

Soft Edge Blending and Analog Way's switchers enter Crestview Baptist Church



Positive Projection Systems

www.positiveprojection.com

Positive Projection Systems was established in 1999. Located in Houston, Texas, the company designs and installs all aspects of Audio, Video and Lighting systems mainly for churches, but also for youth centers, financial institutions or corporate facilities across America. Every year, Positive Projection Systems do about a dozen integrations and installations.

Interview with:

Gary Bender, Founder and General Manager of Positive Projection Systems, and Kevin Ries, Communications Director at Crestview Baptist Church.

The installation: Soft Edge Blending enters Crestview Baptist Church

Crestview Baptist Church (www.crestviewmidland.org) is located in Midland, Texas. To welcome its 750 worshipers in a friendly atmosphere, the church recently relocated and opted for a modern audiovisual system designed to help connecting people to God.

Having a good history with the church for former projects, Positive Projection Systems was chosen by Crestview Baptist Church to achieve the integration of the new system.

What were your goals in having a new A/V system?



Kevin Ries: “Our new worship center is a multipurpose space that seats about 750 people. Our overall goal was to have the ability to show graphics in a way that enhances worship and stimulates the audience. We wanted to do something different than the other churches in our area, and also needed a system that would be easy-to-use and affordable under our budget.”

Gary Bender: “This was Crestview's first AV installation for the new building. The church wanted a user-friendly and high quality video system that would allow variety in presentation.”

What were your requirements in terms of audiovisual systems?

JL: “Because the primary purpose of this room was for a weekly high school worship service, we needed an audio set up that could handle an energetic live band and a video screen that would be large enough to help changing the entire look and feel of the stage quickly and frequently. We are using ProPresenter with motion backgrounds during worship songs, and movie clips or short films during the message time with the option of live IMAG. The sources to be handled include Mac, PC, DVD, Blu Ray, Wii, video camera, etc.”

CE: “They were redeveloping an existing space and wanted to bring modern technology into it. The space had to have the capacity of handling different dynamics from huge night groups to different dinner groups. One moment, there were going to be tables and chairs set up for dinner, and the next, there would be someone utilizing the stage and using it as a worship space. It was meant to be a multi-usage room, and video was going to be one of the most important things.”

Audiovisual System/Equipment and Analog Way products installed for Olive Baptist Church

Was the installation challenging?



Soft Edge Blending on center ultra wide screen

CE: “Yes, this was a challenging project. We had to incorporate modern video with a minimal budget. This is the reason why we tried to use as much existing products as we could. We used two existing Eiki LCD projectors. This material was installed in another part of the building and we used them to upgrade the other area. The 24' x 10' Da-Lite screen with series 300 frame was used in a rear projection setup. The other hurdle was edge blend. Doing edge blending with LCD projectors is not a recommendation because of the difficulty of adjusting colors. We knew that from the

beginning, the customer was fully aware of it, but because they already owned the projectors, it helped save money.”

What Analog Way products did you install in the Church? What were the requirements when you decided to use Analog Way products?



CE: “We installed 2 x **Di-VentiX™**, its remote console **TripliX™** and the **Universal Booster™**.

Analog Way’s switchers were used to manage soft edge blending. They enabled us to get a much wider presentation space. The Picture in Picture feature allowed us to manipulate that video space, to use the background as a banner screen, put the design on the background as a backdrop. We can also use PIP for camera feeds or worship lyrics. The sources used include camera, motion graphics, movies, and in some cases, game stations such as Xbox or Wii. Many things can be displayed. This is a real multi-usage room.”

JL: “When we first decided to use **Analog Way**, our main reason for doing so was to utilize the edge blending capabilities of the products. With our renovated system, we planned to use two video projectors to fill one large screen but still wanted to make the image as seamless as possible. Since then, we have discovered the benefits of PIPs and other features.”

Why did you choose to recommend Analog Way products to the church?

CE: “Our history with **Analog Way** has always been good. These are very good products. We’ve been using **Analog Way** products for about 3 years. We were actually using these products before, but were spread out between **Analog Way** and other brands. Our sales contact at **Analog Way** showed us the products and some solutions that could fit what we were looking for, and we tried them. We have seen some **Di-VentiX** demos at our office doing edge blending and they revealed to be successful, so we chose to go with the **Di-VentiX** and it worked out very well.”

Were you satisfied? Did Analog Way products allow you to meet your requirements?

JL: “We have been very satisfied with the products and installation and **Analog Way** has been very prompt in addressing any issues that have arisen.”

CE: “We achieved edge blending of high quality. Despite the challenges, the result looks very good and the customer was able to save quite a bit of money. There are other systems besides **Analog Way**, but they can easily cost you 2, 3 or 4 times the amount. The set up and features in the **Analog Way** systems are great. It was the right solution for what we needed to achieve. It was very user-friendly, much more than I expected at first.

The customer is very satisfied. They now have some fairly high-profile events in there and they are very happy with it.”

Which impact do you see in the integration of soft-edge blending technology in the Houses of Worship environment like Olive Baptist Church?

JL: “In a world of high definition televisions and smart phones, people are becoming more and more inspired and motivated by visual media. I believe that churches should recognize the need for this in their own worship services. People have come to expect smooth, flowing media from the rest of the world and should not expect less from Houses of Worship.”

CE: “I think the biggest impact of edge blending technology in churches is the ability to create a virtual background. In the long run, it is going to save the church’s time and money as it allows to change the overall outlook of the stage at a glance. For example, displaying graphics behind the person that go along with the message has a huge impact: it allows the audience to watch the stage and at the same time, the background can fall along with the message. If the church has a campaign going on for a



certain amount of time, the background can convey the message and the backdrop can change several times during the worship service. In most churches, that would not be possible without major theatrical or physical labor!"

 Press Contact

Amandine Teyssier

Tel : +33 (0)1 64 47 14 14

E-mail : amandine.teyssier@analogway.com

 Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of image converters and presentation switchers. The company designs a wide range of computer to video scan converters, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

