

McCann Systems

AUDIO VISUAL SYSTEMS DESIGN AND INTEGRATION



Barclays Sales Center | New York, New York

Audio Visual expertise creates a virtual reality for the Nets.

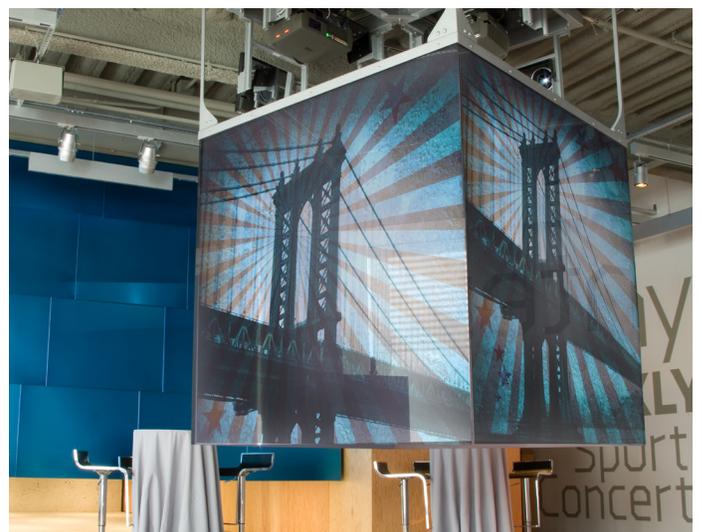
How do you sell corporate suites at the proposed Barclays Center, when the arena hasn't been built yet? The Nets solved that problem by asking McCann Systems to integrate an audio visual environment that brings the arena and skyboxes to life in the Barclays Sales Center. This allows potential buyers to easily visualize how events will look from any suite location.

In the reception area, two flat panel monitors display customized welcome messages for each prospective client. In the adjacent Gallery Area, a breathtaking 6' video cube welcomes potential skybox buyers. Four projectors, suspended above the cube in a custom frame, mirror mounting assembly, are connected to dedicated Watchout PC that generate images. The presenter can recall pre-produced video clips that discuss various aspects of the Barclay Center.

From the Gallery, visitors walk up a ramp to a impressive, 500 sq. ft. replica of one of the 118 luxury skybox suites. Two, 50" plasma monitors and a 26" flat panel monitor display all available sources.

Before prospects buy, they have to decide which of the arena's skyboxes will suit them. To help them make that decision, McCann integrated an interactive audio visual experience that simulates what various sporting and concert events will look like from diverse suite locations.

McCann's audio visual specialists installed a 10' x 39' curved screen in front of the seats and used four Christie, edge-blended projectors to simulate the view. Sales personnel use an IBM Web Tablet to bring up any of 40 sight line views offered from the skyboxes. Now, prospects can make their location choice based on actual views from any of the 118 suites that wrap the arena on two levels. As the arena will be used for concerts as well as sporting events, views of each type of event are programmed for viewing.



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