Building a Theatre to its Full Potential with Custom Audio Visual Solutions

CLIENT

New York Institute of Technology (NYIT) is a global institution of higher education guided by a mission to provide career-oriented academics to students around the world. NYIT's Auditorium on Broadway in New York City is a state-of-the-art event space which accommodates conferences, film screenings, executive meetings and performances. A versatile, bi-level layout boasts a 262-seat auditorium, two reception areas, a glass-façade atrium, a lower-level concourse, and a strategic location just steps away from Columbus Circle and Central Park.

CHALLENGE

The preexisting Auditorium suffered limitations with only a 35mm film projector and 3.1 sound system. The lack was discouraging to high profile clientele who wished to screen films and host events in a fully functional space compatible with 21st century systems and standards. The chosen AV design solution had to consider the multi-purpose use of this space and build a reliable system within a pressured time frame which would be cooperative and intuitive for the many end users who would be operating the new technology.

OUR SOLUTION

Presentation Products, Inc. (PPI) worked closely with the team at NYIT to transform the cinema into a full Dolby Digital Cinema system capable of screening both 2D and 3D films. Crucial work was done by PPI's CTS certified technicians to promise a positive experience of the space for both the control room operators and the audience below. Two major aspects of the AV design/build were:

Technology Integration

A refurbished projector control room was installed with a Dolby Screen Server DSS200 for decoding and delivering media to the new digital projector system. This allowed the Auditorium to retain the ability to play 35mm film while it gained the capacity to project to a new standard of excellence with JPEG 2000 playback.

Full Command Audio Control

A 7.1 surround sound processor gave the Auditorium operators complete control over their brand new speaker system. The processor feeds into a mixing station which provides crossover, EQ and distribution levels to the theatre's amplifiers and speakers. For conference and performance events, a 32 channel mixing board with a 4 xlr input card was integrated into the control room.

RESULTS

After the AV renovations forefronted by Presentation Products, Inc., the NYIT Auditorium was chosen to host the 2012 New York Film Independent Spirit Awards Screening Series. The space continues to be used to its full potential as a center for inspiration at NYIT and within Greater New York City.

AT A GLANCE

- Project Type: Auditorium Renovation
- Space Size: 3,716 sq. feet
- Timeline: 4 months
- Contract Value: $100K+
- Completed: Spring 2012

KEY TECHNOLOGY

- Dolby DSS200 Screen Server
- JBL Cinema Sound Line High Powered Speakers
- Yamaha Digital Mixing Engine
- Christie Digital Cinema Projector
- Stewart Filmscreens Projection Screen
- Lab Gruppen Amplifiers

"One of the most exciting outcomes was the refurbishment of the old projector room into a cutting-edge control space with top-of-the-line audio-visual equipment. "

NYIT Auditorium Website