

Midland Center for the Arts

Case Study



▲ Utilizing high-definition displays outfitted with the Christie Interactivity Kit, The Midland Center for the Arts has created an intuitive and responsive interactive exhibit.

Escaping the ordinary at the Midland Center for the Arts

Situated in the heart of the state of Michigan, the Alden B. Dow Museum of the Sciences and Art, housed in the Midland Center for the Arts (MCFTA), acts as a crossroads for art, science, history and humanities in the scenic Great Lakes Bay Region. Featuring two performance venues, two museums, art studios, lecture halls and more, the MCFTA attracts countless visitors and world-class performers in support of its mandate to “encourage participation in, as well as appreciation for art, music, science and history.”

Helping the MCFTA fulfill this objective is a permanent display exhibit, installed by proAV design and integration firm Cineviz, that showcases the creative capabilities of the Christie® Interactivity Kit. “The whole theme around the Midland Center for the Arts museum is tying technology and art together,” explains Mike Driedric, vice president of sales at Cineviz. “This project started when I showed the people at the MCFTA a trade show video where Christie displayed a digital paint canvas and they loved

what they saw. Then the conversation steered itself to this exhibit space – and having an actual paint wall here. The director of exhibits, who is an artist by trade, really wanted to create an experience for the facility.”

“Expectations have risen within this generation of tech users...we create experiences that tie the physical and the interactive together to deliver something you can't replicate – you can't take a paintbrush and put it up to your monitor and start painting, measure pressure and change and mix colors together. This is an experience you can't get anywhere else.”

Mike Driedric
Vice President of Sales
Cineviz

To facilitate this, Cineviz installed four super-narrow bezel high definition Christie FHD551-X 55-inch LCD flat panels in portrait mode to create two digital canvases separated by a four-inch gap. The canvases allow participants to

Customer:
Midland Center for the Arts

Location:
Midland, MI, USA

Industry/Market:
Museums and entertainment

Partners:
• Cineviz
• Nytric Interactive

Requirements:
• High-definition displays
• Interactivity

Summary:
Looking to create an interactive painting experience using high-definition displays, the Midland Center for the Arts contracted proAV design and integration firm Cineviz to install four Christie FHD551-X LCD flat panels outfitted with the Christie Interactivity Kit.

Products:
• Christie FHD551-X (4)
• Christie Interactivity Kit

Results:
Harnessing the power of the Christie Interactivity Kit, the Midland Center for the Arts supports its motto of “Escape the Ordinary” through an innovative and responsive interactive, high-definition display featuring an intuitive painting program.

engage and interact with a digital paint palette using Christie Interactivity Kit and an application developed by Nytric Interactive. Since the display is used by visitors of all ages, Cineviz placed tempered glass over the flat panels to increase its scratch and impact resistance while the Christie Interactivity Kit's modular frame was placed around the display.

The Christie Interactivity Kit uses a unique technology called Baanto™ ShadowSense™ that allows multiple users to interact simultaneously with content on almost any large-format video wall. This field-installable kit attaches around the perimeter of a large arrayed display and plugs into a computer USB port without any need for drivers or manual calibration of sensors or cameras. It is a modular solution that can be configured in 84 different sizes, scaling to incorporate more and more touch points as the display grows. It has the resolution and speed to support finger-based gestures such as flicking, pinching, rotating and scrolling.

Utilizing the Christie Interactivity Kit proved to offer a more realistic painting experience, explains Driedric: "In a lot of paint programs, you use a plus or minus sign to control the intensity of the color. However, with the Interactivity Kit, you actually replicate the painting experience because you can use a paintbrush and blend, for example, pink and blue to make purple. You can also push harder to have a larger spot or a deeper shade of purple. Or you could run a thin line off the brush."

Operating under its motto of "Escape The Ordinary" the MCFTA continuously attracts new visitors by creating innovative and exciting displays and exhibits. "The final outcome of our relationship with Cineviz in the custom creation of our interactive paint wall has resulted in an experience for all ages that stimulates the user through immediate interaction for creation and expression, to discover and to entertain," remarks Bruce B. Winslow, the museum's

director. "These all become real through physical interaction and movement, sparking vision and encouraging creative action as the visitor experiences technological wonderment. This successfully meets our intention of creating a synergy between technological sciences and visual art."

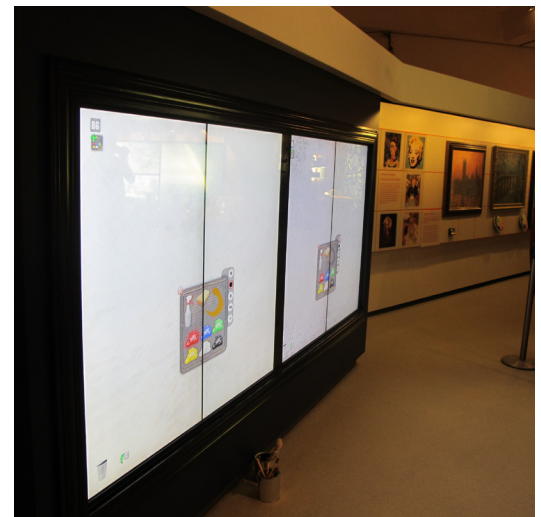
By creating this synergy between technology and art, the interactive painting display offers an innovative platform that can meet the expectations of today's audiences. "Expectations have risen within this generation of tech users," remarks Driedric. "You used to go to a museum and have an experience that you couldn't get anywhere else and that was pretty cool. Today, museums struggle somewhat to keep things updated, so we create experiences that tie the physical and the interactive together to deliver something you can't replicate – you can't take a paintbrush and put it up to your monitor and start painting, measure pressure and change and mix colors together. This is an experience you can't get anywhere else."

This project shows how ideas can come to life thanks to the Christie Interactivity Kit, says Driedric. "This display really showcases interactive visual displays. We tailored the solution specifically to the museum – tying a physical solution with an interactive solution to deliver an experience that people can't get anywhere else."

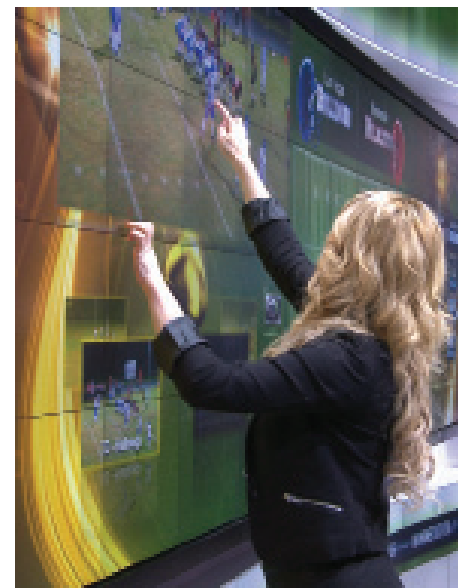
"There is a lot of brand equity with Christie and utilizing that brand for this project was a valuable asset," notes Driedric. "We love working with Christie and enjoy the experience they bring to the table."

Contact Christie

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



▲ Featuring a super-narrow bezel, the Christie FHD551-X LCD flat panel displays provide a virtually seamless digital canvas.



▲ The Christie Interactivity Kit can transform any large-format video wall into a dynamic and responsive multi-touch surface.

Corporate offices

Christie Digital Systems USA, Inc
USA – Cypress
ph: 714 236 8610

Christie Digital Systems Canada Inc.
Canada – Kitchener
ph: 519 744 8005

Worldwide offices

United Kingdom
ph: +44 (0) 118 977 8000

Germany
ph: +49 2161 664540

France
ph: +33 (0) 1 41 21 44 04

Spain
ph: +34 91 633 9990

Eastern Europe and
Russian Federation
ph: +36 (0) 1 47 48 100

United Arab Emirates
ph: +971 4 3206688

India
ph: +91 80 6708 9999

Singapore
ph: +65 6877 8737

China (Shanghai)
ph: +86 21 6278 7708

China (Beijing)
ph: +86 10 6561 0240

Japan (Tokyo)
ph: 81 3 3599 7481

Korea (Seoul)
ph: +82 2 702 1601

Independent sales consultant offices

Italy
ph: +39 (0) 2 9902 1161

South Africa
ph: +27 (0) 317 671 347



For the most current specification information, please visit www.christiedigital.com

Copyright 2012 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.'s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. Printed in Canada on recycled paper. Title of Case Study MMM YY

CHRISTIE®