

## Case Study

### The American Dream at Haynes International Motor Museum



**Industry:** Visitor Attraction

**Region:** Somerset, UK

**Type of solution:** : Four displays each featuring a ZU510T laser projector with Brightsign media players and audio.

**Challenge:** Haynes International Motor Museum wanted to create a new exhibition within its existing 'The American Dream' theme with engaging displays to animate four vehicles from its world class collection.

**Solution:** Sysco Productions installed four backdrops, each containing an Optoma ZU510T laser projector to show moving footage on a continuous loop.

**Results:** The graphic backdrop and AV projections conjure the thrill of driving these classic cars on and off the road and create an engaging nostalgic display around the vehicles.

Museum Curator, Matt Piper, said: "The new imagery really brings these displays to life and has quite dramatically changed the feel of 'The American Dream' exhibition space. The videos and archive footage help visitors learn more about the featured vehicles and offer the sights and sounds of bygone eras."

## Sysco Productions

Sysco Productions is a leading audio-visual solutions provider for the visitor experience sector, managing the design, project management and delivery of audio, visual and control systems packages for experiential projects in public spaces.

Sysco Productions, The Rickyard, Eashing Lane, Godalming, Surrey, GU7 2QA

[www.syscoproductions.com](http://www.syscoproductions.com)

Tel: 01483 429491

# SYSCO



## Real Studios

With a team of museum designers, exhibition designers, interior designers, leisure designers, interactive exhibit designers and visitor centre designers, Real Studios delivers exciting museum and interior spaces.

Real Studios, Unit 307, Curtain House, 134-146 Curtain Road, London, EC2A 3AR

[www.realstudios.co.uk](http://www.realstudios.co.uk)

Tel: 020 7033 7992

## The Challenge

Haynes International Motor Museum, charitable trust and world class collection of motor vehicles, wanted to create a new exhibition within its existing 'The American Dream' theme.

With over 400 cars and motorbikes from the late 1800s through nostalgic classics of the 1950s and 1960s to supercars like the iconic Jaguar XJ220, Haynes International Motor Museum has one of the UK's largest collections of motor vehicles from around the world.

It wanted to show a selection of American cars in a new and exciting way and share the rich and vibrant history of these iconic vehicles to contextualise the significance of the era and the news, culture and people surrounding them.

By using audio-visual backdrops with archive footage and period advertising, the museum was keen to create dynamic and engaging displays which would animate the vehicles. The projections would need to be bright to counter the spotlights throughout the museum.



## Haynes International Motor Museum

Located just off the A303 at Sparkford in Somerset, the museum runs tours, talks and activities for families, children and enthusiasts alike and offers extensive educational facilities for students of all ages.

Haynes International Motor Museum, Sparkford, Yeovil, Somerset, BA22 7LH

[www.himm.co.uk](http://www.himm.co.uk)

Tel: 01963 440 804



## The Solution

Museum and visitor attraction designer, Real Studios, created four displays within 'The American Dream' exhibition space. It covered a 1942 Willys Jeep, 1968 Pontiac Bonneville Fire Service Ambulance, 1915 Ford Model T and 1981 De Lorean DMC 12 and included a striking graphic backdrop with audio-visual projection for each one.

Sysco Productions was appointed to design and install the audio-visual elements for the new displays. The AV experts installed four backdrops across the vehicles each containing a ZU510T laser projector to show moving footage on a continuous loop.

A Brightsign LS423 media player provides the video footage for each display connected through an SY-2A-20W digital amplifier to two Apart Mask4 passive speakers. Control of the projectors is supplied by the infra-red remote control and audio level is adjusted via the infra-red add-on to the SY amplifier.



“ One of the reasons that we recommended the ZU510T was because the exact projection placement was still unconfirmed. We needed a bright, reliable projector that would fit into any space. We knew the ZU510T has a large zoom range, both vertical and horizontal lens shift and four corner adjustment so would give us the flexibility we needed to position the image precisely per the designer's vision. ”

Graeme Bunyan, Associate Director at Sysco

Weighing just 11kg, the ZU510T WUXGA projector boasts a brightness of 5,500 lumens and its quietness of just 33 decibels (in Eco mode) makes it ideal for the museum. It has a 100,000:1 contrast ratio and, due to the combination of its solid state laser-phosphor light engine and DLP technology, produces exceptionally vivid colours.

The projector has been independently tested and certified with an IP5X dust resistance rating and delivers up to 30,000 hours of reliable operation without the need for expensive lamp or filter replacements. This industry-leading lifetime is achieved using Optoma's DuraCore technology, with advanced laser diode cooling techniques and an innovative dust resistant design. The filter-free design prevents dust and dirt from affecting the system, ensuring optimal image quality with minimal maintenance.



ZU510T

It can be installed at 360° along its vertical axis, enabling projection onto floors and ceilings, as well as portrait mode and includes vertical and horizontal lens shift, plus centralised optics to make it easy to set up. The high quality 1.8x zoom lens enables flexible projector placement across a wide range of throw distances.

Connectivity is extensive with an HDBaseT port included as standard and complemented by two HDMI inputs on the rear and a further HDMI port at the front. The remote control unit has a backlit keypad for operation in dark environments, and can be hard-wired to the projector. This enables direct control of the projector without line-of-sight.

Projector control can be via HDBaseT, RS-232C or a traditional wired network connection, and a motorised screen can be coupled to the 12V terminal.



## The Results

The graphic backdrop and AV projections conjure the thrill of driving these classic cars on and off the road and create an engaging nostalgic display around the vehicles.

“The new imagery really brings these displays to life and has quite dramatically changed the feel of ‘The American Dream’ exhibition space. The views and archive footage help visitors learn more about the featured vehicles and offer the sights and sounds of bygone eras. It is particularly pleasing to know that our visitors are able to see elements of our collection in motion and so beautifully and dynamically filmed, too.”

Museum Curator, Matt Piper



## Equipment list

4x Optoma ZU510T laser projectors, Solid State Brightsign LS423, Surface Mount Apart Mask 4 2, SY SY-2A-20W stereo amplifier, SY SY-IR-2A20W IR Receiver



Optoma Europe Limited  
Registered Office at 42 Caxton Way, Watford Business Park, Watford, WD18 8QZ, United Kingdom  
Tel: +44 (0) 1923 691800  
Fax: +44 (0) 1923 691888

[www.optoma.com](http://www.optoma.com)

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