AUDIOVISUAL SPACE CRCHUM AMPHITHEATRE

Document
Case Study

Client
Centre de recherche du CHUM

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XYZ

Since 2004, XYZ Technologies has counted on its industry-leading audiovisual expertise to deliver next-level innovation to numerous organizations. The company's portfolio has been marked by exceptional productions and projects, making them a natural choice for a wide variety of endeavors and challenges.

Backed by such in-depth expertise, XYZ Technologies bid for and won a request for proposals from the Université de Montréal's affiliated hospital research centre, the CRCHUM, for a project to update the audiovisual space of their amphitheatre. This endeavor brought both organizations into close collaboration, culminating in the delivery of a truly remarkable project.

THE CRCHUM

The Université de Montréal's affiliated hospital research centre, the CRCHUM, is one of North America's leading hospital research centres. As part of the CHUM hospital, a pioneer in the medical field, the CRCHUM is one of the most influential and modern research centres in Canada. Basic, clinical and population health research are carried out side-by-side under this one exemplary roof.

AN AUDIOVISUAL SPECIALIST

Stéphane Gagnon, audiovisual specialist for the CRCHUM

To ensure the success of this project, the team at XYZ Technologies had the opportunity to work in close collaboration with the CRCHUM's audiovisual expert, Stéphane Gagnon. He was instrumental in helping clearly define the needs of the mandate and coordinating the efforts of all parties involved.

He was also well-positioned to deliver a comprehensive overview of the work being done to update the space. Stéphane has worked with the CHUM for 20 years, 10 of which were spent as the project manager of audiovisual integration at the new CHUM's construction project office.

His audiovisual expertise was essential to many aspects of the development, design, construction, operational launch and follow-through of the new CHUM and CRCHUM.

TECHNOLOGICAL EVOLUTION

In 2013, the CRCHUM first opened the doors of its multi-functional amphitheatre. With its 200-seat capacity and a mobile partition that could be moved to create two distinct sections, it was designed for sharing and celebrating knowledge. But the amphitheatre's audiovisual equipment was no longer able to meet the growing needs of a major research centre that organizes international events. The videoconference system (Cisco TelePresence Codec C40) was integrated in a closed network and lacked the adaptability needed for new hybrid-mode meetings. Numerous components required ongoing maintenance, generating significant costs, and missing elements put the hall at risk for short-term service interruptions.

Stéphane Gagnon described the process that moved this project towards reality:

" *With our strong background in event management, my team and I compiled a list of the types of events we aimed to facilitate at the CRCHUM amphitheatre. Next, we called on the expertise of an outside consultant to help shed light on the new technologies that would best respond to our needs. Finally, in accordance with the regulations that apply to government requests for proposals, a request for proposal document was filed on the SEAO electronic tendering system.* "

GOALS

- Maintain the independent functionality of an area in use while allowing for the transition to operational mode for multiple technicians during large-scale events.

- Create a flexible space that allows for the amphitheatre to be used as one large hall or transformed into two distinct 100-seat areas.

- Install a display system that makes the most of the room's surroundings, professional-grade stage lighting and PTZ cameras with uninterrupted views.

- Develop an easy-to-use web conference system for hybrid activities.

MANDATE

As outlined in the request for proposals, the mandate included:

- Replacing the lamp projectors with LED video walls.

- Improving the sound capture and reproduction quality.

- Installing a professional-grade lighting system with motorized projectors.

- Implementing a new programming solution for the full video system.

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THE EXPERTS' METHODOLOGY

To ensure the full delivery of the criteria outlined in the request for proposals, and to meet or exceed the needs of the client, the XYZ Technologies team followed these steps:

- Planning and design.

- Analysis of all needs and technical constraints.

- Development and configuration.

- Selecting the appropriate equipment and technological solutions.

- Complete redesign of the system to evolve to a digital platform, reducing the number of cables and wires needed and improving signal quality.

- Installation and integration.

- Setting up LED video walls and a new sound capture system.

- Installing motorised lights and PTZ cameras.

- Running-in/debugging the digital system.

- Rigorous testing of the installed systems.

- Performance evaluations and all ensuing adjustments.

CHALLENGES AND SOLUTIONS

Even armed with a highly-detailed project description, the teams still encountered unexpected events that led to serious technological challenges. Throughout the process, the XYZ Technologies experts were able to propose innovative solutions that met and successfully overcame each challenge.

CHALLENGE	SOLUTION
The core of the proposed system, by Analog Way was not available, with a wait time of one-and-a-half years to obtain it.	XYZ Technologies pivoted to the BirdDog platform, which uses NDI technology, to fully digitize the video infrastructure.
Transitioning from a hybrid analog-digital system to a completely digital solution.	New amphitheatre audiovisual system design for a seamless digital integration, including better-performing materials and complex equipment programming.

Finally, thanks to the support of their suppliers, the XYZ Technologies team were able to propose a customized solution to better respond to the unique needs of the CRCHUM.

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RESULTS AND ADVANTAGES

Better performance : the upgraded systems improved the quality of the events and the overall flexibility of the amphitheatre.

Simplified technology : the new systems greatly increased the ease of use of the related technological tools and were adapted to different types of users.

Positive impact : taking the equipment and system capacities to the next level made hosting hybrid events much more efficient.

MISSION ACCOMPLISHED

The XYZ Technologies experts were able to fully modernize the CRCHUM amphitheatre, addressing both current and future technological needs. This collaboration enabled a much greater level of performance and flexibility, positioning the CRCHUM as a research centre with the capacity to support audiovisual events of any scale. The challenges that arose throughout the project were approached with an equally high degree of professionalism and ingenuity. Working closely with the CRCHUM teams, the resolutions adopted to address any and all technical issues greatly contributed to elevating the audiovisual infrastructure of this multifunctional space.

TESTIMONIALS

From the CRCHUM:

" *The modernization of our amphitheatre was a major success thanks to the expertise of XYZ Technologies. We can now look forward to organizing hybrid events that are seamless and professional.* "

From the XYZ Technologies team:

" *This project was a wonderfully creative challenge. We are proud to have had the opportunity to deliver innovative solutions and work so closely with the CRCHUM to reach their goals.*" "

XYZ TECHNOLOGIES, AUDIOVISUAL EXPERTS

The team of XYZ Technologies is made up of technology experts and artists who merge their skills to elevate the quality of every project. We are dedicated to creating audiovisual solutions, supplying pro-AV equipment, programming top-tier multimedia solutions and managing the maintenance of our installations. Our experts work tirelessly to respond to the needs of our partners and are ready to support you in bringing any project to life.