

Optoma Projectors help Luxedo illuminate Ober Mountain Ice Rink



Industry:
Recreation - Immersive
Entertainment

Solution Type:
ZU920TST Bright Projectors

Bio:
Luxedo is pioneering the projection mapping industry in the residential and commercial space. Their goal is to create innovative experiences that not only meet, but exceed customers' expectations. They make it a priority to educate the world on projection mapping, while removing the complexities that come with new, unknown technology. www.Luxedo.com



Challenge:

Ober Mountain is an enclosed mall with a huge 140 x 75 ft. ice rink inside that is open year-round. Recently under new ownership, their team is looking for creative ideas to bring energy to the ice rink in their indoor mall that would set them apart and engage their guests with exciting displays directly on the ice. The biggest challenge was the huge size of the ice rink which required a large blended display.

Solution:

Luxedo was able to create one large 140'x75' display using 9 Optoma ZU920TST short throw laser projectors and edge blending them together. Using the grouping and blending technology in their software and the 9,800 lumen Optoma projectors, they were able to project directly on the ice with great brightness and image clarity. "Using our software, the Ober Mountain staff can quickly and easily theme their ice rink to anything they can imagine at the click of a button," said Gary Shaeffer, Luxedo Chief of Staff. Luxedo has had a great track record using Optoma for both their commercial and residential systems for the past two years and believe in their quality and dedication to providing high-quality projectors.

Results:

The 140' x 75' indoor ice arena is now the centerpiece of Ober Mountain's Mall – it's a great way to cool off on a sweltering summer day or put you in the holiday spirit! Using Luxedo's Projection Mapping systems along with Optoma's projectors has not only transformed the look of their ice arena, but also sets them apart and increased their overall guest engagement. "Projection mapping in the commercial space brings any surface to life," said Shaeffer. Ober Mountain Adventure Park & Ski Area offers a mountaintop of fun for visitors of all ages. With images covering their entire ice rink, they are able to use their projection system for every holiday, event, and also for advertising. Ice skating at Ober Mountain is more exciting than ever before!