

# Barclays Sales Center New York, New York

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Barclays Center, slated to open in 2010, is an 850,000 square foot, state-of-the-art sports and entertainment venue and future home of the Nets professional basketball team.

McCann Systems of Edison, NJ was tasked by the Nets to integrate an audio visual environment that would bring the arena and skyboxes to life, and give potential luxury suite owners a way to experience the environment before it actually exists. The result was the sales suite at Barclays Center Showroom, on the 38th floor of The New York Times Building in Manhattan (on Eighth Avenue between 40th and 41st Streets).



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A Crestron CP2E control system manages all the AV sources and displays. In reception, two flat panel monitors deliver customized welcome messages for each prospective client. In the adjacent Gallery Area, dynamic content is fed by four suspended projectors onto a 6' square multimedia cube. Presenters can recall video clips that highlight various aspects of the Barclay Center, such as amenities (private entrances, access to exclusive restaurants and lounges and dedicated premium concierge services); hotel-inspired hospitality that will be offered from “street to suite”; open-air seats with exceptional sightlines, and suite sizes (350-650 square feet, based on location).

From the Gallery, visitors stroll up a ramp to an impressive, 500 square foot replica of a luxury skybox suite, where two 50" plasma monitors and a 16" flat panel TV can access all available sources. The suite has two lighting zones, with five preset lighting scenes that create just the right atmosphere for both lounge activities and arena views of different sightlines and event simulations.

A Crestron TPS-6L in-wall color touchpanel manages the lighting presets and AV source selection, which includes a CEN-IDOC interface and docking station for iPod®, DVD player and CATV decoder. “The Crestron controller and touchpanel makes the user experience simple and intuitive,” said McCann project manager Joseph Fusaro. “Imagine people walking in and using the suite AV system with little or no prompting!”

To help prospects choose the best arena skyboxes for their purposes, McCann integrated an interactive audio visual experience that simulates views of various sporting and concert events from diverse suite locations. Sales personnel may select any of the 40 sightlines, enabling prospects to make their location choice based on actual outlooks from any of the 118 suites that wrap the arena on two levels. Since the arena will be used for concerts as well as sporting events, sample views of each type are available.

McCann's audio visual specialists installed a 10' x 39' curved screen in front of the seats and used four edge-blended projectors to provide the realistic virtual view from what will be the Barclays Center luxury skybox suites.

