

Basketball Hall of Fame

Springfield MA, USA



Museum dedicated to basketball using video, audio and computer based interactives.

In the Summer of 2002, the Basketball Hall of Fame moved to a brand new building near the location of its previous home in Springfield, Massachusetts. The new Naismith Memorial Basketball Hall of Fame serves as a monument to the pioneers, builders and major players of the game; and also features a museum collection of artifacts from its past. The main requirements were that the new Hall of Fame needed to be fully interactive and engaging for a broad international audience; exhibits had to be kept current; and audio-visual and lighting systems must be exciting, but easy to maintain.



Electrosonic won the contract for the audio-visual system integration and installation by bid on a system designed by Thoughtful Designs, who provided a clear system design and list of deliverables. Electrosonic then partnered with Cortina Productions and NBA Entertainment to provide a complete hardware and production package.



The Hall includes many exhibits illustrating various aspects of the game and its history using video, audio, computer based interactives, searchable databases and visitor interactive experiences. The centerpiece of the Hall is a Scoreboard featuring four video screens and an extensive sound system for playback of custom produced program material, with the capability for showing user supplied video for special events.



In addition to video pieces supporting the various historical background themes, there are several visitor interactive exhibits. One of these allows the visitor to see and hear an announcer call a famous play from a game, and then have the opportunity to record their own voice making the same call. Another interactive puts the visitor into a TV set and gives them the chance to record a sports report using a teleprompter.



Electrosonic was responsible for the complete audio-visual systems supply and installation. Electrosonic SD Video Servers are extensively used; and a MediaSonic ESCAN Scheduler show control program and MediaSonic FrENDS are used to co-ordinate the start up and shut down of all exhibits, and also to control the visitor interactives.

There are nine stations with computer interactive displays driven by ELO Touch touchscreen monitors. These stations all have the CPU's remotely located in the control room, and they feed the 1024 x 768 graphics signal to the remote touchscreens via Magenta Research Multiview active CAT 5 extenders. 40 stations of looping video support various displays. Video display devices include Digital View LCD Monitors, Panasonic CRT monitors, and Pioneer Plasma screens.

The two theaters display large screen images projected by Sanyo XF-30 video projectors onto Stewart screens. One of the theaters uses the Stewart Ultramatte projection screen, which is optimized for use as a front and rear screen at the same time.

A central control room serves the main museum exhibits and retail background audio areas, plus the separate multi-purpose theater with video projection.