

Bowling Over The Competition with Top-of-the-Line AV Design

HeyDay Entertainment in Oklahoma City

HeyDay Entertainment, named 2015's Top Family Entertainment Center by the International Association of Amusement Parks and Attractions (IAAPA), sought to expand their operations outside of their original Norman, OK location.



EQUIPMENT HIGHLIGHTS

- Crestron Control System
- Samsung 55" LED Displays
- JBL Professional Speakers & Amplifiers
- American DJ Lighting with Ultraviolet LEDs
- Samsung 75" LCD WiFi Displays
- Alcorn McBride DMX Record/Playback Device

CHALLENGE

Outshine the Competition

HeyDay planned to renovate and open a new two-story venue located along downtown Oklahoma City's Bricktown Canal. This facility would include bowling, arcade games, dining options and a full-service bar. To compete with the variety of entertainment options in the vicinity, HeyDay wanted to create an eye-catching location with a vivid experience that would be the envy of the Bricktown District.

ACTION

Unique, Customizable, "Wow" Factor

Ford installed a 61 foot direct view LED wall that spans across ten bowling lanes. The digital video processor enables the wall to display up to five different video feeds at once or one large image. In addition, Ford installed 27 high output speakers and 50+ LED lights in the bowling area. These include moving light fixtures that can be paired with a DMX show recorder to deliver lighting cues to music. For the sports fans, over thirty HD displays were installed throughout both stories of the building including weather resistant, high-brightness displays for to provide content to customers outside. Custom tablet controls enable staff to manage the audio system for each zone by selecting the audio source, adjusting the volume and controlling wireless microphones. Additional control features include assigning digital video source selection, full remote functions of a DirecTV tuner and presentation control capabilities.

RESULT

Great Fun With More to Come

The venue owners were impressed with Ford's ability to achieve their vision. Their goal was to create a venue with a fun atmosphere and plenty of eye-candy and Ford delivered. Whether their customers are visiting for a few rounds of bowling or to watch the game with fellow fans, the Bricktown complex affords the versatility to accommodate a variety of events. HeyDay enjoys the ease with which their staff can control the various systems without the need to hire AV professionals. After three successful projects in tandem between Ford and HeyDay, more possibilities remain to push the AV boundaries in these cutting-edge family entertainment complexes.