

Crossroads Christian Church New Capabilities Create Compelling Stories

When budgets are tight, practicality often trumps performance. Multipurpose venues, like a gymnasium/auditorium, are great additions to a church's ability to offer varied programs in a single space but often lack the technical capabilities of a dedicated space. They are a compromise between practicality and performance. So when Crossroads Christian Church, in Lexington KY, decided to build a new auditorium it presented an opportunity for the technical systems team. The team's goal was to create a venue with an emphasis on technology allowing them to tell stories with a compelling message.

Mankin Media Systems was given the opportunity to overhaul the entire video system, from production to presentation. Because the previous system was obsolete we supplied the team with new equipment. Our first step was to furnish the team with new cameras six months before opening day of the new venue. Our goal was to provide adequate training, building confidence in volunteers, with their new system.

As the project progressed we presented solutions for two major customer goals. First, Crossroads Christian Church wanted to rear project on the three screens. Installing the two side screens was straightforward, but placement of the center screen and projector required significant engineering. Careful calculations and CAD work for screen size, height and location ensured the center projector didn't block backstage areas and allowed team members to work backstage without being in the projection throw.

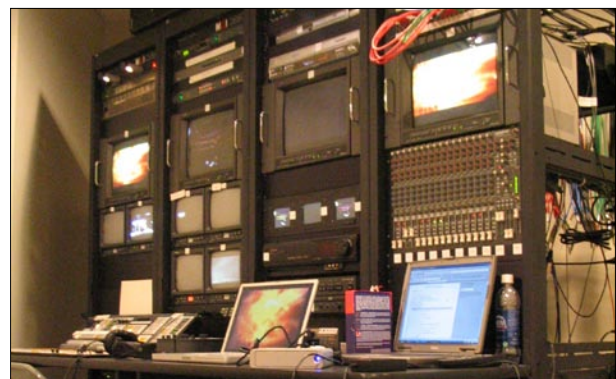
Second, they planned on a three-camera shoot but wanted flexibility for multiple camera locations. We installed six camera locations and the appropriate infrastructure to run

existing equipment, but also provided capacity for them to rent equipment for more complex productions with seamless system integration.

The results for Crossroads Christian Church are beautiful I-Mag images during service with message-supporting graphics. The flexible, yet subtle system, allows the technical team to support the ministry staff in ways not available in the old venue, and allows the system to grow with minimal infrastructure cost.



Image magnification and supporting graphics on three-screen projection system



Master control