



TECHNICAL SYSTEMS OVERVIEW



OVERVIEW

The Atrium Event Technology system was designed to support a wide-range of event types, configurations and layouts. The system and underlying infrastructure allows for easy integration of additional equipment, and provides a solid base for handling many event requirements.

The power, video, audio, lighting and network infrastructure can be accessed with minimal cable runs and disruption to the facility while providing the flexibility and services these events require.

The extensive design of this infrastructure has been purposefully implemented to minimize the cost, time and labor needed to execute events.





CONTROL ROOM

The Control Room is the nerve center of the system – the place where the system architecture converges and is monitored and operated. The functionality of the Control Room allows complex events to be operated without taking up valuable floor space in the event area. It also provides a higher level of reliability since the gear is situated permanently and the default connections are always left in place. Also of high significance is the time saved setting up for an event when a control area does not have to be built and then dismantled for each event.

Similar to a broadcast control room, appropriate space and services, such as internet, phone and production communications along with ergonomic design are in place for each operating position as well as the show direction positions.

Centralizing the operation of the system off the Atrium floor provides a comfortable, functional environment that saves set-up and strike time while reducing the footprint of technology with the actual event layout.





LIGHTING SYSTEM

The lighting system is based around an industry standard lighting console that is the default for most corporate events. Capable of running programs for moving lights, LED and conventional fixtures, the console controls the event light fixtures permanently mounted within the Atrium but can easily control massive lighting rigs, should they be required for a specific event. The additional lighting would connect through the state-of-art digital lighting network, which is available at multiple connection points throughout the Atrium.

The industry standard for corporate and performance events, the GrandMA2 console, is housed in place in the control room providing extensive programming facilities.

If required the console can be moved to the Atrium for in-the-field programming alternately, a provided iPad can be used to program and operate the system in the field in a more limited fashion.

A lighting replay unit is incorporated in the system to provide playback of programmed presets in tandem or in place of the operator's console.

Weatherproof event lighting is permanently installed within the Atrium at the Trellis and circling the event area. Because these state-of-the-art moving head and fixed lighting fixtures are permanently mounted, they support a range of event functions reducing the need for equipment and labor.

Event Lighting

- 28 Elation moving head spot fixtures
- 68 Elation 6-color LED fixtures

Trellis Lighting

- 1,000 LED architectural lights

Control Console

- GrandMA2





AUDIO SYSTEM

The Audio system has been designed to provide audio coverage throughout the Atrium and adjacent areas. Speakers and placement have been carefully considered to provide clear, musical, distortion-free audio performance for many types of events.

The focus of the sound system is the stage area under the Trellis, where two speaker “arrays” are flown permanently. In addition, there are smaller speaker placements throughout the area. All of the speakers are controlled via an industry-standard Yamaha CL-5 digital audio console located in the control room. Programmed with various presets, the console and speaker system can be utilized for many types of configurations with a minimal amount of sound engineering.

A Yamaha digital audio console and digital audio infrastructure feeds installed speakers and can be used to connect to additional speakers as required.

Installed speaker systems rely on d&b Audiotechnik components – the Gold Standard for event and concert performance.

Built-in production communications system offers wired and wireless capability. Additionally, on-site stage monitors and ancillary in-house equipment can be deployed as required.

System Output

- 104 Db Maximum

Event Floor Speaker System

Mains

- d&b Audiotechnik Y-Series Line-Arrays powered by d&b 30D amplifiers.
- 4x Y8 + 2x Y-Sub per side.

Delays

- 6X d&b Audiotechnik Y7P

Oasis

- 4X d&b Audiotechnik Y7P

Near Field/Front Fill

- 2x d&b Audiotechnik Y6P

Other

- 2x d&b Audiotechnik YSub
- 2x d&b Audiotechnik M6 Wedge

Second Floor Speaker System

Rear & Side Coverage

- 4x d&b Audiotechnik Y10P
- 4x d&b Audiotechnik Y7P

Cabana Speaker System

- 11X Yamaha VXS8

Audio Mixing

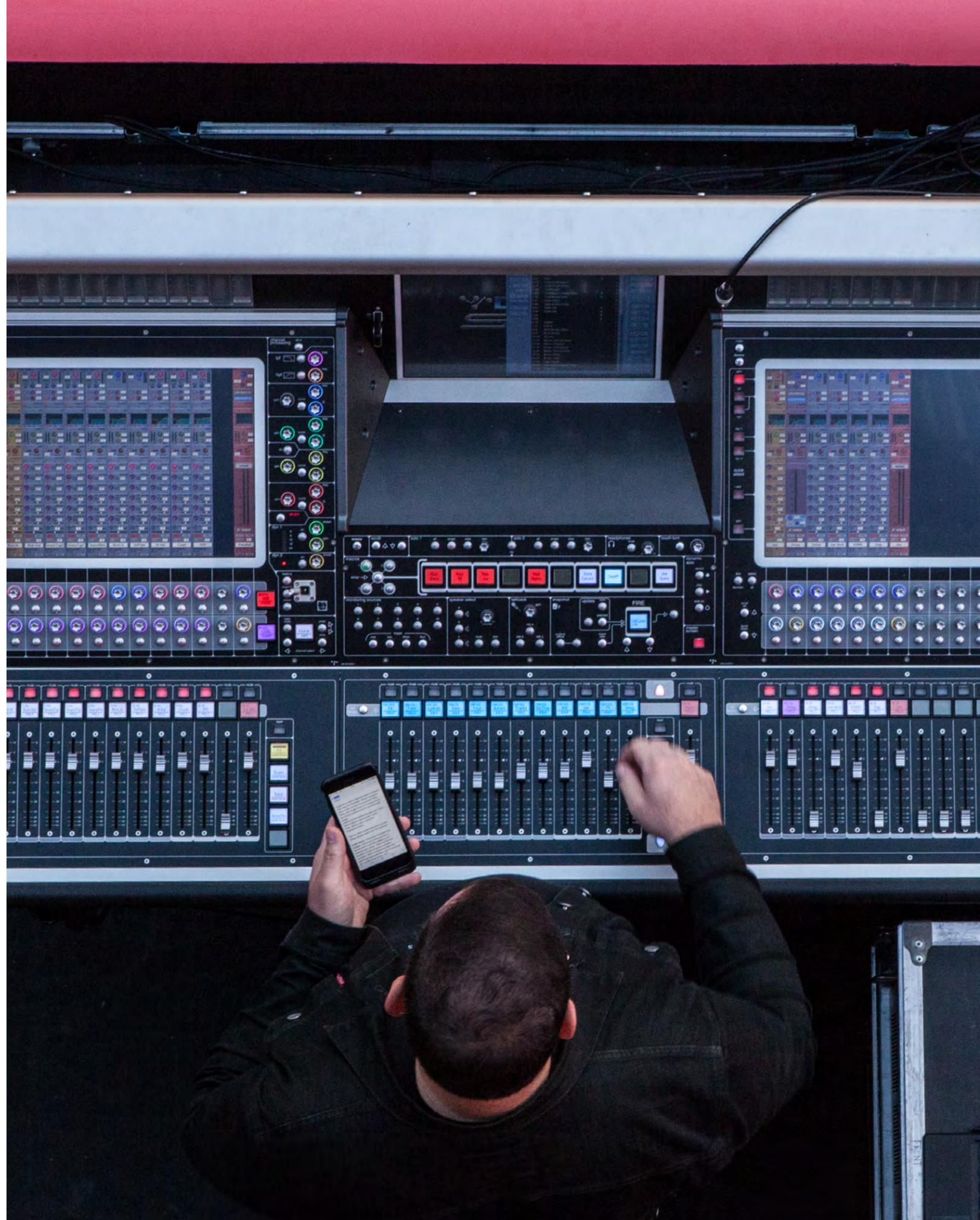
- Yamaha CL-5 Digital Audio Console with Digital Signal Patching & Connectivity & iPad remote.

Microphones & IEM

- 12-Channel Sennheiser Wireless Mic System
- 12x 835 h/h, 12x 1039 b/p w/mke104 lav
- 4-Channel Sennheiser IEM
- 4x DPA Headset Mic
- Stereo & Mono Radial DI
- 4x Shure SM-57
- 4x Shure Beta58

Production Communications

- Clear-com wired and wireless intercom
- Motorola Walkie-Talkies





VIDEO SYSTEM

The Control Room built-in video system has the ability to playback video content and send that content to the large format 16' x 9' digital screen located in the Atrium. The system also has the ability to send live streaming content to various external points such as Facebook, YouTube or any web destination.

Aside from the screen in the Atrium, the property houses an expansive digital signage network comprised of 41 eye-level and two 100' digital screens. These screens are equipped with multiple creative capabilities, including video live streaming, photo sharing and dynamic social media feeds.

The Atrium space houses two pan-tilt zoom cameras that are permanently affixed in the Atrium, providing turn-key services for I-Mag during live events.

For events with extensive video requirements, such as multi-camera broad or narrow cast, connectivity is available throughout the event spaces as well as on Constellation Boulevard for broadcast vehicles.

Display

- 10mm LED video display (12' h x 100' w) with ultra-widescreen content playback and live picture-in-picture capability. Displays partially viewable from Atrium
- 8mm LED video display (9' h x 16' w) @ Atrium stage

Video Connectivity

- Single and multi-fiber connections on Constellation Ave for Production Vehicle
- 60 x 82 3g HD-SDI (expandable) matrix switcher and accompanying production
- 2x 3g HD-SDI PTZ Camera
- Up to 6x Graphics/Video stations
- Video streaming capture of Westfield Mall NEXT streams, YouTube, Facebook Live, etc
- Integrated video record capability

WiFi & Network Infrastructure

- Dedicated Production Wifi (coverage extends throughout entire mall and parking levels) w/ 100MB synchronous internet access
- 9 - dedicated event floor boxes throughout Atrium Floor with Structured Single Mode and Multimode fiber optic infrastructure (over 300 strands dedicated to the event area) in addition to copper infrastructure, including network, DMX, Clear-Com
- Fiber Optic Infrastructure extends throughout mall property via the event control room
- Free Wi-Fi for event attendees throughout the venue



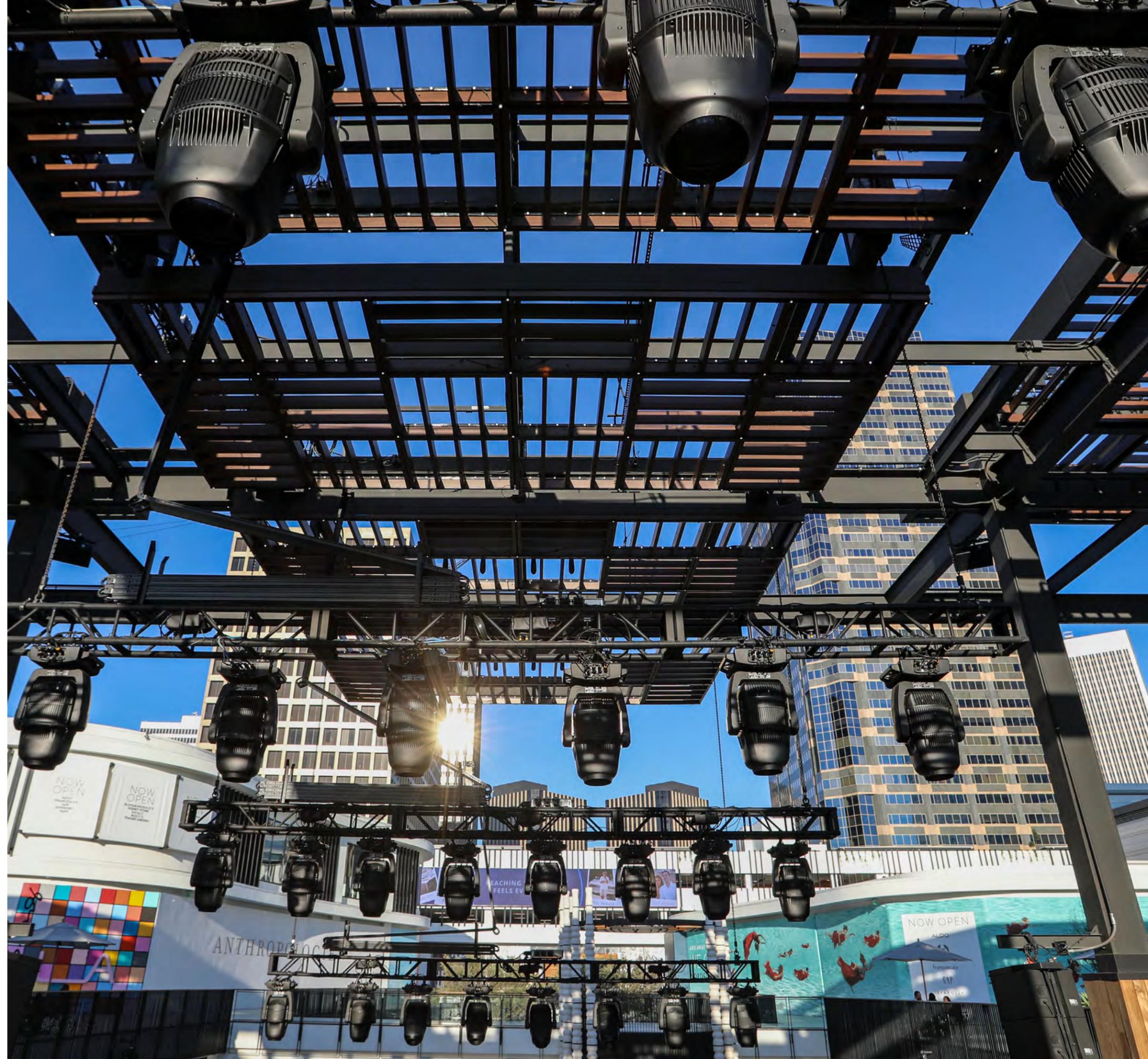


RIGGING

The Trellis at the Atrium refers to the overhead decorative structure that provides rigging capability for the Atrium.

The house system consists of (4) 24' motorized trusses that accommodate the house event lighting. These motors are controlled at panels located at the Atrium floor as well as the 3rd Level.

Four Beams connected to the main structural uprights can be accessed for additional rigging requirements. These beams are rated at 2,500lb distributed across each beam. At 50' apart they are ideally suitable for supporting a truss superstructure. All rigging must be installed by our in-house team and require Westfield structural approval.





POWER SYSTEMS

The power in the event spaces is strategically distributed to minimize and eliminate cable paths and easily connect to additional event elements. Additional power can be pulled to all areas of the event spaces including the bulk head around the Atrium, the Trellis and ancillary areas.

Atrium

- 3 – 100a 3-phase service
- 1 – 200a 3-phase service
- 6 – 6x20a 208v on Socapex at lighting rail
- 4 – 20a 120v at lighting Rails
- 14 – 20a 208v at lighting rails
- 2 – Through-hole to lower parking level 1 for connecting ancillary equipment such as electrical cables

Constellation Boulevard

- 1- 200a 3-phase service

Cabana

- 12 – 20a 208v @ Cabana Trellis
- 8 – 20a 120v @ Cabana Roof Level
- 4 – 30a 208v 3-phase @ Cabana Roof Level
- 1 – 200a 208v 3-phase

Prep Kitchen

- 5 – 20a 120v
- 4 – 50a 208v Stove Connections



Westfield
CENTURY CITY

10250 Santa Monica Blvd. Los Angeles CA 90067

Contact Us - CenturyCityEvents@urw.com