

TOP OF THE ROCK

ROCKEFELLER CENTER - DESIGN & INSTALLATION BY: TECHNOMEDIA SOLUTIONS LLC



CONCEPT

The 'Top of the Rock' Beamwalk, located on the Observation Deck of the Rockefeller Center, provides guests the opportunity to "experience" the construction process of the historical building. The goal of the project was to upgrade the existing display for improved and simplified operation, while producing high quality audio & video throughout the venue.

CHALLENGE

The Beamwalk consists of projection with Christie LX-400 projectors onto a glass screen, requiring extreme off-axis projector placement to simulate the beam structures used to build the Rockefeller Center. A major challenge to the project was the need to place the projectors within a tight space, around ducts and the internal building system.

SOLUTION

With the projectors placed underneath the floor and off-axis, Image AnyPlace-200 provided the Geometry Correction and Edge Blending to keep the projectors out of view, while preserving the high image quality. The display gives guests the opportunity to "walk" the beams, like the crews did while building this iconic building in the 1930's.

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