

Case Study

A thoroughbred install at the National Horseracing Museum



Industry: Museum

Region: Newmarket, UK

Type of Solution: 2x ZU650 laser-phosphor projectors with short throw lenses



PALACE HOUSE

National Heritage Centre for
Horseracing & Sporting Art

NEWMARKET

fusion
AV and lighting specialists

Fusion specialises in lighting design/installation and AV within the museum, heritage and leisure industries. It offers AV design, installation, servicing and commissioning; integration of new systems with existing systems; lighting design and installation; electronic interactive construction and electrical installation.

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Challenge: Two large projected images were needed in the new National Horseracing Museum in Newmarket which has low ceilings and a great deal of ambient light.

Solution: AV and lighting specialists, Fusion, installed two Optoma ZU650 6,000 lumen lamp-free laser-phosphor projectors, with one projection mapping the imagery around two brightly-lit showcases.

Results: Ian Carling from Fusion said: "We chose this high resolution laser model because it is quieter than the equivalently-bright lamp-based models that we were considering. The white chassis blends with the ceiling and makes the install unobtrusive. The image quality is perfect despite the ambient light."

The Challenge

AV and lighting specialists, Fusion, were tasked with using the latest AV technology to interpret internationally significant collections in a new National Horseracing Museum. The museum is just one part of a new £14m National Heritage Centre for Horseracing and Sporting Art in the centre of Newmarket.

Two large projected images were needed in this bright new-build museum which has low ceilings and a great deal of ambient light. Consequently, the projectors needed to be very powerful and bright but as compact and quiet as possible.

In addition, one of the projectors will not only have to compete with sunlight, but would also have its imagery projection mapped around two brightly-lit showcases.



The Solution

Fusion installed two Optoma ZU650 6,000 lumen lamp-free laser-phosphor projectors. This high brightness WUXGA resolution ProScene model with 2,000,000:1 dynamic contrast is perfect for quieter environments, smaller rooms or those with low ceilings due to the fact it has no lamp – so needs less cooling. It provides up to 20,000 hours of impressive, virtually maintenance-free operation without the need for lamp or filter replacements – ideal for venues that need 24/7 operation. And by eliminating the need for lamp or filter replacements, the ZU650 provides a lower cost of ownership.

The ZU650 features quick start-up and shutdown and reaches full brightness in seconds. Unlike conventional lamp-based projectors, the laser-phosphor light source requires minimal cool-down time.

Flexible installation is provided by 360° rotation and portrait mode operation, combined with an extensive lens shift range and five optional lenses.

HDBaseT comes as standard and full support is provided for Crestron, Extron, AMX, PJ-Link and Telnet LAN protocols, which allow almost all functions to be controlled remotely across a network.

Ian Carling from Fusion said: **“We chose this high resolution laser model because it is quieter than the equivalently-bright lamp-based models that we were considering. The white chassis blends with the ceiling and makes the install unobtrusive.”**

The ZU650 comes in both black and white but, unlike other projectors, a custom colour option is available in virtually any colour to match the environment.



ZU650



The Results

The National Horseracing Museum within the National Heritage Centre for Horseracing and Sporting Art, Newmarket opened in September 2016.

Ian commented:

“The projections provide a focal point for the museum and illustrate the development of horseracing (both jump and flat racing), the science behind the development of thoroughbred horses and horse racing throughout the world. The image quality is perfect despite the ambient light.”

Briony Jackson, Science Learning and Participation Officer from the National Heritage Centre for Horseracing & Sporting Art, said:

“The projections are the focal points of two galleries in the new National Heritage Centre. The Optoma projectors give a high quality image and wide throw which is especially useful for the *Inside The Racing Machine* projection, the centre piece of the *Thoroughbred Gallery*.”



National Heritage Centre for Horseracing & Sporting Art

Situated in the remains of King Charles II's sporting palace and stables, the centre comprises three attractions; the new National Horseracing Museum, a National Art Gallery of British Sporting Art, and a chance to meet former racehorses. It is the biggest new attraction to open in Suffolk in the past decade and was supported by the Heritage Lottery Fund, Forest Heath District Council, Suffolk County Council, the racing industry as well as private trusts, foundations and individuals.

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