

The National Infantry Museum

Converting from film to digital projection helps museum fulfill its mission



▲ Soldier trainees enjoy a 3D film at The National Infantry Museum & Soldier Center's Giant Screen Theater

Photo credit: National Infantry Museum Foundation

From film to digital

The National Infantry Museum & Soldier Center's mission is to honor those who serve by telling the stories of 240+ years of military history. Keeping this history alive in unforgettable ways helps museum visitors—from students of all ages and Boy and Girl Scouts to church groups and active-duty service members—gain a unique insight into what it means to be a U.S. Army Infantryman.

In its prime, the museum's film projection system in their Giant Screen Theater was an innovative attraction. However, the National Infantry Museum Foundation—the organization responsible for the museum through a partnership with the U.S. Army—knew it was time to upgrade their projection technology from film to digital. Their goals? To gain access to relevant new content that aligned with their mission, enjoy lower maintenance and operational costs, and tap into a new revenue source. They wondered about the possibility of laser projection as a more economical long-term solution that would not only give them access to

digital content but give it a real 'wow' factor—but weren't sure if it would fit their budget.

Enter D3D Cinema

The Foundation turned to AV industry veterans D3D Cinema. With almost 20 film-to-digital giant screen conversions in their portfolio, one of D3D's founding principles is to help clients ensure the long-term viability of their theaters. After taking the Foundation's needs and budget into consideration, D3D knew that a Christie® 6P laser projection system would not only fit their budget but was by far the best choice.

Partnering with local project management and construction teams, D3D set about converting the museum's Giant Screen Theater to a state-of-the-art digital laser system, and the auditorium into a multi-purpose space complete with a stage, a new film screen, and a multi-channel sound system.

Customer:
National Infantry Museum
Foundation

Location:
Columbus, GA

Industry/Market:
Museums
Giant Screen Cinema

Partner:
D3D Cinema

Requirements:

- 4K resolution
- High quality 3D viewing experience
- Lower cost of operation
- Reliable, long-term performance
- Access to a wide range of digital content

Summary:
The National Infantry Museum Foundation looked to upgrade the giant screen theater in their National Infantry Museum & Soldier Center from film to digital projection, in order to more closely align content to their mission, increase revenue opportunities, and decrease maintenance and operational costs.

Products:

- One dual-head Christie Solaria CP42LH 6P laser projection system

Results:
Led by D3D Cinema, the National Infantry Museum Foundation installed a state-of-the-art Christie laser projection system that gives them access to digital content for their giant screen, and renovated the theater auditorium into a revenue-producing multi-purpose space.

The laser solution

Crowning the installation is a dual-head Christie Solaria CP42LH 6P laser projection system that offers 4K, high frame rate images, a color gamut that exceeds the DCI-P3 color space and brightness levels twice that of typical movie theaters. The Christie 6P laser system's unique ability is to project both left and right eye images simultaneously—unlike a single projector that can only sequentially flash left and right images. As a result, the system delivers vastly higher 3D light levels, better image uniformity and more natural 3D viewing—reducing the headaches, nausea and eye strain that some people experience watching 3D content.

"From a picture quality standpoint and 'wow' factor, laser was it. With it, we can provide a spectacle that you can't get anywhere else. The Christie laser technology provides our audiences with a truly immersive visual experience that tells our story in a more compelling way, while also giving us access to a more extensive range of meaningful content that was not available before."

Jordan Beck

Theater director, National Infantry Museum Foundation

The Christie advantage

"Thanks to Christie's unique system architecture, we were able to design a system that enabled the National Infantry Foundation to bring laser projection into their facility at a cost that was within their budget, while also allowing them to easily grow and refresh the system as needed in the years to come," said Derek Threinen, Vice President, Film Distribution and Business Development at D3D. "They now have a system that blows away

their old system in terms of flexibility and functionality, while surpassing the previous visual and aural experience for their guests – and it does it all with a vastly-reduced operational cost."

Threinen adds that the modular nature of the Christie system means that even if the desired light levels evolve in the future to beyond what is on screen now, the museum can simply add light modules to increase the brightness on screen.

"And that is something no other manufacturer can offer. It's an inherent advantage to the Christie system," Threinen continues. "With the Christie modules being independently cooled, the modules can be easily replaced when they eventually begin to age or if there is ever a problem. Unlike other systems, you are still 'on screen' with Christie, rather than having the whole system go down, causing lost shows and revenue."

The response?

"The audiences that knew our previous system are blown away by what they see now. And our new audiences just seem happier when they leave the theater," shares Beck. Describing how he felt seeing the Christie laser projection system in action for the first time, Beck says, "I was thrilled—just absolutely thrilled. The 3D viewing experience is absolutely spectacular. We're very pleased with the results."

Contact Christie

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



▶ [Click here to watch "The All-New Giant Screen Theater" video!](#)



▶ Journey to Space 3D: Now playing in the Giant Screen Theater, and a great example of new digital content the museum can now access.

Photo credit: Journey to Space, LLC

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