

# CONVENTION CENTERS

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*Digital lighting control allows a convention facility to provide meeting planners with the lighting they need, without affecting set-up times.*

Convention centers across the country are expanding and/or upgrading their facilities in an effort to maintain their current customer base and attract new events. In this highly competitive environment, success hinges on the ability to stand above the crowd with an exceptional facility that offers meeting planners an exciting, productive environment that can be tailored to meet their specific needs.

Lighting is an important aspect of the overall user experience at a convention center, and digital lighting control can significantly enhance visitor comfort, productivity and aesthetic enjoyment. The advanced features provided by a digital lighting control system

enable convention facility managers to optimize the lighting for each event — without increasing the set-up time between shows.

Traditional hard-wired lighting systems offer a fixed set of options, forcing exhibitors and speakers to set up their presentations to fit the room's available lighting. With a digital control system, user needs and preferences drive the set-up, instead of the other way around. Lighting designs are uploaded to a computer prior to an event, and then initiated with a keystroke at the appropriate time. In addition, users are able to dim or brighten different parts of their presentation room using wall controls or a web interface.

*Project  
Example*



*Bartle Hall  
Kansas City Convention Center*

The Kansas City Convention Center underwent a \$22 million renovation in 2005. More than half of the facility was gutted, and the space was reconfigured into 26 meeting rooms plus lobbies and service areas. The project included high-tech upgrades such as a state-of-the-art projection system and high-speed wireless internet access throughout the building. Lighting needed to be state-of-the-art as well, providing energy efficiency and flexibility to meet the needs of multiple room configurations.

Starfield created an easy-to-use solution that put both fluorescent and incandescent lights throughout the facility on one system. Using movable partition switches, the system automatically updates lighting zones as the rooms are reconfigured for different uses, enabling local wall switches to control local lights no matter what the configuration. The largest meeting room can be divided into 7 smaller rooms, and incorporates 700 ballasts that can be controlled simultaneously or in groups from any switch in the room.



## Digital Lighting Control Provides Many Benefits in Convention Facilities

### **For exhibitors and presenters, it's...**

- ◆ Customizable
- ◆ Controllable
- ◆ User friendly

- ◆ Light fixtures can be controlled individually or in groups, enabling customized lighting for different events
- ◆ Advanced dimming technology optimizes occupant productivity by giving users the proper amount of light in the proper places for their particular needs
- ◆ A robust suite of user interfaces enables users to interact with the system via wall controls or a web interface

### **For owners and managers, it's...**

- ◆ Cost-effective
- ◆ Future-proof
- ◆ Centrally manageable
- ◆ Energy-efficient

- ◆ Starfield offers a superior system that provides differentiation from competitor facilities at a price that's comparable to a conventional system
- ◆ Software-based system alleviates hardware obsolescence issues and allows updates and upgrades via simple downloads
- ◆ Lighting control is computerized like other building automation systems (HVAC, security, etc.), enabling cost savings through central management and building systems integration
- ◆ Lighting accounts for almost 40% of the energy used in a typical building, and digital lighting control can provide significant energy savings through dimming and daylighting

### **For installers, it's...**

- ◆ Familiar

- ◆ System uses a simple two-wire, low-voltage control network that is non-polarized and can be pulled with power wiring or free-run

### **For maintenance crews, it's...**

- ◆ Efficient
- ◆ Simple

- ◆ Automated reports tell maintenance crews what needs fixing (down to the type of lamp or ballast that is required) – often before a visitor or staff member has noticed the problem and filed a complaint
- ◆ The system consists of a small number of standardized parts, simplifying maintenance and spare parts inventory management

### **For designers, it's...**

- ◆ Powerful
- ◆ Flexible

- ◆ Designers concentrate on user needs rather than worrying about the implementation constraints inherent in hard-wired systems
- ◆ Lighting design changes can be made at any time — even after construction is complete — because all of the lighting is networked together and controlled via software

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