

McCann Systems

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NHL Store Powered by Reebok

Dazzling technology-fueled displays bring hockey to life

Originally hired as audio visual consultants for the build-out of the corporate offices on the 11th through 15th floor, McCann Systems was ultimately selected as a consultant for the store. As consultants, McCann Systems worked on the design concept with the architects and planners and subsequently were commissioned to do the audio visual integration of this street level retail store.

Here are some of the impressive audio visual technologies McCann Systems integrated:

A 15' high x 6' wide LED video wall above the main entrance highlights images of NHL players and products. Located at the front of the store, in full view of sixth avenue foot and vehicle traffic, this LED "signage" demands attention. In addition, LED zippers scroll data across the exterior of the store. Both act to attract and invite passersby to enjoy the unique retail destination

A floating hockey stick sculpture, made from 400 sticks, floats over the cash desk and is intertwined with McCann integrated flat panel monitors. This remarkable melding of art and technology produces a dazzling exhibit.

Creating an ever changing display, three wall areas use programmable Gobo fixtures to highlight NHL team logos, as

well as Reebok, XM and Starbuck icons.

There are two interactive gaming kiosks allowing visitors to play the newest NHL video games. A third kiosk serves as an NHL and Reebok e-commerce site.

A high-end, full-range audio system supplies the audio that accompanies a high definition Christie projector. The high definition projector, projects onto a 220" motorized screen that hangs in front of the XM broadcast booth. Christie's High definition projector, projects live feeds from any of the games. It also is used for ceremonies, announcements, and other pre-programmed events.

Broadcast interconnectivity... McCann Systems can handle it

A critical integration component is the audio visual connectivity between the NHL store and its broadcast facility on the 13th floor. An audio visual connectivity panel, camera and microphone allow for in-store player interviews to be transmitted to the NHL studio upstairs for broadcast on their satellite channel. Likewise, a live game could be piped down to the store for viewing by customers.

Dataton's Watchout compositing and production tool runs synchronized video. A Medialon show management system is utilized for on-off scheduling of area programs as well as for ad hoc, event based activities like a live hockey game, player interviews or a product launch.

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