

Success Story

Willow Creek Community Church

Challenge

Deliver signage, live video, and other content over a large facility, with a growth path from SD to HD media.

Solution

Employ RF as a distribution medium for AV.

Convert PC-based signage to TV channels.

Send performance video to set-back displays for handicapped.

Combine stage video with house time code to keep event performers on cue.

Control displays through the RF system with Contemporary Research technology.



Not only can we broadcast many SD and HD channels, Contemporary Research's display system controls the displays over the same RF network, dramatically reducing integration costs.

- David Cooke, Video System Director

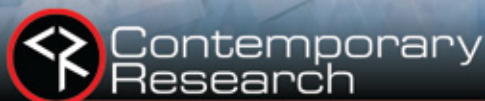
The media staff at Willow Creek Community Church in South Barrington, Illinois, were charged with the task of designing media and lighting systems for their new sanctuary. No small feat for a facility that would seat over 7,500 people, with supporting rehearsal, staging, overflow rooms and classrooms. Video System Director David Cooke relates, "One of our key challenges was selecting a common, practical pathway for distributing live video, digital signage, and other media resources to over 100 displays across a very large facility. In addition to carrying signals over long distances with little latency, the pathway must seamlessly carry full HD video in the future.

"Baseband twisted-pair and Ethernet systems didn't make the cut – only RF coax met all the tests. Not only can we broadcast many SD and HD channels, Contemporary Research's display system controls the displays over the same RF network, dramatically reducing integration costs. Their software made system setup and operation a snap for our staff. We don't need to hire a custom programmer every time we make a change - meeting a core criteria for the design team. The excellent cost efficiency of RF delivery and control was also a factor. While Willow Creek is a large community, we have the same values of stewardship as other churches - large or small.

We've since expanded the system, adding QMOD-HD and QMOD-SDI HDTV Modulators to upgrade our signage and service channels to HD. as well as taking advantage of new Display Express features that allow us to control other IP-controlled gear through it's control and scheduling engine. In addition, our satellite churches are adding the same CR control and HDTV technology to their facilities."

Using RF as the common media backbone, Willow Creek meets a variety of needs. Some channels deliver signage to displays in foyers and hallways, while others provide live video from the sanctuary. Our handicapped seating section features seat-back video displays, allowing the members to stay connected to worship when others are standing. An master event channel superimposes the house video time code over a wide shot of the stage, keeping actors, singers, and presenters backstage and in staging rooms in precise sync with their entry into the service.

www.crrwww.com



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Success Story

Home Depot Store Support Center

Challenge

Create an affordable digital signage system for facility-wide employee communication.

Solution

Originate content using PowerPoint template.

Re-task RF system to distribute signage as HDTV channel.

Use the HD tuner built into displays to receive digital signage channel.

Control displays through the RF system with Contemporary Research technology.



"Broadcasting signage as an HDTV channel and using Contemporary Research over-the-RF integration, we saved thousands of dollars over the cost of distributing signage over Ethernet."

- Bruce Covey,
The Home Depot Television Manager

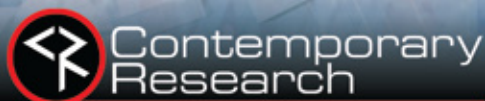
The Home Depot's Atlanta Store Support Center knew its 5,000 employees were getting the word on human resource events and resources. The problem was that staffers didn't always remember, missing key opportunities. E-mails can be forgotten, bulletin boards overlooked, and flyers have to be posted and removed. Digital signage looked like the answer, but typical systems were too expensive to deploy and support.

Their solution, the first in the nation, is to broadcast a digital employee signage channel over RF, tuned in by standard flat-panel TVs, delivered by Contemporary Research and X2O Media technology.

Contemporary Research's Display Express system controls the 50+ LG displays through the same RF coax that carries the channels. Controlling display power, volume, and channels by a daily schedule, Display Express can also force TVs to emergency news or weather channels with a single click. The displays are placed by elevator bays, where virtually all employees congregate several times a day. The Home Depot Television Manager Bruce Covey states, "Once you've solved delivery, content is everything. By integrating PowerPoint, more people can contribute with a tool they already understand. Our goal was to reinforce the messages employees were receiving by other pathways – and the system is meeting that need superbly. Our annual free Flu Shot event normally attracts several hundred people. With the new signage channel, we served over 3,000. By any marketing standard, that's amazing.

Broadcasting signage as an HDTV channel and using Contemporary Research over-the-RF integration, we saved thousands of dollars over the cost of distributing signage over Ethernet."

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Success Story

Louisiana SuperDome

Challenge

Reduce man-hours by automating TV control.

Seamlessly update analog TVs to flat-panel displays.

Solution

Replace damaged TVs with modern flat-panel displays.

Integrate displays to existing system and software using Contemporary Research display controllers.

Transforming tragedy to opportunity



"Contemporary Research display technology, reliability, and support has reduced the cost and complexity of operating our system."

- Brodie Cannon,
Louisiana Superdome AV Technician

When the Louisiana Superdome opened in 1975, the site featured 500 TVs, manually operated by site staff. Superdome technology manager Brodie Cannon states, "The task of turning those TVs on, off, and setting channels took over 8 man-hours every event. Of special mention is a "bridge" used in some events with 24 displays – we used a 30-foot ladder, later a long pole to reach them. In 2001, we integrated the TVs with a Contemporary Research display control technology, reducing work to a few seconds. As the system communicates over the RF cable, we didn't need the expense of new wiring to install the system, and it paid for itself very quickly."

Then disaster struck. A place of safety for thousands during Hurricane Katrina, the Superdome suffered significant roof and water damage – ruining many of the site's televisions.

Brodie continues, "We decided to turn tragedy into opportunity and replace the TVs with modern flat-panel displays. That's easy to do with the CR system. It's also brand agnostic – it can integrate different makes and models in the same system.

Today, we control about 900 displays in the Dome, plus another several hundred in the Arena, and operation is as simple now as it was in 2001. We recently upgraded to the new Display Express software, which gives us the ability to handle far more complex preset programming, save custom schedules for each event, and access the system from anywhere in our network. Contemporary Research listened to us as we explained the new capabilities we needed, and answered every need with a solution.

Their RF control platform is simply easy to install, adapt, and expand. Contemporary Research display technology, reliability, and support has reduced the cost and complexity of operating our system."

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