



PROVEN TECHNOLOGY PUTS ENTERTAINMENT ON ICE FOR THE TORONTO MAPLE LEAFS

Case Study

Lightware Visual Engineering

Proven Technology Puts Entertainment On Ice For The Toronto Maple Leafs

Market	Country
Entertainment	Hungary

Lightware Equipment Used in Project

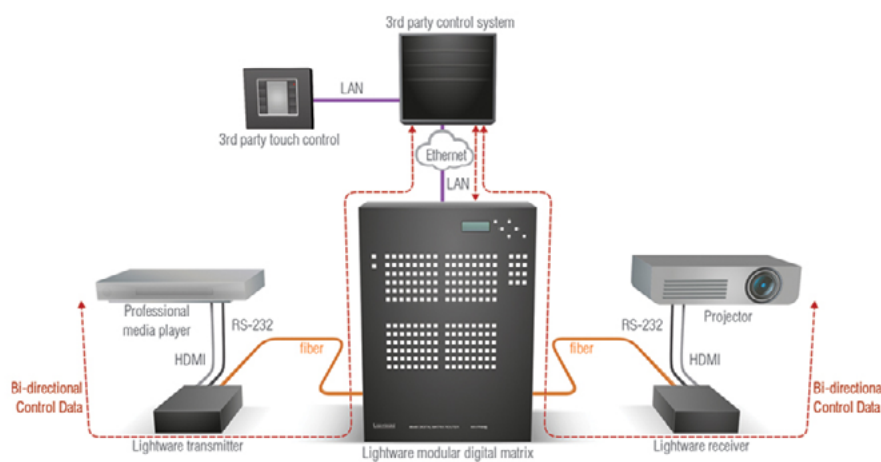
Lightware Modex optical extenders and DVI optical extenders

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Professional sports have moved beyond a simple show of athleticism to being a full-scale entertainment production. As ticket costs rise, fans expect their experience to leave an impression from the moment they set foot in an arena. For the Toronto Maple Leafs of the National Hockey League, this meant finding a unique way to capture fans' attentions before puck drop. To accomplish this task, the Leafs turned to content design company 4U2C, a division of Solotech. Headquartered in Montreal, Canada, Solotech is known as the premier end-to-end provider of entertainment technology services for festivals, television shows, corporate events and music tours.

Bringing Life To The Ice

Solotech and 4U2C create a unique experience for the 13-time Stanley Cup Champion Toronto Maple Leafs – with help from a powerful digital Lightware video matrix router.



The Maple Leafs' pre-game show, created by 4U2C, turns the ice into a larger-than-life video projection canvas, painted in real time. Launching several minutes before teams take the ice for the introduction of starting lineups, the lights inside the arena dim. The ice comes to life, and fans engage with photographs from the Leafs' illustrious legacy as one of the founding members of the National Hockey League. The nod to history fades from black and white

into trademark Leafs blue and white, as stitches weave together to sew the team's logo into center ice. Excitement builds as the surface transitions to video clips of the current Leafs line-up training, playing and scoring goals.

With each new portion of the program, the fans emotions become engaged, poised and ready for the game to begin. With this cutting edge pre-game program, the Leafs have eclipsed the stale, television-style programming displayed solely on the Jumbotron, accented by a few swirling projected logos on the ice below. In the age of multi-media experiences, solely relying on graphics and interview clips over center ice is a thing of the past.

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The Leafs pre-game show, orchestrated and implemented by Solotech, was made a reality by utilizing the latest in AV technology from Lightware USA. Working together on a tight deadline, Lightware USA delivered an MX16x16DVI-Plus matrix switcher to Solotech. The matrix switcher was installed in a rack in the venue's equipment control center and able to interface smoothly with existing systems. With the MX16x16DVI-Plus matrix switcher, technicians can switch to any output of the Coolux server and Immersive Design Studios CANVAS image processing software to 12 double-stacked Christie Digital 20K projectors, which are mounted on the grid above the ice.



Lightware personnel provided hands on installation guidance and training and Solotech operators provided onsite assistance for the first 10 games of the season, and were then able to transition control of operations to Maple Leaf Sports and Entertainment (MLSE) technicians with ease. Lightware solutions provide high-tech capabilities with a user friendly interface. By partnering with Lightware, Solotech was able to access the technology to implement the immersive video experience to its fullest extent.

Lightware was also flexible enough to accommodate the short timetable, fully prepared to meet the demands of a large-scale entertainment installation.

"We've used Lightware in other applications for several years now. It's always worked well even in a tough show business environment," said Sebastien Lovse, video technical advisor at Solotech. "We focus on finding robust equipment to guarantee security and reliability of the shows we do. We have never experienced any failure while using Lightware products... For the Leafs' project, we had only three weeks to set up the entire show, so receiving the MX16x16 router from Lightware really fast helped a lot.

"The Lightware MX16x16DVI-Plus 16-input, 16-output matrix switcher features a 7-inch depth, 4 RU-high body and

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low-noise fan design, which makes it the ideal choice for many space- and noise-sensitive applications. The frames incorporate Lightware's proprietary Advanced EDID Management function and can be controlled through a 9-pole D-dub connector via RS-232 and IP-based Ethernet connection, including web access, for ease of use.



The matrix switcher unit is one of many equipment options available as part of a custom designed solution from Lightware. All equipment available from Lightware executes pixel by pixel signal transmission from A to B. The end user experiences no latency and no compression; leaving the original signal quality intact. Lightware products achieve these results through proprietary technologies including Pixel Accurate Reclocking, Single Fiber Technology and many others. Solotech maintains a rental inventory encompassing a range of Lightware equipment, including HDBaseT™ and fiber optic transmitters and receivers and 17x17 and 33x33 Modular Matrix frames.

According to Lovse, Solotech anticipates a continued partnership with Lightware to develop custom solutions for future projects. Working with Lightware provides access to high-quality, reliable equipment solutions that can be tailored to meet the specific needs of the client.

Watch the video of the projection here: <https://www.youtube.com/watch?v=v5cRoQgQzdw>