

Case Study: VCU Ballroom Audio Visual Upgrades



BACKGROUND

Virginia Commonwealth University (VCU) is a major urban university in Richmond, serving 28,000+ students and employing 24,000 across the region. Known for hands-on learning and community engagement, VCU hosts a wide range of high-impact events that support recruitment, academics, and partnerships.

OBJECTIVE

Create a flexible, easy-to-use event environment that delivers:

- Clear, intelligible speech
- High-quality sound
- High-resolution visual presentation
- Ability to have simple and advance operation

SOLUTION

Productive AV delivered a streamlined, rider-friendly upgrade designed for performance and ease of use:

- **Enhanced Audio:** Biamp column array speakers, 15" subwoofers, and Shure wireless microphones for clear, consistent sound throughout the entire room
- **Upgraded Visuals:** 144" HD projection screens with laser projectors for bright, crisp imagery
- **Intuitive Controls:** Q-SYS system for simple, user-friendly operation
- **Clean Aesthetics:** Custom-fabricated mounts creating a floating screen effect

The result is a polished, high-performing event space that supports everything from recruitment events to large-scale university programs—without adding complexity for end users.



"Productive knows what to do and how to do it. They did everything exceptionally well."

James G.
Technical Services
Manager

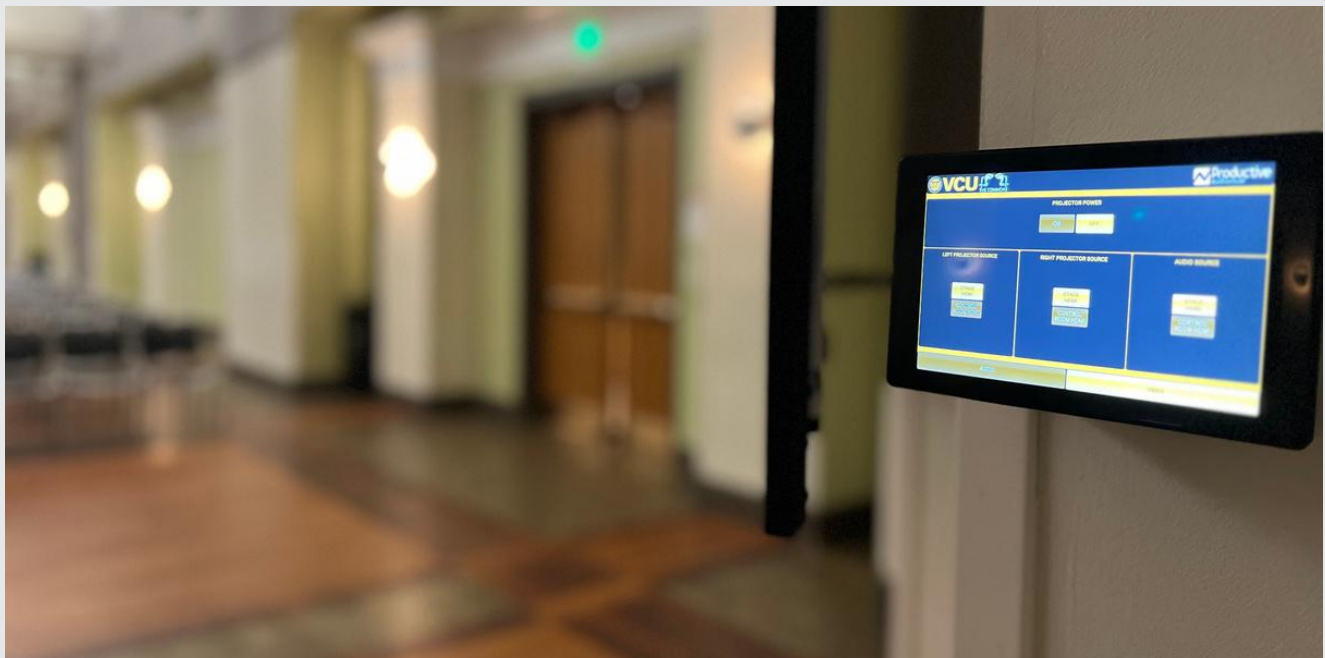
TECHNOLOGY-AT-A-GLANCE

- **Shure** Dual Wireless Vocal System
- **Biamp** Column Array Speakers
- **Q-SYS** Peripherals with Mic/Line Inputs
- 144" HD Projection Screens
- **Epson** 8500 Lumen Business Projector
- **Crestron** 4K DigitalMedia Projection System

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Control panel at stage right [Include the "so what" for the client]



144" HD projection screen (floating effect) accompanied by BiampColumn Array speaker

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Customized touchscreen interface for projector controls



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