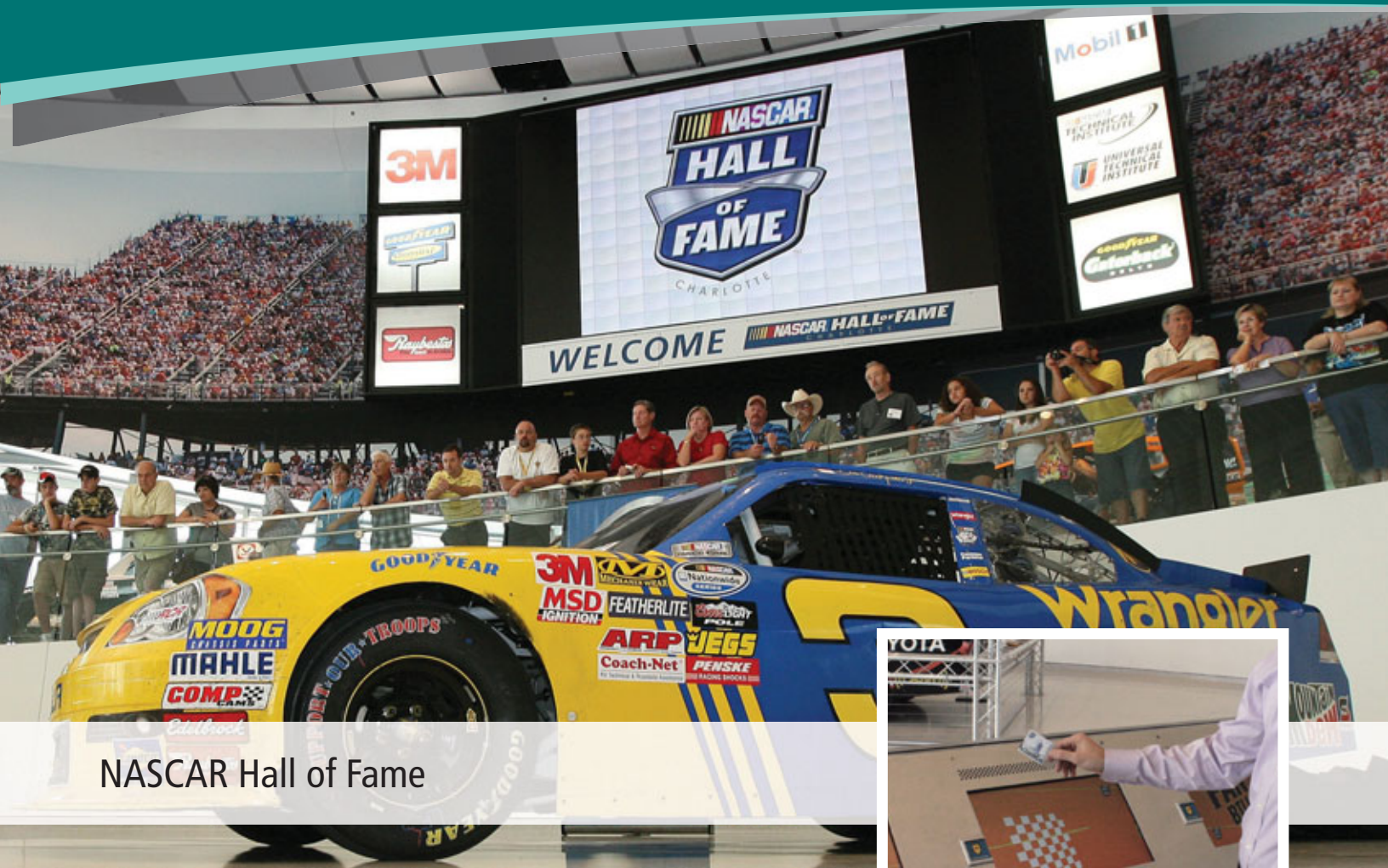


PROJECT PROFILE



NASCAR Hall of Fame



The hard card with RFID technology

Electrosonic Brings the Excitement of NASCAR to Life with AV Technology

The 150,000 square-foot NASCAR Hall of Fame in Charlotte, North Carolina celebrates the history and excitement of racing by honoring the legends of NASCAR. Electrosonic worked together with the project team led by exhibit designers Ralph Appelbaum Associates to create an engaging and cutting-edge audio-visual experience. The audio-visual elements include touchscreen interactive exhibits, the Hall of Honor, the 278-seat Belk High Octane Theater, directional speaker systems, and giant interior and exterior video displays.

Upon entry, visitors are provided a hard card designed by Electrosonic that is equipped with RFID technology.

Each hard card can be inserted into numerous stations throughout the museum to allow visitors to create user profiles, compare interactive game scores with other guests, and keep track of the exhibits they have visited.

The Belk High Octane Theater features an intense 12-minute video projected onto a curved 64-foot wide screen. To capture the frenetic energy of a NASCAR race, Electrosonic installed three DLP projectors into the system and reinforced the immersive video with more than 10,000 watts of sound, allowing footage of cars rumbling from one end of the screen to the other to come to life.



Belk High Octane Theater

The interactive exhibits allow visitors to partake in NASCAR activities, such as changing tires, and provide fun games for guests to learn more about NASCAR. The Media Broadcast Area allows guests to broadcast races live through touch screens, headsets, monitors and consoles. In Period Milestones, guests experience a bit of NASCAR history by answering trivia questions through touchscreen interactive stations. To eliminate excessive noise overlaps between the interactive exhibits, Electrosonic installed directional audio systems with narrowly focused speakers that keep noise bleed to a minimum.

The Great Hall exhibit features a 14x18 foot Fan Billboard composed of 252 high-resolution Christie MicroTiles displaying live race videos and interactive media. As visitors walk up Glory Road, they are faced with an

array of video displays that enhance the multitude of historic cars on display. The road ultimately leads to the Hall of Honor where Electrosonic installed a 16-channel projection system to enhance the exhibit where Hall of Fame inductees are enshrined.

For any fan of racing, the NASCAR Hall of Fame is a site of excitement, respect and appreciation for the history of the sport. Through the complementary audio-visual and interactive elements integrated into the presentation, NASCAR devotees can immerse themselves and get closer to the action in a way that was never before possible.

The NASCAR Hall of Fame is owned by the City of Charlotte, licensed by NASCAR and operated by the Charlotte Regional Visitors Authority.

Interactive Car



Gaining Speed Exhibit

