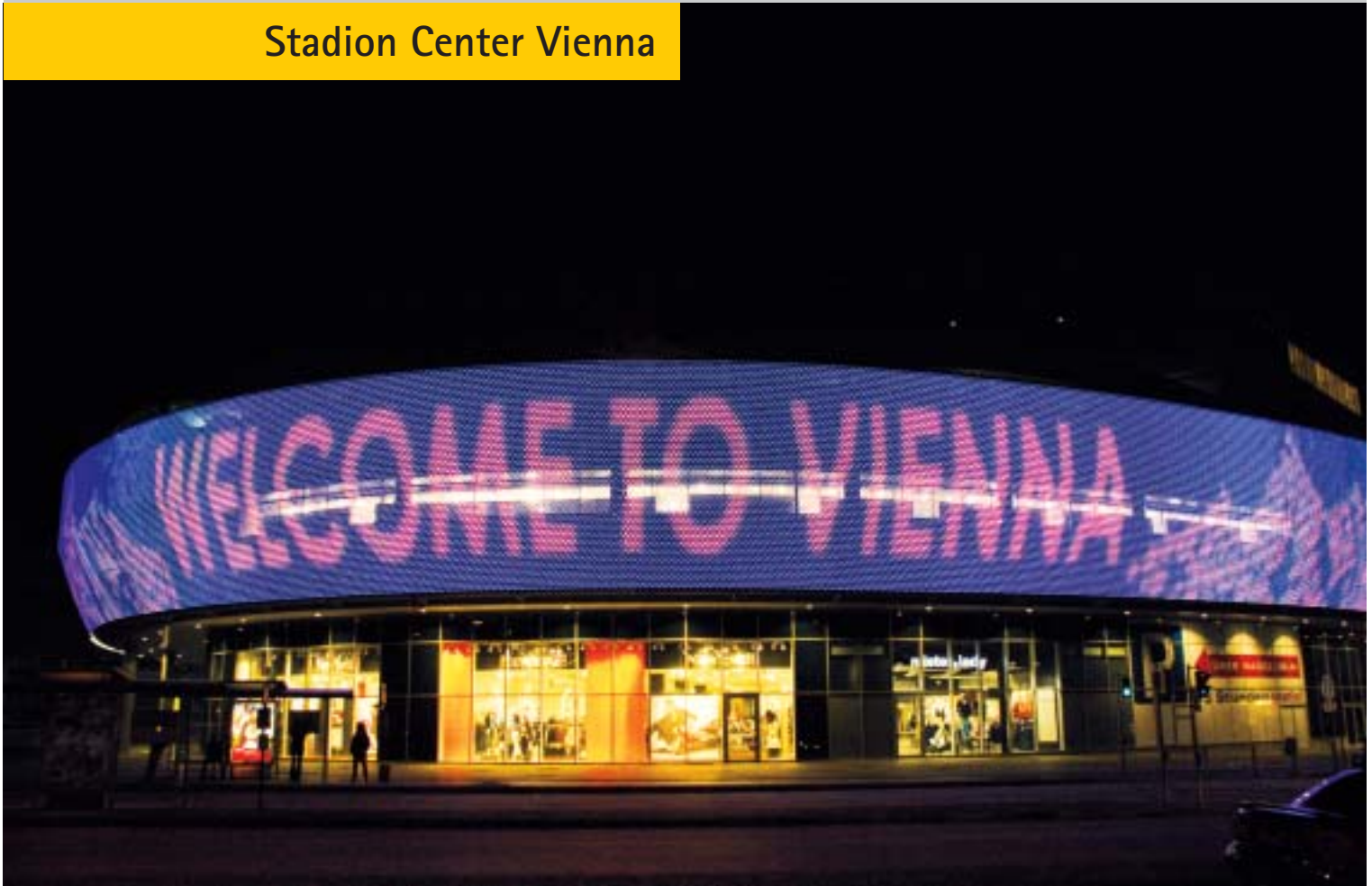


grandMA

Case Study

Stadion Center Vienna



■ grandMA – total control

Stadion Center Vienna

State-of-the-art shopping mall

- Sophisticated MA Lighting network system automatically controls lighting moods



A large quantity and variety of fixtures as well as the bidirectional interface to the house lighting were challenges which were solved



Eight centralised NSPs calculate more than 14,200 DMX parameters

grandMA consoles, five grandMA media servers, eight MA NSPs and 21 MA 2Port Nodes combined with the latest networking and LED technology form the technical basis in a high-grade shopping mall in the heart of Vienna – the Stadion Center.

The idea

"It was important to the lighting design that the installed LED fixtures, DMX controlled as well as video walls, were fully integrated into one system," explained Manuel da Costa of mo2 design who was responsible for the realisation of the lighting and media design concept. "It was also necessary to implement a sophisticated control interface with minimal user interaction. The idea was to create an ambient lighting design and mood management from a mixture of different LED fixtures matching the architectural characteristics."

This made the installation quite unique. Multiple moods and looks as well as numberless different movies should be played back by the lighting control system. The aim was to program the fixtures to change automatically several times per hour the entire look of the whole mall. Another challenge was the large quantity and variety of fixtures, as well as the bidirectional interface to the house lighting. Beside the automated 'Agenda' mode of the grandMA system running in the background it is also possible to have a live access to the system. This live generated content could be added from e.g. an info counter. This was used during Euro 2008 to show e.g. the flags of the competing countries and the following results.

Realisation

Programmer Stephan Flören of mo2 design used a grandMA full-size to program over 3,200 LED fixtures and nine interior LED on video walls: "We used the 'Agenda' feature of the grandMA to automate the MA control system. Because of grandMA we got a very reliable, comfortable and fully integrated system solution to work with." Features like the possibility to switch to the Pixel Mapper mode from the

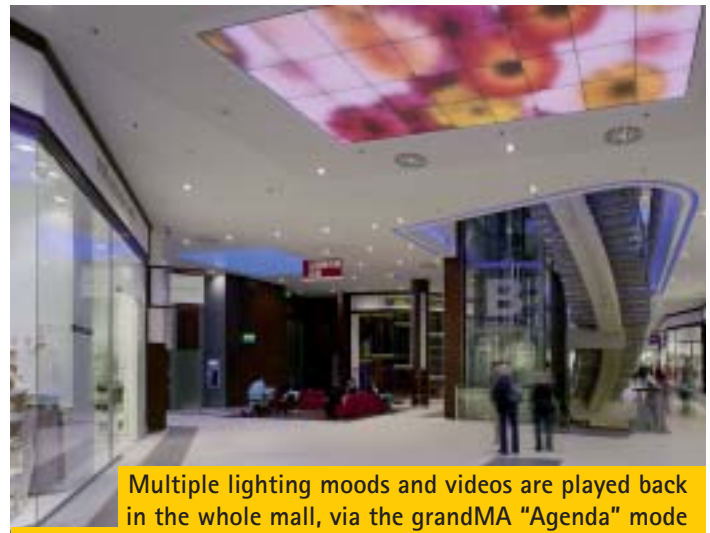
console and the assignment of video fixtures to different video servers from the grandMA were significant advantages during the programming phase too. "We were also very happy with the support of MA Lighting and even with short-term implemented software features designed for this project," related Flören.

After the programming phase the system consists of a grandMA replay unit and a PC running grandMA onPC software as well as eight centralised MA NSPs to calculate more than 14,200 DMX parameters. For on-site service reasons and because of installation space as well as higher flexibility 21 MA 2Port Nodes were installed to output the DMX signals wherever they are required. Five grandMA media servers are combined centrally as well which makes the maintenance a lot easier. Two media servers are running in 'Pixel Mapper' mode to control the nine ceiling mounted interior LED video walls. One media server with an additional media server as backup is outputting DVI signals to the outside installed Color Kinetics® LED wall. The fifth is used as additional storage and platform for third party content management.

The long distance LAN connections made fibre optic cabling necessary. Media converters, LevelOne 100BaseTX to 100BaseFX, are attached to the network to interconnect the different areas with the MA-Net. A secured virtual private network connection (VPN) enables the system for remote maintenance purposes.

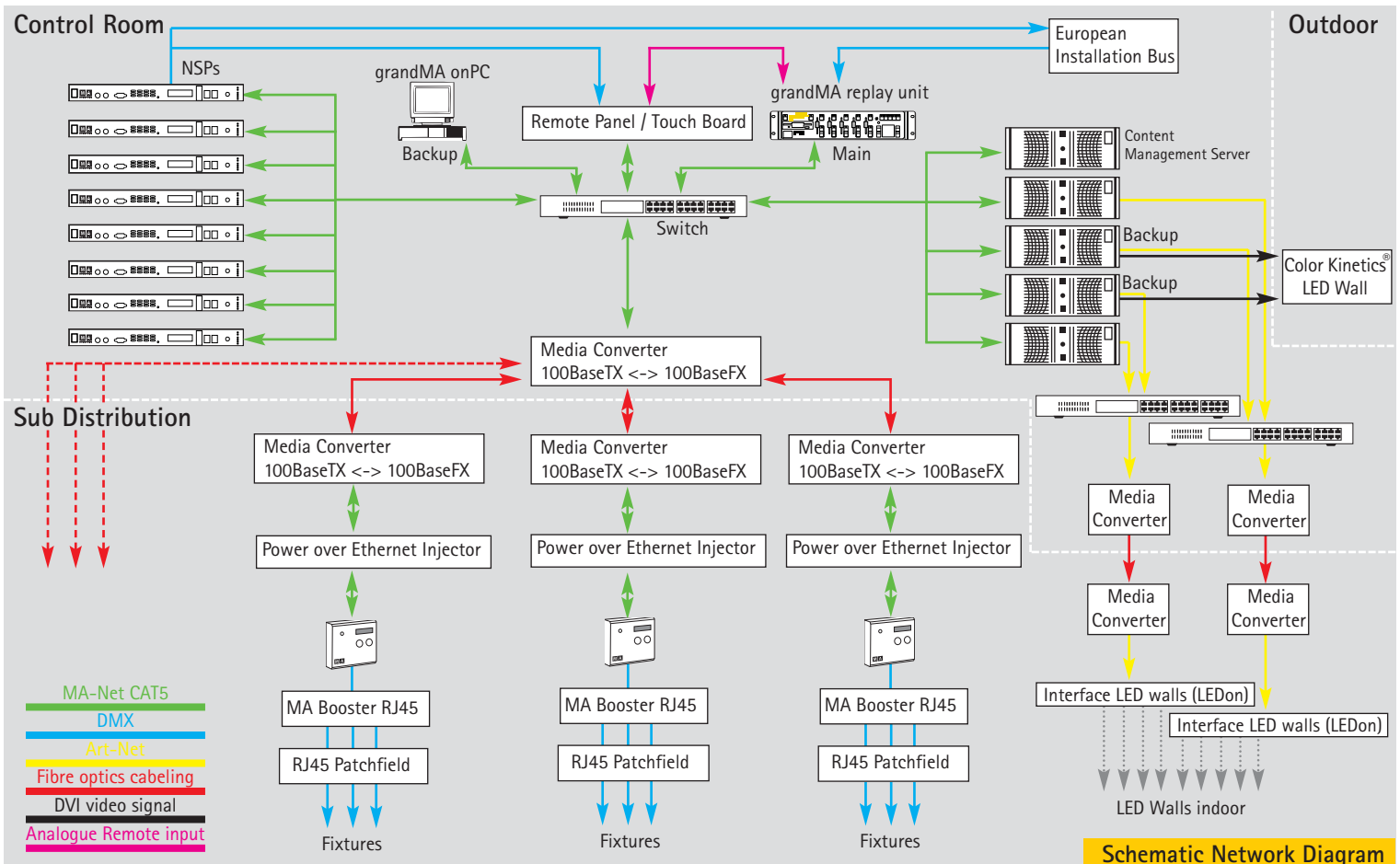


Via the MA 2Port Nodes the LED fixtures got their DMX signal



Multiple lighting moods and videos are played back in the whole mall, via the grandMA "Agenda" mode

Project team	
Lighting and Media Design Concept:	Jürgen Hassler
Special Lighting Development:	Jörg Privsek
Technical Construction Management:	Manuel da Costa
Programming:	Stephan Flören
Visual Art Designer:	Nina Lhotzky
Project Realisation:	mo2 design



Company Profile

■ MA Lighting International, based in Paderborn, Germany, is the dedicated sales, support and service entity for the renowned grandMA control systems, digital dimming systems, networking tools and media servers of MA Lighting Technology, based near Wuerzburg (GER). The product range offers cutting-edge solutions for control and dimming and contains the award-winning grandMA consoles, the renowned Light- & Scancommander, but also the reliable digital dimmer racks and packs. With its media server grandMA video MA bridges the lighting and video worlds and integrates media servers like a fixture into lighting control.

Today, MA Lighting is well known for its technical know-how and has achieved a unique international reputation for its operational philosophy. The company looks back with 25 years experience. MA Lighting strictly follows a professional user-centric approach and is getting as close as possible to the market via its own international offices as well as competence and support centres in the UK, North America, Latin America, the Middle East/India and Asia Pacific – supported by a world-wide distribution and service network.



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All technical specifications are subject to change without notification.
We do not assume liability for any incorrect information in this case study.