the Christie HD14K-J could produce, and they immediately realized that the Christie HD14K-J was the perfect projector for their needs.

new switcher to allow for IMAG and text on the lower third of the screen.

The old projection system consisted of three standard-definition projectors, two side screens in a 4:3 format and a white painted wall in the middle in a 16:9 format. The side screens displayed text and images for worship content. The center screen showed IMAG.

Taylor and Henley decided to use two 19'5" x 11' wide-format screens in a left and right position and eliminate the center image. They could show IMAG on both screens and put text or graphics on the lower third of the screens.

Henley recommended the church use two Christie® HD14K-J projectors, ceiling mounted approximately 32 feet from the new screens. He chose the Christie HD14K-J model for its high resolution and 12K ANSI lumen output. In comparing the competitors' offerings to Christie's, the biggest difference Henley noticed was the long lamp life of the Christie projector and the cost of the lamp. "It was just a no brainer to choose Christie when we looked at the cost." Henley explains with a laugh.

Before they asked Casas to make any final decisions about their projection system, Henley gave a demo of the Christie HD14K-J projectors on site so church staff would have a chance to see the projector perform in the sanctuary. The images were projected onto the old screens, but it was still obvious to everyone that the Christie HD14K-J was the right choice for the installation.

Before that demo, the church staff had never seen the quality and saturated color that the projectors' Xenon lamps could reproduce. They had thought that a model with stronger light output might be needed for the

installation, but the demo proved otherwise. Xenon lamps are so bright that, for the final installation, Henley and Taylor adjusted the Christie HD14K-J projectors to a 75 percent brightness level — something that will also prolong the lamps' life.

It wasn't just church staff who noticed the bright, rich images that the Christie HD14K-Js produce. Taylor notes with pleasure that since the installation he's received "lots of compliments from congregation members who love the clear images and how easy they are to see."

Because of the clarity and power of the projected images, Casas has decided to move their projectors and screens 16 feet farther apart on the stage. This change won't affect the quality of the projected images, but will give Casas more room for lighting and trusses for concerts and other onstage productions.

The new projection installation has been running since Easter 2012. Taylor has found that with the Christie HD14K-Js' excellent image quality, he's able to be more creative with the IMAG shots, showing more artistic content and "cool movement shots that people are really noticing."

Contact Christie

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



▲ Two large screens replace the old three-screen set up and...



▲ ... give Casas Church more room for better lighting and trussing.

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