

# PROJECT PROFILE



## The Hall at Patriot Place

### NFL's New England Patriots Score a New Fan Venue and Hall of Fame

Fans of the NFL's New England Patriots are cheering the new Hall at Patriot Place, a unique sports and educational experience showcasing the history of the football franchise and housing its Hall of Fame. The venue, adjacent to Gillette Stadium in Foxborough, Massachusetts, features a dazzling array of interactive and immersive multimedia exhibits and artifacts whose audio and control systems were engineered, installed and supplied by Electrosonic.

Visitors to the 36,000-square foot Hall at Patriot Place are entertained and educated by a host of interactive exhibits where they discover how plays in the playbook are designed from Patriots Head Coach Bill Belichick and make the call on an instant replay. In addition, fans are treated to a variety of big-screen video content. All of these attractions make extensive use of interactive and display technology furnished by Electrosonic.



"It was fascinating to watch how our Electrosonic team customized the technical systems to meet the creative needs of Cortina Productions which produced and encoded all the interactive and projected-video content," notes project manager Gary Barnes. "The results were incredible. The Hall at Patriot Place is just a phenomenal place."

The Hall is packed with exhibits and attractions designed by Cambridge Seven Associates. They delight fans of all ages. In the Raytheon Theater, named for the Hall's presenting partner, Electrosonic supplied three Christie DS+650 1-chip DLP 6500 lumen projectors which display a 15-minute film on the Patriots' history on a 48-foot wide panoramic movie screen; edge blending is achieved via Christie Twist.



Electrosonic's ESCAN control software is the venue's master show control system. It talks to three Crestron CP2E systems with Ethernet capabilities to control the projectors, interactive kiosks and every exhibit. Three HP 24-port Ethernet switchers are deployed for the internal network.

A large complement of Christie projectors, lenses and mounts also feed projection screens in the third-floor Grand Hall, kiosk attractions on the second and third floors, and the geodesic dome-shaped Snow Game exhibit where one projector displays footage from the team's celebrated gameplay during a heavy snowfall while two other projectors handle snow effects.

A number of exhibits feature Acroname proximity-range sensors with serial control, which trigger audio effects. When visitors leave the elevator on the third floor and enter a tunnel, reminiscent of the tunnel in Gillette Stadium, a sensor triggers an audio track of cheering fans as the Patriots prepare to take the field. Other sensors trigger players' voices in mannequins as they call a play in a huddle, launch snow-removal sounds in Snow Game, and bid the fans farewell as they leave the We Are All Patriots exhibit. For the tunnel audio Electrosonic supplied four JBL 6.5-inch, 2-way ceiling-mounted speakers, two more wall-mounted units, and a pair of 8-inch ceiling-mounted subs.

Electrosonic provided a 48-channel Richmond Sound Design SoundMan-Server Virtual Sound System for audio routing from the equipment room. A scalable audio routing, playback and

processing solution, SoundMan emulates and replaces traditional commercial/professional sound systems of all types and sizes. Remotely and locally controllable and programmable, it's suitable to any installation requiring the interconnection and overall control of high-quality sound.

Electrosonic also supplied a wide range of touchscreens for various exhibits. Fourteen AIS Pro 32-inch and one 42-inch LCD touchscreens are deployed in the Fan's Room and Building Blocks and Raytheon exhibits as well as for changing displays and the Patriots Hall of Fame. The kiosks in the Hall of Fame trigger 30-foot high video Magink pylons whose digital displays highlight the careers of each Hall of Famer via video, still images and text information. Five Richardson Electronics 24-inch LCD touchscreens and a pair of Digitpro 19-inch LCD touchscreens are also featured in the venue.

The major interactive content is powered via a Dell media server, 21 computer systems and three Dell power graphics systems. Four Panasonic Blu-ray disk players source content for the Fan's Room, the Cradle of Football exhibit and in the Raytheon Theater and Media Lab for presentations.

"The Kraft Group, our client for the Hall at Patriots Place, is one of the finest groups I've ever had the pleasure to work with," reports Gary Barnes. "They had great vision and high expectations. And they dealt with us as if we were members of their family."