

# Moravian College

## Christie display solutions seamlessly blend into new Health Sciences Center



▲ On September 21, 2017, Moravian College dedicated the new Sally Breidegam Miksiewicz Center for Health Sciences, named in honor of the Moravian graduate and former Board of Trustees member who died tragically in 2014.

## Next-level laser phosphor projection

"I'll start from the top. In the spring of 2015, our college president identified the need to expand in Health Sciences because our nursing and health programs were bursting at the seams. We needed to get ahead of the demand," shares Craig Underwood, Director of Media Services, Moravian College. "We started planning a new building in 2015, broke ground in May 2016, and completed the project in July 2017, in time for the fall semester."

### Seamlessly blended solutions

"When Moravian College approached us, it was early enough that our design team was able to sit down with the architect, construction personnel, and the college," explains Mike Morgan, general manager, Advanced AV. "We were able to listen to their needs, then research cutting-edge products that would exceed their expectations. And meeting early with the architect meant getting the right infrastructure in place to ensure our technology solutions blended seamlessly within the new building."

"We knew that in a lot of the classrooms we'd not only be showing presentations but high-resolution graphics," Underwood explains. "Any new projection systems would need to recreate a high level of detail and provide great color, accuracy and contrast. We needed to kick our projection capabilities up to the next level, beyond what we offer in other buildings on campus."

### Lampless or lamp-based?

The college wanted lower-maintenance AV, so was considering lampless projection. But Underwood was concerned about color rendition, having been unimpressed by other manufacturers' first-generation lampless projectors. "Let's just say my expectations weren't high," he says, laughing.

Underwood recalls his reaction when Advanced AV suggested Christie laser phosphor: "I remember opening up the Christie demo projector. I pulled it out of the box, put it on a test screen, and was immediately blown away," Underwood

### Customer

Moravian College

### Location

Bethlehem, PA

### Industry/Market

Education

### Partner

Advanced AV

### Requirements

Projection solution:

- Lower maintenance
- Eliminate recurring lamp costs
- High resolution
- Great color, accuracy and contrast

LCD display solution:

- Ultra-narrow bezel
- High-resolution
- Extremely accurate color
- Large size

### Summary

When Moravian College needed cutting-edge display solutions for their new Health Sciences Center, Advanced AV turned to Christie for laser phosphor projection and ultra-narrow bezel LCD panels

### Products

- Christie DHD599-GS Series laser phosphor projectors (11)
- Christie Ultra Series FHD552-X 55" HD LCD panels (2)

### Results:

Christie display solutions are seamlessly blended into the new Sally Breidegam Miksiewicz Center for Health Sciences, with great feedback from faculty, students and the local medical community

shares. "I couldn't believe I was looking at lampless projection. I knew right away this was the solution for our new building. The color accuracy was phenomenal. The image quality was amazing. And lampless means a lot less work for our small AV team. Christie laser phosphor exceeded my expectations beyond what I would even expect from lamp-based projection."

"We were very confident presenting Christie laser phosphor for several reasons," explains Morgan. "We wanted to minimize the cost associated with lamp-based projection—and give their AV team a break from running around changing lamps—because we're talking about 11 new systems. We knew Christie laser phosphor would provide the high-resolution projection the college required. And we felt very confident in Christie's service, knowing we'd not only be supported during installation but that Moravian will continue to be supported if they need it."

### The Christie projection solution

Eleven Christie GS Series laser phosphor projectors are located throughout the new building, with 3 in the Informatics Lab, where they're extensively used.

"The brightness of the projectors means they can leave more lights on in the lab without ambient light washing things out," says Underwood. "The Informatics Lab is extremely happy about that."

### The Virtual Cadaver Lab

"The Virtual Cadaver Lab is not only unique to the college but to the entire Lehigh Valley," explains Underwood. "So we wanted to create a showpiece for the building."

The lab features a high-tech virtual dissection table comprised of two 16 x 9 displays positioned end-to-end, with an

infrared touch screen overlay that allows students to manipulate virtual cadavers as they explore all aspects of human anatomy.

But since only a few students can fit around the dissection table at a time, the college needed a solution that would allow the experience to be shared with everyone in the lab.

### The Christie LCD solution

Advanced AV knew they'd need an extremely color-accurate, large-size supplemental display, so they mounted 2 Christie ultra-narrow bezel LCD panels end-to-end on a wall of the lab. Now, everyone in the room can observe what's happening on the table, in great color and detail.

### The response?

"The students love it all," enthuses Underwood. "And from an AV management standpoint, I really haven't had any issues. The only problem? Nursing faculty used to the new Christie projectors go into the old classrooms and complain, 'Why does it take so long for the projectors to warm up?' They're spoiled by the start-up speed of the new Christie projectors."

"People see the new Health Sciences Center as a 'marquee' building, not just on campus, but within the medical community," says Morgan. "Everyone is just really blown away by the technology."

Craig agrees, adding, "People are floored. You can tell they really love what they see of the building through the technology."

### Contact Christie

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



▲ As nursing students gather around the virtual cadaver table, 2 wall-mounted Christie LCD panels allow the rest of the class to see what's happening



▲ Just 1 of 11 Christie laser phosphor projectors hard at work in Moravian College's new Health Sciences Center

Photo credits: Attic Fire Photography

#### Corporate offices

Christie Digital Systems USA, Inc.  
Cypress  
ph: 714 236 8610  
Christie Digital Systems Canada Inc.  
Kitchener  
ph: 519 744 8005

#### Worldwide offices

Australia  
ph: +61 (0) 7 3624 4888  
Brazil  
ph: +55 (11) 2548 4753  
China (Beijing)  
ph: +86 10 6561 0240  
China (Shanghai)  
ph: +86 21 6278 7708  
Columbia  
ph: +57 (318) 447 3179  
Eastern Europe  
ph: +36 (0) 1 47 48 138

France  
ph: +33 (0) 1 41 21 44 04  
Germany (Cologne)  
ph: +49 221 99 512-0  
Germany (Moechengladbach)  
ph: +49 2161 566200  
India  
ph: +91 (080) 6708 9999  
Japan  
ph: +81 3 3599 7481  
Mexico  
ph: +52 55 4744 1790

Republic of South Africa  
ph: +27 11 251 0000  
Singapore  
ph: +65 6877 8737  
South Korea  
ph: +82 2 702 1601  
Spain  
ph: +34 91 633 9990  
United Arab Emirates  
ph: +971 (0) 4 503 6800  
United Kingdom  
ph: +44 (0) 118 977 8000

United States (Arizona)  
ph: 602 943 5700  
United States (New York)  
ph: 646 779 2014

#### Independent sales consultant offices

Italy  
ph: +39 (0) 2 9902 1161  
Russia  
ph: +7 (495) 930 8961



ISO 9001  
ISO 14001  
Wilmetts, Ontario

For the most current specification information, please visit [www.christiedigital.com](http://www.christiedigital.com)