

University of Waterloo Stratford Campus

Case study



▲ 150 Christie MicroTiles form the stunning centerpiece of the University of Waterloo Stratford Campus' atrium.

A stunning Christie MicroTiles display

When the University of Waterloo broke ground on their brand new Stratford Campus, they knew they wanted the finished product to make a bold statement. That's where Christie® MicroTiles® came in — 150 of them to be exact — forming the stunning centerpiece of the Stratford Campus' atrium in a three-story-high digital video wall. This high-resolution Christie MicroTiles lobby display wall serves as a showcase for student content, highlighting creative accomplishments and providing a unique canvas for digital media research.

The new University of Waterloo Stratford Campus brings together technology, business and art, with a focus on advanced education in the rapidly growing field of digital media. Working with Christie, they've applied innovative visual solutions to meet the needs of this one-of-a-kind campus. With several Christie products installed throughout the building, the Stratford Campus looks to unleash the creative minds of their students

and establish an atmosphere that helps to drive new ideas for commercialization.

"It's a jaw-dropper. When people enter the lobby and see the wall, it's lovely to see their reactions. And when you drive by, we actually have traffic slow down to see what's happening on the wall."

Ginny Dybenko
Executive Director, University of Waterloo
Stratford Campus

Creating and building the Christie MicroTiles lobby display wall proved to be a huge undertaking that would bring together several ProAV experts from various contractors to ensure a smooth installation. One special consideration was the design and fabrication of a precise steel structure and bracket that was secured to the building's foundation to attain a perfectly seamless display wall able to support the weight of the Christie MicroTiles over three stories.

Customer:

University of Waterloo Stratford Campus

Location:

Stratford, ON, Canada

Industry/Market:

Education/Digital Signage

Requirements:

- Large-scale, high-resolution, digital signage technology
- Seamless design
- Outstanding customer support

Summary:

150 Christie MicroTiles form the stunning centerpiece of the University of Waterloo Stratford Campus' atrium in a three-story-high digital video wall. This high-resolution Christie MicroTiles lobby display wall is a showcase for student content and provides a unique canvas for digital media research.

Products:

- 150 Christie MicroTiles
- 1 Christie Media Management System
- 1 Christie Spyder X20 1608 video processor
- Christie JumpStart software
- 4 Christie FHD551-X HD LCD 55" flat panels in a Personal Immersive Environment (PIE)
- 6 Christie LWU505, 3LCD projectors
- 1 Christie LW401 portable projector

Results:

At an impressive 30-feet high by 6.5-feet wide, the digital video wall at the Stratford Campus is the tallest installation of Christie MicroTiles in the world, and is truly something to marvel at.

Executive Director of the University of Waterloo Stratford Campus, Ginny Dybenko says, "working with Christie, with the high level of support and service and their commitment to the project, we're thrilled with what we've been able to create here for the campus."

At an impressive 30-feet high by 6.5-feet wide, the resulting digital video wall at the Stratford Campus is the tallest installation of Christie MicroTiles in the world, and is truly something to marvel at. "It's a jaw-dropper," says Dybenko, "when people enter the lobby and see the wall, it's lovely to see their reactions. And when you drive by, we actually have traffic slow down to see what's happening on the wall.... The community is really fascinated by it and the students are excited about being able to create content that they'll be able to display on the wall."

To ensure that the University's vision could be technologically achieved, Christie also designed a custom media management system using a Christie Spyder X20 video processor and Christie JumpStart content management software to meet the University's unique content needs. Four Christie FHD551-X HD LCD 55" flat panels in a Personal Immersive Environment (PIE) were also installed in a control room, housed behind the digital video wall. Arranged in a four-panel portrait mode, the PIE offers a roughly 90 degree field of view (FOV) and is used to monitor and program the content featured on the digital wall.

Several additional Christie products round out the technology mix on campus including six Christie LWU505, 3LCD projectors and the portable Christie LW401 projector. Christie products are helping take the Stratford Campus to the next level of digital

innovation, something not lost on Dybenko. "We feel very fortunate to have one of the industry leaders in this sector, Christie, right in our own backyard. When the opportunity came to us to utilize their technologies, and to provide that type of digital canvas for our students as a research and development tool, we were eager to join in a partnership with Christie to make it happen."

Contact Christie

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



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