



An Entertainment Complex With Impact

Advanced audio and video solutions turn an architecturally eye-catching venue into a high-impact live entertainment destination.

Wiring a State-of-the-Art Performance Venue

Nestled within the Lehigh Valley in Bethlehem, Pa., the ArtsQuest™ Center at SteelStacks™ is a testament to one nonprofit’s ambitious community outreach. While the eye-catching architecture of the 4-story performing arts center would surely draw in crowds, only the technology that provides a one-of-a-kind experience would keep them coming back.

“The views in and around SteelStacks are so incredible, we needed to design and implement a system that would live up to expectations – both for audiences and the performers,” says Dermot Lydon, AVI-SPL engineer. “At the same time, we were focused on making it easy for the staff to control the AV components through a holistic solution.”

To give the venue’s annual million-plus patrons a compelling, enjoyable experience, the ArtsQuest nonprofit needed the flexibility

to distribute digital and analog signals throughout the 65,000-square-foot facility, which hosts concerts, movie screenings and live theater.

Flexible Sound and Video Distribution

AVI-SPL’s dynamic solution combines best-of-breed technologies from highly respected companies like AMX, NEC and Sharp. This combination – made possible by AVI-SPL’s design and build expertise – brings control panels, digital media, audio and video into a cohesive system, allowing staff to control the facility’s resources from multiple locations. To give but one example, staff from ArtsQuest can take the audio from a live performance (or a prerecorded source) and send it throughout the building or to specific zones, all from simple-to-use, accessible control panels. For the main areas – such as bars, lobbies

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With wireless control and touch panels located throughout the facility, the staff broadly distributes high-quality sound and video throughout the venue.

and meeting rooms – as well as the second-floor’s pre-function area, distributed systems send audio to loudspeakers. Digital signal processors integrated in the control system ensure that the sound is excellent.

A Community Partner Makes Good on Its Mission

With wireless control and touch panels located throughout facility, the staff broadly

distributes high-quality sound and video throughout the venue, giving guests tailored entertainment while keeping them informed about upcoming events.

Since opening in May 2011, the ArtsQuest Center at SteelStacks has hosted numerous high-profile performances, banquets and private events, receiving accolades from the press and patrons alike.

At A Glance

Company

ArtsQuest

Location

Bethlehem, Pa.

Market

Sports and Entertainment

Solutions

Audio and video systems that are as easy to manage as they are versatile and compelling for patrons.

Services

Integration

Control systems, speakers, and digital signage that are high-quality and designed for the venue’s unique architecture.

Technology Involved

AMX control system

Sharp displays

NEC displays

Renkus Heinz speakers

About AVI-SPL

At AVI-SPL, we believe that the right connections empower the ideas and innovation that helps drive business forward. As the world’s leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration.

With highly-trained and certified system engineers throughout 34 offices across North America and an international network of solution providers in 30 countries, we’ve built the infrastructure and partnerships to help any business realize and meet its communication goals.

About AMX

AMX is a leading provider of solutions that simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems.

Featured Partner





Images

Fig 1.1
Digital signage informs patrons about current and upcoming events.

Fig 1.4
Staff make adjustments to the audio as needed.

Fig 1.2
A close view of the digital signage at the SteelStacks information desk.

Fig 1.5
AVI-SPL engineers positioned and calibrated speakers to account for the concert hall's unique architecture.

Fig 1.3
The cinema is capable of showing analog and digital movies.