

# The Star Performing Arts Centre

## Case Study



## Projecting the right image for The Star Performing Arts Centre

As Singapore grows more sophisticated and cultured, local music, art and film lovers – and even event planners – are spoiled for choice. Whether it is a stage play, musical, a highly charged seminar, or even a concert by international artists, there is a variety of venue options to choose from.

One such venue where you can experience the arts and a full range of events is The Star Performing Arts Centre. The main highlight of the venue is “The Star Theatre” - Singapore’s first 5,000 seat performing arts center.

“We wanted to maximize our spaces as we typically receive requests for a complete gamut of events”, said Daniel Loh, technical director, The Star Performing Arts Centre. “We provide spaces for performances, seminars, and most recently, even a graduation!”

If you had ever watched a concert or a performance at The Star Performing Arts Centre, you will be amazed at its high-end audio, video and production lighting systems that create an exceptional audiovisual experience. It has boasted performances and concerts from both A and B-list singers and celebrities – its theatre is in a league of its own.

To ensure the highest quality of projections, The Star Performing Arts Centre chose and installed Christie® 1-chip and 3-chip projectors for its venues, which were supplied by Christie’s valued partner Electro-Acoustics Systems Pte Ltd. These include the Christie Roadster HD20K-J and HD10K-M 3DLP projectors for large spaces, as well as the DHD800 and DHD670-E 1DLP® projectors for smaller ones.

### Customer:

The Star Performing Arts Centre

### Location:

Singapore

### Industry/Market:

Large venue

### Partners:

Electro-Acoustics Systems Pte Ltd

### Requirements:

- High reliability
- Rich, dynamic and detailed imaging
- High flexibility and efficiency

### Summary:

After a critical evaluation of similar products in the audiovisual market, The Star Performing Arts Centre decided to purchase Christie visual solutions to help them achieve high levels of performance and reliability.

### Products:

- Christie Roadster HD20K-J
- Christie Autostack
- Christie HD10K-M
- Christie DHD800
- Christie DHD670-E

### Results:

Christie’s solutions enabled The Star Performing Arts Centre to achieve versatility in the type of events it can hold and reliability in the quality of visual solutions it can showcase.

Christie's DHD800 and DHD670-E, 1DLP projectors are used in the smaller areas at The Star Performing Arts Centre such as The Star Gallery which can be partitioned into five smaller rooms when needed. The Christie DHD800 projector features the latest in DLP technology including Brilliant Color™, making it ideal for occasions where content has to be projected for a longer period of time.

The Christie DHD670-E provides exceptional brightness and image quality. This 1DLP projector offers native HD resolution – making it compatible with most computers and video sources. It also has PiP/PbP capabilities, making it easy to show multiple windows with different content and video conferencing in presentations. This makes it especially conducive for smaller seminars and presentations.

Ensuring client satisfaction and managing demands are also crucial for The Star Performing Arts Centre, and having the right equipment helps ease that process. The visuals needed to be spectacular, vivid and most importantly, bright enough to create an impact.

“Clients always ask if the projector would be bright enough.

When they see it for themselves, they are more than happy with the performance of Christie's Roadster HD20K-J projectors,” enthused Loh.

The Christie HD20K-J projector has been tried and tested by many experienced technical teams around the world. The new Christie J series platform has embedded Christie Twist™ and upgraded their existing xenon 3DLP platform so that creating visually compelling displays will not be a problem. The projector, which has a brightness of 20,000 lumens, is fitted with the broadest range of high quality lenses, all with Intelligent Lenses System™ capabilities. Its quality and reliability were also proven when used for projection mapping at the recent Southeast Asian sporting event in Singapore.

Turnaround time for events differentiates one venue operator from another. Loh knew they needed to be a cut above the rest.

“So far the Christie projectors have given us good performance and are reliable. That enabled us to meet our client's needs without having to change our equipment or trying to find other solutions. As venue operators, there needs to be zero downtime for equipment,” said Loh.





This was also a reason why Loh was appreciative of the suggestion to purchase Christie's AutoStack solution which was able to accurately blend and stack multiple projectors in approximately one and a half minutes per projector. This has shortened operational time of setting up where previously it could have taken more work hours to do so. The user interface also allows Loh to test how his content will play out on the big screen as well as solved his challenge of aligning the projectors.

The installation did prove to have some challenges as it was done during the construction of the Centre itself. The construction installation schedule was very tight; pressure to complete it was enormous, the possibility of dust entering the projectors as well as the alignment issue were not easy issues to solve. However with the ruggedness of the Christie Roadster series, the professional

support and expertise rendered by Christie and its systems integrator, The Star Performing Arts Centre managed to overcome these obstacles.

The versatility, quality and reliability of the Christie projectors proved to be a star in its own right, not only fulfilling the technical requirements but solving operational issues.

"I think that the positive experience working with the Christie's local team, and knowing the quality of their product's technical performance give us the confidence to choose Christie Projectors again," added Loh.

A standing ovation indeed.

#### Contact Christie

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



▲ Christie Roadster HD20K-J 3DLP projector



▲ Christie HD10K-M 3DLP projector



▲ Christie DHD800 1DLP projector



▲ Christie DHD670-E 1DLP projector

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