

The Hellenic Club of Canberra

A crystal clear view of the events that matter



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Jay Birkett
Club Operations Manager
The Hellenic Club of Canberra

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The Hellenic Club of Canberra

Throughout Australia clubs have always been regarded as community and social hubs. In the Australian Capital Territory, one of the most respected and community oriented club is the Hellenic Club of Canberra.

Since the Club's opening in 1979 it has maintained a focus on being a professional organisation that provides high quality services and amenities to its members and the community. Figuring prominently in its community involvement is the financial support it gives to nearly 100 organisations, including Australian Red Cross, Disability ACT, La Trobe University and ACT Fire Brigade.

The reality is, though, that providing financial support requires the generation of revenues; and fundamental to the Club's ability to generate revenues is building and maintaining a level of club facilities that are second to none.

Challenge: Video quality at the highest level

In early 2010, with the FIFA World Cup looming, Club operational staff recognised the need to provide members with a significantly better viewing experience of the broadcast matches than its incumbent large venue projector was able to deliver.

According to Club Operations Manager, Jay Birkett, the Club's Triton Lounge was expected to be at almost full capacity during the four weeks in which the 48 World Cup matches were to be played. "The main problem we were facing was that our existing projector didn't have the brightness and image quality that would ensure our members received the 'next best thing to being there' experience," he says.

"Essentially, we needed a projector that was designed specifically for large venues and could deliver on the key requirements of brightness, high resolution and excellent colour capabilities on a large screen.

"Those," Jay continues, "were the main requirements. On top of those, and given we were prepared to make a significant investment in the technology, we needed to ensure it had the reliability and versatility to allow us to gain maximum return on that investment."

The Epson EB-Z8050W

Following extensive research into the capabilities of large venue projectors on offer from various vendors, the Club shortlisted a small number of possibilities, among which was the Epson EB-Z8050W. In commenting on the reasons for including the EB-Z8050W, Jay relates that its 7,000 lumens brightness and High Definition output were the leading factors.

"When we looked at those capabilities, and then brought in the other advantages such as ease of maintenance, low running costs and the Epson brand itself, the shortlist was cut down to just the EB-Z8050W quite quickly."

Ensuring the best solution

Protecting the Club's investment in a new large venue projector was a high priority even before the final purchase decision was made; and contributing to that was a comprehensive audit carried out by Epson projector specialists.

Along with gaining a full understanding of the Club's requirements for image quality, video input sources and the infrastructure into which the projector would be integrated, the audit encompassed key factors such as the amount of ambient light, venue size and even temperature variances.

"Even though we had identified the EB-Z8050W as the ideal projector for our Triton Room, Epson first worked with us to ensure that it would actually be the best match for our specific requirements and the venue itself," Jay says.

"Following that, the Epson authorised integrator installed the projector, integrated it into our network infrastructure and then calibrated it for optimum performance.

"It was that attention to detail right from the start that gave us even further confidence that the decision to purchase the Epson projector was the correct one."

Full image clarity and quality in full light

With the EB-Z8050W positioned nearly 18 metres from the screen, and projecting an image of approximately four metres wide by three metres high, image clarity and the ability to cut through the Triton Room's bright lighting is precisely what the Club was looking for.

"It's important to bear in mind," Jay says, "that the room in which the projector is installed is not a dedicated theatre. It is a large relaxed area where lighting has to be at consistently high levels. Having the Epson projector installed means we're not having to always adjust lighting just to compensate for the projector. Regardless of the room's lighting, the clarity and quality we're now seeing is well beyond what we'd initially hoped for."

Delivering the clarity and quality of image in a fully lit environment are the EB-Z8050W's dual lamps and advanced LCD panels, which ensure

The image shows a large, multi-level interior space, likely a hotel lobby or a large dining hall. The ceiling is a prominent feature, with a complex, geometric pattern of recessed lighting panels. The space is supported by several large, cylindrical columns with decorative copper-colored accents. In the foreground, there is a dining area with tables and chairs. In the background, there is a staircase and a bar area. The overall atmosphere is bright and modern.

“ The fact that the projector has three separate cooling systems was something we regarded as being extremely important for reliability and low maintenance. Add to that the standard four year warranty, 10,000 hour life filter and the ease with which filters and lamps can be replaced, and it was obvious that we were getting a projector that needed minimum attention. ”

smooth flicker-free video output. "In the case of the World Cup in particular, members were absolutely flocking to the Triton Lounge because it was quite simply the best place to see the matches being shown in all their high resolution glory," Jay states.

Versatility through broad connectivity

Of particular benefit to the Hellenic Club is the EB-Z8050W's versatile connectivity, with LAN and wired remote networking along with standard video and PC inputs that include HDMI, DVI-D and S-Video. In explaining how this benefits the Club, Jay says: "Firstly, because the projector is mounted in a very out of reach position, we're able to monitor and control it over our existing network.

"From the video input perspective, having the range of input options means we have the ability to cater to virtually any situation. While in most cases the projector is connected to one of our rack-mounted Foxtel devices, if the need arises to connect it to any other video source, such as a computer, we can do that in a matter of minutes."

Easy maintenance and low running costs

As with the introduction of any new technology, the Club pays particular attention to the amount of resources that will be required for its management, service and operation. In regard to the EB-Z8050W, those required resources have proven to be negligible.

"The fact that the projector has three separate cooling systems was something we regarded as being extremely important for reliability and low maintenance," Jay explains. "Add to that the standard four year warranty, 10,000 hour life filter and the ease with which filters and lamps can be replaced, and it was obvious that we were getting a projector that needed minimum attention."

Going forward with a future-proofed projector

While the results of the 2010 FIFA World Cup may not have been too much to the liking of the Club's Greek patrons (although Greece did move up one place in the FIFA World Rankings as a result), the EB-Z8050W projector is set to be used extensively in the four years leading up to – and beyond – the 2014 World Cup.

"We pride ourselves on being one of Canberra's most versatile and modern venues for private and public events," Jay states. "With the Epson projector, we've strengthened that position with the ability to provide event managers with high quality large screen capabilities.

"This is what the community expects of the Hellenic Club, and it's precisely what we are delivering."

For more information about Epson Projectors, please call 1300 130 194 or visit www.epson.com.au



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