

# Minnesota Vikings

## Minnesota Vikings pay tribute to Prince with half-time show



▲ The Minnesota Vikings pay tribute to the late Prince with a projection mapping half-time show

## Vikings vs. Packers at brand-new U.S. Bank Stadium

It's a ground-breaking night: the Minnesota Vikings' first home game of the 2016 NFL season at their newly constructed home field, the U.S. Bank Stadium in Minneapolis.

As the half-time show begins, the stadium is bathed in purple light and the first strains of music begin. The Minnesota Orchestra, along with members of Prince's New Power Generation and gospel group, The Steeles, perform late hometown popstar Prince's iconic hit, "Purple Rain".

A massive projection mapping light show displays a moving tribute in honor of Prince, Minnesota native and lifelong Vikings fan.

Thousands of Vikings and Packers fans alike create dots of light from cell phones held high, as they sway together from side-to-side, transfixed.

### Behind-the-scenes

When The Famous Group—the production company tasked with designing the digital content for the Prince tribute—asked long-time partner Quince Imaging to collaborate on this project, Quince welcomed the opportunity. Pioneers in the lighting and staging industry as designers of 3D projection systems for NBA and NHL sports arenas, the NFL Prince tribute would be a natural extension of Quince's extensive experience in sporting venues.

### The challenge:

Engineer a high-quality, projection mapping solution to display images that would span the height of the stadium field. Quince knew they'd need to create a projection system capable of integrating projection mapping, media server technology, multi-channel audio playback and high-resolution graphics.

#### Customer

Minnesota Vikings

#### Location

Minneapolis, MN

#### Industry/Market

- Sporting events
- Live events
- Entertainment and leisure

#### Partner

- Quince Imaging
- The Famous Group

#### Requirements

A projection system that integrates:

- Broadcast-ready projection mapping
- Media server technology for show control
- High-brightness and high-resolution graphics

#### Summary

When Quince Imaging was asked to create a projection solution for the Minnesota Vikings' half-time Prince tribute, they turned to Christie projection and media server solutions

#### Products

- [Christie Boxer 4K30 3DLP projectors \(12\)](#)
- [Christie Pandoras Box Quad Server Pro video processing and show-control systems \(2\)](#)
- [Christie Pandoras Box Widget Designer](#)

#### Results

Christie Boxer and Christie Pandoras Box servers combined to create a powerful projection solution for the 15,000 square foot projection mapped Prince tribute

The system would need to be installed in a single day—at an astounding 200 feet in the air—and the show would not only need to captivate the opening-night enthusiasm of more than 66,000 fans but project over an incredible 15,000 square feet.

## Planning and testing

Quince Imaging's engineers and display designers set to work on a customized projection solution. They knew the end result had to be a broadcast-ready projection mapping solution they could count on to bring the stadium to life with vibrant, high-resolution images. They would embark on a rigorous planning and testing phase in order to ensure optimal performance.

But what projection solutions could they count on to provide an incredibly bright, crisp and sharp image onto the field?

## The Christie solution

"Whenever we're doing our math—and we're very careful about how we select projectors when it comes to pixel density and brightness—the Christie® Boxer is an easy choice," explains Eric Gazzillo, display designer, Quince Imaging.

The award-winning Christie Boxer 4K30 is a 3DLP® 4K projector designed for high-impact, live events. For the Vikings' half-time show, Quince put 12 Boxer 4K30's to work. Brightness would not be an issue: at 30,000 lumens each, the combined output of the 12 Boxers would be an incredible 360,000 lumens.

"What was truly unique about working in this brand-new football stadium is we had to position the Boxers in the remotest of locations. They're 200 feet in the air, so no one can touch them. We knew that

having a reliable way to communicate with the Boxers was critical," shares Gazzillo. "The solution? We were able to use 2 Christie Pandoras Box server systems for remote control of the shutters, as well as power over a custom interface we built using Pandoras Box Widget Designer. The combination made it a seamless rehearsal process."

Christie Pandoras Box high-quality servers feature the most powerful render-engine, provide real-time compositing in 3D and allow for projection onto any shape or surface.

"From a technical level, one thing worth mentioning is that Christie Pandoras Box actually drove the entire live show, not just video projection," continues Gazzillo. "It drove the video content, PIP'ed in the live feed, ran the time code for the rest of the show as well as all 12 audio channels. So it was more than just the video playback aspect."

## Win-win-win

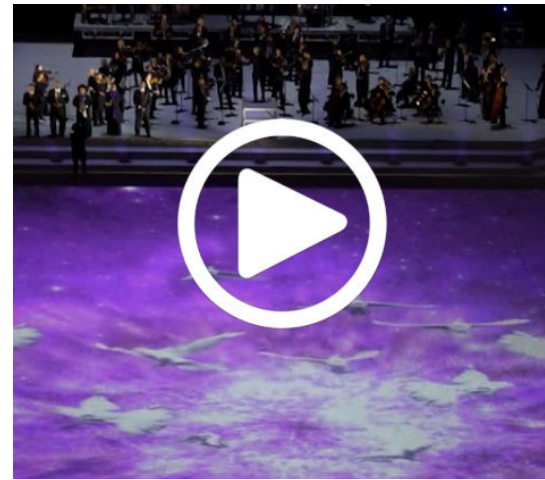
Not only did the Vikings win against the Packers that night, but the half-time show honoring Prince was a resounding success.

"We talked to Minnesota Vikings folks who shared a lot of great feedback," enthuses Gazzillo.

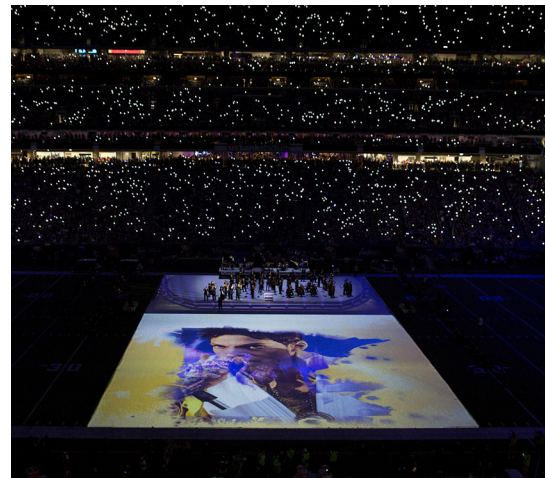
And Rolling Stone magazine referred to the headline-making Prince-tribute half-time show as "the most memorable moment of the night".

## Contact Christie

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



▲ [Watch The Famous Group's video of the Vikings' half-time tribute to Prince \(3:55\)](#)



▲ A closer look at the projection mapping show covering 15,000 square feet of the stadium field

Photo credit: Quince Imaging

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