

Knox Presbyterian Church

Case study



▲ The light-filled sanctuary houses two Christie projectors.

Letting the light shine through

Hundreds of years ago, when most people were illiterate, the Church would teach Bible stories through plays, paintings and stained glass windows.

"Today, with visual media, people still learn more visually than they do from auditory media," states Reverend Brooke Ashfield, minister at Knox Presbyterian Church in Waterloo, Ontario. Speaking of the projection system that was installed in the newly-built church Ashfield continues "...it's the modern stained glass."

The Church recently moved into a new building located just yards from their old location in the center of Uptown Waterloo. When thinking of their mission and mandate for the coming years, the consensus was that the Church "belonged in the core" of the city where they could play a central role in the life of the community. "...We are walking distance to both universities, we're at the main intersection between the universities and

the shopping district, there's the... shopping center right across the street... so there's a steady stream of pedestrian traffic, and bicycle traffic and the connection between residential area and the commercial area" explains Ashfield.

"On the third Sunday of every January, it's our Martin Luther King Jr. memorial.... This year ... instead of me quoting this wonderful black preacher, all of a sudden we've got him up on the screen talking to us live from the Lincoln memorial in 1963! The whole congregation was right in that moment."

Reverend Brooke Ashfield,
Knox Presbyterian Church

Working with Dynamix Professional Video Systems, Knox Church used their mission to determine the new building's design — a design that includes Christie® projectors as

Customer:

Knox Presbyterian Church (Knox Church)

Location:

Waterloo, Ontario, Canada

Industry/Market:

Houses of worship

Partner:

Dynamix Professional Video Systems

Requirements:

- Clear, bright images
- A long throw distance
- Ease of use
- Reliable performance

Summary:

Knox Presbyterian Church wanted to create a space that drew people into their new church building. The congregation unanimously agreed that new technologies would help to make the space more inviting and usable for themselves and the community

Products:

- Christie Roadster S+12K projector
- Christie DS+10K-M projector
- Christie LX505 projector

Results:

The new church is a bustling hub for congregation members, nearby university students, local businesses, guests and visitors. Many community helping agencies, such as The House of Friendship, and nonprofit agencies, such as the Kiwanis Music Festival, also use the church regularly. Christie projectors in the sanctuary and main hall serve in a variety of tasks such as creating an inspiring atmosphere, displaying hymns and even showing YouTube videos for children's sports nights.

part of Knox Church's goal to provide an inviting and useable space for all members of the community.

The church's light-filled main hall houses a Christie DS+10K-M, 3-chip DLP® projector. The sanctuary off this hall has a Christie Roadster S+12K, a 12,000 ANSI lumens, 3-chip DLP model, projecting on to its front screen and a Christie LX505 LCD projector projecting at the back of the sanctuary.

Because the audio and video feeds between the hall and the sanctuary are connected, the hall can be used as a "spillover" space, if the sanctuary is full. Watching the video feed in the hall, people can see what's happening in the sanctuary and remain connected to events. Organizations such as Friends of Canadian Broadcasting and the the Kiwanis Music Festival have used the church's AV system this way.

Eric Gaudet and Andrew Church are the two Knox members who manage the projectors from day to day. Of the sanctuary's Christie Roadster S+12K, Gaudet proudly states that "the projector... is impressive. Its light shines far and it is bright. The sanctuary is a hugely lit, hugely windowed room. And we don't have a screen [in it]. We have an 18'-wide painted wall [painted with speciality paint for better reflection]. We didn't have to go to an expensive, reflective, silver-lined screen."

Church adds "we added the [Christie] LX505 a bit later when we realized one projector wasn't enough for everyone to see. It doesn't have as high a resolution as [the Christie Roadster S+12K], but it makes a beautiful, big screen and it's bright. It's really good".

While everyone in the congregation agreed that technology was a must have for their new

building, no one was prepared for how vital the projection system is or the many different ways it's been used by the congregation and members of the community.

Knox rents out its various-sized meeting rooms. Gaudet explains "if you want to have people come use the rooms, whether it's renting, or just using the space, the question is the quality of the projector...a meeting room without a projector is not a meeting room. It's a lounge."

Knox also uses the projection systems during services to project hymn lyrics and inspiring images that help set a mood.

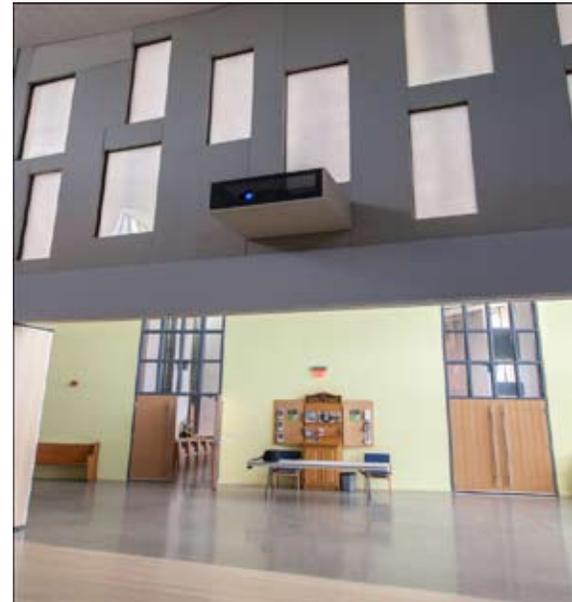
Ashfield observes "what pleasantly surprised me was the power of the visual media for memorial and funeral services. Before the service starts we have some evocative picture of the whole life of somebody, no matter how old they are, from when they're little children to when they're older and nothing says that better than a picture."

"Any time we've had to project video during the service, everyone looks at it and it's fantastic." Gaudet notes.

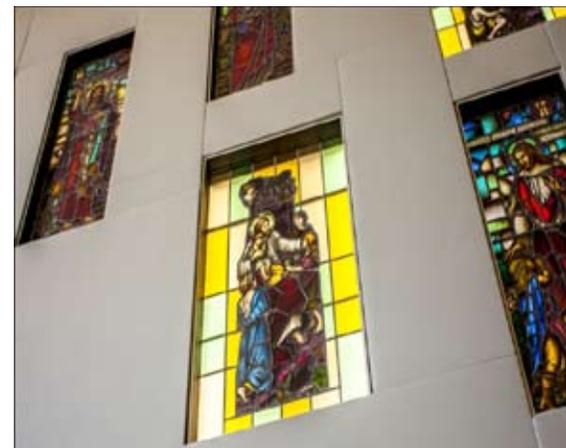
Ashfield recalls how video has the power to bring moments and even heroes back to life. "On the third Sunday of every January, it's our Martin Luther King Jr. memorial.... He's one of my heroes. This year, for the first time, instead of me quoting this wonderful black preacher, all of a sudden we've got him up on the screen talking to us live from the Lincoln memorial in 1963! The whole congregation was right in that moment."

Contact Christie

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



▲ A Christie Mirage DS+10K-M in the main hall is used for a variety of applications.



▲ Projection in churches is "the modern stained glass" and an ideal teaching tool for visual learners.

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