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2010 Spotlight Awards

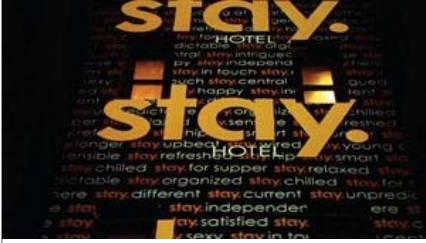
2010 Best Hospitality AV Project

Stay Hotel

By: [Brad Grimes](#)

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AV Consultant • Robert Singer & Associates

It's not easy to stand out in New York's Times Square. But that's what Hampshire Hotels & Resorts wanted when it approached Robert Singer & Associates to work on its Stay Hotel. The company developed a 10-story, seamless video projection system for the hotel's interior courtyard and a four-story system for the exterior façade. In the courtyard, 10 Christie LX500 5,000-lumen LCD projectors in custom-made weatherproof enclosures are mounted vertically to one wall and aimed at the opposite wall. In front of the hotel, seven Christie DS+655 6,500-lumen DLP projectors are mounted vertically to the building and aimed across its façade,

landing on a four-story banner jutting out from the hotel.

To feed the 17 projectors, DigitalMediaDesigns of Columbia, Md., specified 17 Mac Mini computers, one for each projector, integrated into a single system that can be controlled from any desktop PC or handheld device, such as an iPhone. Singer & Associates oversaw development of custom, high-definition content, including branding, that changes seasonally and at specific times of day. When the weather's right, the imagery isn't the only eye-catching part of the installation: Beams of projector light also draw attention and underscore the uniqueness of the installation.

Equipment List

Simple but spectacular. Robert Singer & Associates designed a perfect marriage of AV and architectural lighting to give New York's Stay Hotel that "wow" factor that would have guests talking. Here's some of what went into the Spotlight Award winner:

- A&O Technology Falcon Beam color searchlights
- APC Smart-UPS 3000VA 120V
- Christie LX500 projectors
- Christie DS+655 projectors
- Chief Manufacturing RPA, WMA projector enclosures, custom sealed
- D-Link DGS-1024D 24-Port gigabit switch
- Mac Mini computers
- Samsung LCD8U19-08 19-inch TFT rack-mount monitor

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