



Case Study | Galaxy Theatres

36-FOOT CURVED VIDEO WALL GREETES THEATER GOERS IN DALLAS





ABOUT

Formed in 1998, Galaxy Theatres focuses on the development and operation of a portfolio of high impact, state-of-the-art movie entertainment theatres. With 16 locations in the West and Southwest regions of the United States, the privately owned company is fully integrated and ranks among the top 10% in its industry, according to the National Association of Theatre Owners.

CHALLENGE

A new Galaxy Theatre in Dallas, Texas, was designed and built in the popular Grandscape Development to serve as the company's flagship store. The massive lobby and concession area is 6,200-square-feet, and the top half of the lobby includes a 36-foot-wide curved wall surrounding the open space below. Galaxy Theatres leadership wanted a large video display panel added in the lobby area to stream movie trailers while theatre goers purchased their concessions.

The initial video wall designed for the facility was extremely small in size at just 12-feet x 10-feet with flanking surface mount speakers for sound. Aesthetically, the design didn't look high-tech; and it didn't take into consideration the curvature of the wall, which is more than 60 feet long and has a 105 degree radius.





SOLUTION

When Galaxy Theatres contacted FORTÉ for an alternative design, Wes Burkett, Senior Account Manager at FORTÉ, called upon his previous cinema expertise. Working with construction engineers and video display experts, Burkett developed a display panel design that fit the unique environment of the theater.

“I thought of Samsung technology as soon as I saw the wall proportions and curvature,” said Burkett. “Then I involved two FORTÉ partners who helped make this video wall a reality. Premier Mounts and Ion Visual Solutions played instrumental roles to ensure the Samsung display wall fit the environment.

FORTÉ engineers designed the audio system for the space using JBL Control 47HC speakers to provide theatergoers with an amazing experience as soon as they walk into the space.”

Samsung’s IF Series LED panels provide flexibility to accommodate a variety of video layouts. Combined in portrait layout, the 184 panels are able to conform to the concave radiused surface using a custom-designed wall mount from Premier Mounts. Once combined,



the panels created one large 36-foot x 19-foot video display. With the size of the concession area and the viewing distance of more than 20 feet, FORTÉ was able to leverage a cost effective 4.0mm pixel pitch panel, providing Galaxy Theatres with a much larger display wall all within the allotted budget. The theater currently uses the video wall to show trailers and in-house theater specials. But with the flexible system now in place, Galaxy can upgrade the video control processors in the future and tap into a blank canvas, using the display to promote multiple messages.



RESULT

"In conjunction with our in-house technical and IT teams, FORTÉ helped us to maximize the display wall and sound system to not only realize their full potential, but also to make certain that our dollars spent were directed in a manner that gave us the optimal return on investment," said Stan R. Lamb, Director of Construction & Development at Galaxy Theatres. "FORTÉ's engineering team worked very well with our in-house construction department to make sure the site was properly prepared to accommodate the video wall and sound system infrastructure. Finally, FORTÉ helped us to ensure this system was as future-proofed as possible so that the theatre and its patrons can enjoy many years of successful operation. Every patron who walks in the doors of the theatre is immediately wowed by this video wall, as are our folks as well. We are very happy with our FORTÉ experience and will partner with them again on future projects."

Since completion, the new video wall has also received the Samsung Tech Innovation Award for installation of the year. "The project was a complete success," said Burkett. "Thanks to everyone working together, the installation was a breeze and the video wall creates a memorable experience for movie goers."

FORTÉ has a five-year PRO Support agreement to maintain the new video wall and will assist with the client's newest theater in Nevada.

