

# University of Florida Gators

Gators fuel higher energy levels with on-court projection mapping



▲ Virtual alligators, dozens of NCAA and SEC championship banners, athlete photos and stats are projection-mapped on the court.

## Gators use projection mapping to wow fans

When the lights go down for the pre-game introductions in the University of Florida's Exactech Arena at the Stephen O'Connell Center, Gator fans are treated to a show unlike any other in college sports.

As an NCAA powerhouse in basketball, volleyball and gymnastics, the UF Gators wanted to enhance the fan experience and create even more excitement before games. They're doing this with on-court projection mapping that brings fans and student-athletes a unique and energizing experience featuring virtual alligators, dozens of NCAA and Southeast Conference (SEC) championship banners, athlete photos and stats.

"The Florida Gators installed this new system not so much to promote themselves, but more to entertain their amazing fan base. They have such a huge following for volleyball and gymnastics as well as basketball," says Eric Gazzillo, display designer, Quince Imaging. "We wanted to have as many of the future-proofed tools, scalability and redundancies of a

professional sports system as possible but within the competitive price range of a university."

To make this happen, the Gators teamed up with long-time trusted partners, Quince Imaging.

"The big thing for us was not just managing the effects, but implementing a system that will last," says Gazzillo. "A system that will get UF what they want in terms of maintenance and operation, knowing that there's a difference in the operational requirements of a pro sports and a collegiate venues."

That difference involved designing a system that not only wows fans but does it with fewer staff dedicated to managing it. And for the Gators, it meant designing a system that meets the needs of an arena that is used for more than one sport.

### The Christie solution

To ensure the projection mapping system would work across the playing surfaces of

#### Customer:

University of Florida Gators

#### Location:

Gainesville, FL

#### Industry/Market:

Sports

Entertainment

Education

Live Events

#### Partners:

Quince Imaging

#### Requirements:

A projection system that is:

- Long lasting and easy to maintain and operate
- Future proofed for easy upgrades
- Flexible to accommodate different teams and court sizes

#### Summary:

The University of Florida Gators and Quince Imaging teamed up to create on-court projection mapping display for volleyball, basketball and gymnastics.

#### Products:

- Christie Boxer 2K30 (4)
- Christie Pandoras Box Manager

#### Results:

The pre-game introductions bring a new level of energy to the arena for both student-athletes and fans.

four different sports within the same arena, Quince installed four Christie® Boxer 2K30 3DLP® projectors and Christie Pandoras Box Manager.

With two projectors on either side of center court, the four Boxer projectors blend their content into one seamless image. Gazzillo says they chose Boxer not only for its brightness but even more so for its low maintenance and built-in 6-lamp per unit redundancy. And with one of the most advanced web GUIs available, Gazzillo explains that the Gators are able to monitor and remotely maintain intake temperature, lamp hours and lamp strength.

“Having increased lamp hours over other 30,000 lumen projectors out there, that’s a huge factor. Christie Boxer is going to get them the best cost of ownership, and having more run-time hours per lamp-set will help the Gators the most over the long-term,” Gazzillo adds.

In addition, UF can upgrade to the Boxer 4K30 to go from 2K to 4K resolution anytime without a big hardware upgrade or any downtime for maintenance. Because they’re using Pandoras Box they can easily add motion tracking in the future to incorporate interactive mapping with players, fans or props. They will also be able to enhance the system with Christie Mystique tools which automatically calibrate and align the projectors, simplifying system maintenance and ensuring consistent image quality for each and every game.

While installing the system, Quince Imaging discovered more than just the technological benefits of Christie solutions. The ability to easily install Christie Boxers became an unexpected advantage as Hurricane Irma was closing in on Florida.

“I think it speaks to the ease of installation and the simplicity of getting those Christie Boxer projectors in there,” says Gazzillo. “Even with the hurricane bearing down and half the staff closing down the build-

ing, we were still able to get everything installed on time, with no hitches, despite the fact that half the arena was being shuttered for the storm.”

### The reaction?

The reaction to the projection mapping has been overwhelmingly positive.

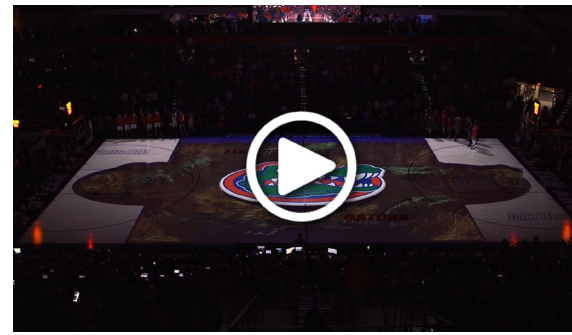
“Our administration loves it, our fans love it and it’s just really cool,” says Alicia Longworth, assistant athletic director, marketing and promotions, Florida Gators. “For our volleyball program and fans, this has been incredible. Every time we do it they think it’s amazing.”

Fans seeing videos of the projection mapping online are also caught up in the excitement. “It’s incredible how many people are sharing the videos with their friends,” says Gazzillo. “We’ve been seeing a lot of people saying things like, ‘You’ve got to come to the next game to see this!’ Comments like these are a testament to why this system was installed, why the Gators went that route.”

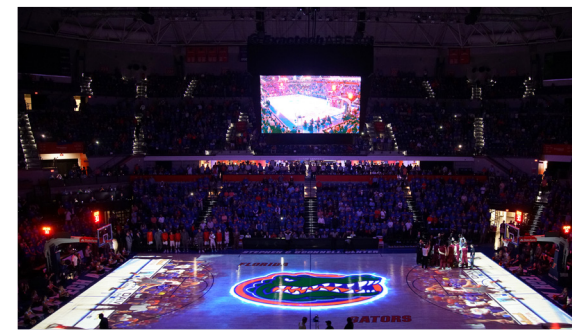
It’s not just the fans who love the on-court projection mapping. “I have heard so many good things about this from a number of our counterparts – and not just in the SEC but around the country” adds Longworth. “We’ve had quite a number of people reach out to us asking how we did it and who we worked with.”

### Contact Christie

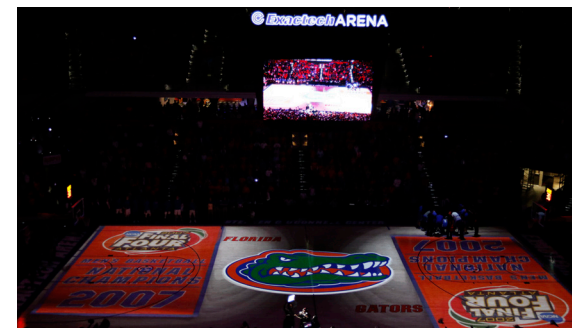
Contact us today to find out how your organization can benefit from Christie solutions.



▲ Pre-game projection mapping excites the crowds before a men’s basketball game.



▲ Projecting video of game highlights onto the court adds to the energy of Gator fans.



▲ Championship banners are projected onto the court as a part of the pre-game show.

Photo credits: Courtney Culbreath  
Greenberry Taylor

#### Corporate offices

Christie Digital Systems USA, Inc.  
Cypress  
ph: 714 236 8610  
Christie Digital Systems Canada Inc.  
Kitchener  
ph: 519 744 8005

#### Worldwide offices

Australia  
ph: +61 (0) 7 3624 4888  
Brazil  
ph: +55 (11) 2548 4753  
China (Beijing)  
ph: +86 10 6561 0240  
China (Shanghai)  
ph: +86 21 6278 7708  
Columbia  
ph: +57 (318) 447 3179  
Eastern Europe  
ph: +36 (0) 17 48 138

France  
ph: +33 (0) 1 41 21 44 04  
Germany (Cologne)  
ph: +49 221 99 512-0  
Germany (Moechengladbach)  
ph: +49 2161 566200  
India  
ph: +91 (080) 6708 9999  
Japan  
ph: +81 3 3599 7481  
Mexico  
ph: +52 55 4744 1790

Republic of South Africa  
ph: +27 11 251 0000  
Singapore  
ph: +65 6877 8737  
South Korea  
ph: +82 2 702 1601  
Spain  
ph: +34 91 633 9990  
United Arab Emirates  
ph: +971 (0) 4 503 6800  
United Kingdom  
ph: +44 (0) 118 977 8000

United States (Arizona)  
ph: 602 943 5700  
United States (New York)  
ph: 646 779 2014

#### Independent sales consultant offices

Italy  
ph: +39 (0) 2 9902 1161  
Russia  
ph: +7 (495) 930 8961



For the most current specification information, please visit [www.christiedigital.com](http://www.christiedigital.com)

Copyright 2017 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.’s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. Printed in Canada on recycled paper. December 2017

**CHRISTIE®**