

PROJECT PROFILE



Northland Church

A Church Distributed in Longwood, Florida

Electrosonic was the AV designer and integrator for the new sanctuary at Northland, A Church Distributed in Longwood, Florida as it moved from a converted skating rink seating about 1,200 parishioners to a purpose-built sanctuary seating 3,000 and boasting classrooms for adults and children, a day-care center, cafe, bookstore and offices. A non-denominational distributed church; Northland streams its services online and coordinates with services held at other locations in Florida and across the globe.

Electrosonic project manager, Tim Wilson, calls the AV integration of the 160,000 square-foot facility “a mammoth audio-visual integration job. In addition to the new equipment we provided, Northland brought half as much gear from their former location. With so many components, the level of complexity in bringing it all together was quite a challenge.”

Electrosonic had to integrate all the equipment while Northland maintained services at its old location. During the initial stages of the project, existing gear was brought in to test then taken back to enable the continuation of their services.



A 75 feet wide rear-projection screen located at the back of the stage displays ambient and scenic images as well as song lyrics. It is flanked by two drop-down screens at mid-stage, which often display live-camera IMAG feeds of the services. Six Christie Digital DS+8K projectors were used: four edge-blended for the rear projection screen and two for the drop-down screens. A Barco Folsom HD video control board handles big-screen sources, including HD cameras, DVD players and computers, which generate text for lyrics.

Northland’s primary edict was to make the new sanctuary’s audio the best it could be. To that end, Electrosonic designed and installed Meyer Sound’s new Constellation electro acoustical architecture, a turnkey system centered on the company’s VRAS (Variable Room Acoustical System)



technology that gives venues the flexibility to alter their acoustics instantly and meet the needs of multiple usages.

A large broadcast control area is situated stage right in the corner of the new building. The front of house lighting and audio mixing station is in the back of the sanctuary much like it would be in a theater.

Northland is linked by fiber optic cable to other offsite locations where services may also be held or where musicians and singers may be performing remotely. AMX touch screen panels were installed in Northland's classrooms to control the volume of audio from the sanctuary or from

background music sources; combo TV/VCR/DVD units offer video live from the sanctuary or from other sources.

WOW!Works in Clermont, Florida and its CEO Bettina Buckley supervised and managed the vendors and general contractor for Northland during the project. "Electrosonic did more than just support us in design and integration of this project," comments Buckley. "They really worked with us as a partner from the beginning. Northland is very visionary in their thinking and it was a huge asset to have Electrosonic there to grasp and execute that vision."