

Grand Hyatt Singapore

Case Study



Christie's world class projection mapping solutions in Grand Ballroom gives guests total control over visual effects

Grand Hyatt Singapore, part of the Hyatt Hotels Corporation, recently installed six units of Christie Roadster HD20K-J projectors in its Grand Ballroom. Situated right in the bustling shopping district in Singapore, the five-star hotel is the first of its kind in the country to house a truly immersive projection system in its ballrooms.

Projection mapping for events and parties in ballrooms are quickly gaining popularity in the hospitality and entertainment business as hotels seek to provide guests with a totally different experience. The flexibility and control over content and visuals is limitless – organizers are able to tailor their visual effects to their liking without being hindered by the constraints of the room as well as technology.

"From observations, there is a definite increase in demand for creative and

innovative projection solutions in the industry. We have been planning to integrate a projection mapping system into our ballrooms for some time now, but the tricky part is finding the right partner and manufacturer who understands what we want and can deliver," said Jerome Pagnier, Assistant Director, Food & Beverage, Grand Hyatt Singapore.

"We wanted a solution where we can provide our guests a highly adaptable environment where they are able to create a myriad of different moving or static backdrops without spending thousands to build one", he added.

Prior to the refurbishment of its event venues, Grand Hyatt Singapore consulted New York-based AV consultant, Shen Milsom & Wilke (SMW), for their expertise and insights on the deployment and installation.

Customer:
Grand Hyatt Singapore

Location:
Singapore

Industry/Market:
Hospitality, Events and Entertainment

Requirements:

- Superior projection mapping quality
- Rich, dynamic and detailed imaging
- High flexibility and efficiency

Summary:
Vistron Pte Ltd was engaged by Grand Hyatt Singapore to install, test and commission the latest immersive projection technology in its Grand Ballroom. A total of six Christie Roadster HD20K-J projectors were deployed in this installation.

Products:

- Christie Brio Enterprise
- Christie Spyder X20
- Christie Roadster HD20K-J
- Christie Jumpstart

Results:
As part of its upgrading, Grand Hyatt Singapore wanted an innovative audio visual solution for its guests. Christie's visual solutions, along with Vistron Pte Ltd's expertise, were able to deliver beyond expectations and Grand Hyatt Singapore is very pleased with the end result.



SMW's recommendations, which included engaging Vistron Pte Ltd, Christie's valued partner in Singapore, to supply, install and train the in-house staff, was wholly accepted by Grand Hyatt Singapore. Grand Hyatt Singapore's in-house AV team, along with the technical staff from Christie Singapore and Vistron, spent days deep in discussion on the execution of the project.

One of the challenges Vistron faced during the installation was the need for the projectors to be in white to blend in with the color of the ballrooms. "As the projector came in black, we had to think how we can effectively let it blend in without compromising performance and safety. A simple coating of the projector in white will not do, as it affects the temperature and performance as well," said Lee Chiew Leng, General Manager, Vistron.

After much experimentation, Vistron was able to address the issue by taking a leaf out of what automobile mechanics term 'vehicle body wraps'. "The material we chose to wrap around the projector was able to withstand high temperatures and

it allowed the projector to perform at its optimal level," said Lee.

"With the numerous brainstorming sessions with the teams from Grand Hyatt Singapore and Christie Singapore, we were able to resolve most of the challenges we foresaw and are pleased with how the installation turned out. We are very excited for patrons, guests and customers of Grand Hyatt Singapore when they find out about the newly refurbished Grand Ballroom," he added.

The six Christie Roadster HD20K-J projectors are supported by the Christie Jumpstart content management software, Christie Brio Enterprise collaborative solution and a Christie Spyder X20 video processor. With the help of a Portrait Display Adaptor, images are projected at a 90-degree angle to a 19.5m x 4m height per wall in the divisible ballroom.

The critically-acclaimed Christie Roadster HD20K-J is fitted with high-quality Intelligent Lens System technology and combines the benefits of Xenon illumination to bring viewers the most natural color accuracy, performance stability and flexibility.



The inclusion of the Christie AutoStack software greatly reduced the installation time as alignment, calibration and blending of images from the projectors were automated. The software will shorten the downtime from future lamp replacements too.

After the installation, Vistron conducted a demonstration where Grand Hyatt Singapore's management as well as its sales and marketing team were present to see what the refurbished ballrooms were capable of. Lee said, "needless to say, everyone was very impressed by the high quality, flexible and innovative solution on offer."

This successful installation gave Vistron a huge boost in confidence. "This project is our first large-scale deployment to date. Given the short timeline and high requirements, we had to work around creatively to meet them. Credit must be given to our dedicated team who pulled extra hours to ensure that we were able to successfully conclude this project on time. This installation has been an invaluable experience, and we are even more impressed by Christie's products as a result," said Lee.



Since its reopening, Grand Hyatt Singapore's patrons were full of praise for the newly refurbished Grand Ballroom as well. "We received wonderful feedback from our guests who praised our new offerings. Our guests are able to seamlessly project high-resolution, themed-based panoramic displays and backgrounds for a truly immersive environment. The fact that the ballrooms support wireless presentations and streaming videos as well pleased them to no end. We are delighted to be able to offer such flexible, cost-effective and innovative all-in-one solution for our events," said Pagnier.

Pagnier also said that the high levels of expertise and competence demonstrated by Vistron was key in ensuring the success of the project. "The proficiency and creativity of the Vistron staff, coupled

with Christie's innovative solutions, resulted in a seamless deployment. The recommended Christie solutions deliver beyond expectations, the installation was completed in good time and our in-house AV team is well-trained. We could not have asked for a better partner," he added.

Lin Yu, vice-president, Christie Asia Pacific said, "We are honored and pleased to be selected for Grand Hyatt Singapore's refurbishment project. Equally pleasing was our partnership with Vistron, who again demonstrated high levels of expertise in the planning and integration of innovative solutions."

"This installation is a true testament to our world-class technologies, and we will continue to deliver quality, innovative solutions and cutting-edge advancements," she added.



▲ Christie Roadster HD20K-J 3DLP projector



▲ Christie Spyder X20



▲ Christie Brio Enterprise

Contact Christie

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