

CENTRALIZED CONTROL FOR IMMERSIVE ENTERTAINMENT

Illuminarium

Immersive Worlds Come Alive with Q-SYS

📍 Multiple Global Locations

Embark on an African safari. Explore the depths of space. Sip cocktails in a Tokyo night market. From exhilarating natural wonders to enriching cultural moments, [Illuminarium](#) allows guests to experience cinematic immersion like never before. Encompassing precise audio, video and environmental control, Q-SYS plays a crucial role in Illuminarium's ability to create an unparalleled sense of realism and engagement. With the help of [Q-SYS](#), Illuminarium has become a leader in commercial entertainment with its ever-evolving stories and immersive experiences.



“As we continue to grow and strive to become the number one immersive environment in the world, the reliability and durability of Q-SYS have proven invaluable. It takes a licking and keeps on ticking.”

Chris O'Halleran,

Director of Entertainment Technology, Illuminarium

Challenges

Managing Multiple Systems

Illuminarium relies on the seamless interaction of multiple systems to deliver their unique shows, requiring a solution to manage audio, video, lighting, and environmental controls effectively. With an extensive range of components, such as projectors, audio systems, haptic floors, and dynamic environments, flawless synchronization posed a significant challenge. Chris O'Halleran, Director of Entertainment Technology at Illuminarium, said, "Coordinating these different systems and ensuring they work together is like a series of handshakes. However, these challenges drive the team to think deeper and push technology to new heights. That's why Q-SYS was the perfect solution for Illuminarium's needs."



Solutions

Q-SYS Standardization

“At the Illuminarium, we are using the [Q-SYS Core 510i processor](#) as the central processing unit,” said O’Halloran. “Q-SYS is responsible for audio routing, mixing for special events, show control, and turning on and off the front of house signage. At the entrance, we have a control panel which operators use to start and stop the show, reset the show, emergency stop the show if needed, and control the doors, so Q-SYS pretty much controls our show completely.”

Additionally, the Q-SYS system plays a crucial role in creating an immersive audio experience. The 128-channel show player, responsible for playing the audio content, is routed out on [Dante](#) via Q-SYS. By utilizing Q-SYS for routing the audio via Dante, Illuminarium provides visitors with a truly immersive and captivating soundscape.

Endless Possibilities

James Holmes, AV Technician at Illuminarium, expressed his excitement for Q-SYS. “I’ve been exploring its various capabilities and customization options. I’ve created [user control interfaces](#) (UCIs) that simplify the experience for both technicians and clients. With Q-SYS as our main audio and control system, the possibilities are endless. We can download assets that work seamlessly with

our equipment. I’ve also been diving into the [training videos](#) provided by Q-SYS to gain a deeper understanding and improve our venue control. The best part about Q-SYS UCIs is that we can customize them for each client, providing them with their own unique venue experience. For special events, I offer the option of building a UCI based on the client’s preferences. This way, clients can easily navigate and customize their experience without feeling overwhelmed.”

Q-SYS Reflect Optimizes System Monitoring

The Illuminarium team relies on [Q-SYS Reflect Enterprise Manager](#) to efficiently manage and monitor their Q-SYS system. With this software, they can receive proactive alerts if any hardware malfunctions or loses connection, allowing them to quickly repair equipment without interrupting a show. Additionally, the team can easily manage and operate shows in multiple locations worldwide. Q-SYS Area Manager Tony Cascio explains “Q-SYS offers companies like Illuminarium the ability to adapt and scale their solution as needed. The cloud management and monitoring capabilities also enable the team in Atlanta or Las Vegas to oversee and manage locations such as Macao and Toronto, among others, all from a single pane of glass.”



Solutions

Redundancy Ensure Continuous Experiences

O'Halleran said, "In the entertainment industry, time is money, and any downtime can result in significant revenue loss. Q-SYS is a reliable solution for show control in immersive environments. What sets Q-SYS apart from other show controllers is its utilization of standard I.T. networking protocols. Not only does Q-SYS make it easier to set up and integrate into our existing infrastructure, but it enhances its resilience. Q-SYS can withstand the demands of our show control environment and deliver a consistent performance. As we continue to grow and strive to become the number one immersive environment in the world, the reliability and durability of Q-SYS have proven invaluable. It takes a licking and keeps on ticking."

Creating Extraordinary Moments

Felix Cabrera, Head of Production and Senior Producer at Illuminarium Experiences had this to say, "What keeps me coming to work every day is knowing that I'm creating this wonderful, amazing experience for people where I'm getting to see a parent taking a picture of their child in front of a Nebula or seeing a child taking a picture of their parent that's holding up a planet in our planet gallery. Without technology like Q-SYS, we wouldn't be able to create these types of immersive experiences."



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

qsys.com

QSC, LLC

1675 MacArthur Blvd.
Costa Mesa, CA 92626 USA

Phone 1.714.957.7100

Fax 1.714.754.6174

Toll Free 1.800.854.4079

Outside the U.S. 1.714.754.6175