

DOLBY GALLERY

# Technical & Asset Information





## INTRODUCTION

Dolby® Gallery is a venue for presenting spectacular new media experiences. Dolby partners with contemporary artists to launch exhibitions and community events exploring the leading edge of audio and imaging technologies. The space has 52 full-range speakers managed with 34 subwoofers and features a 62 x 4ft LED screen.

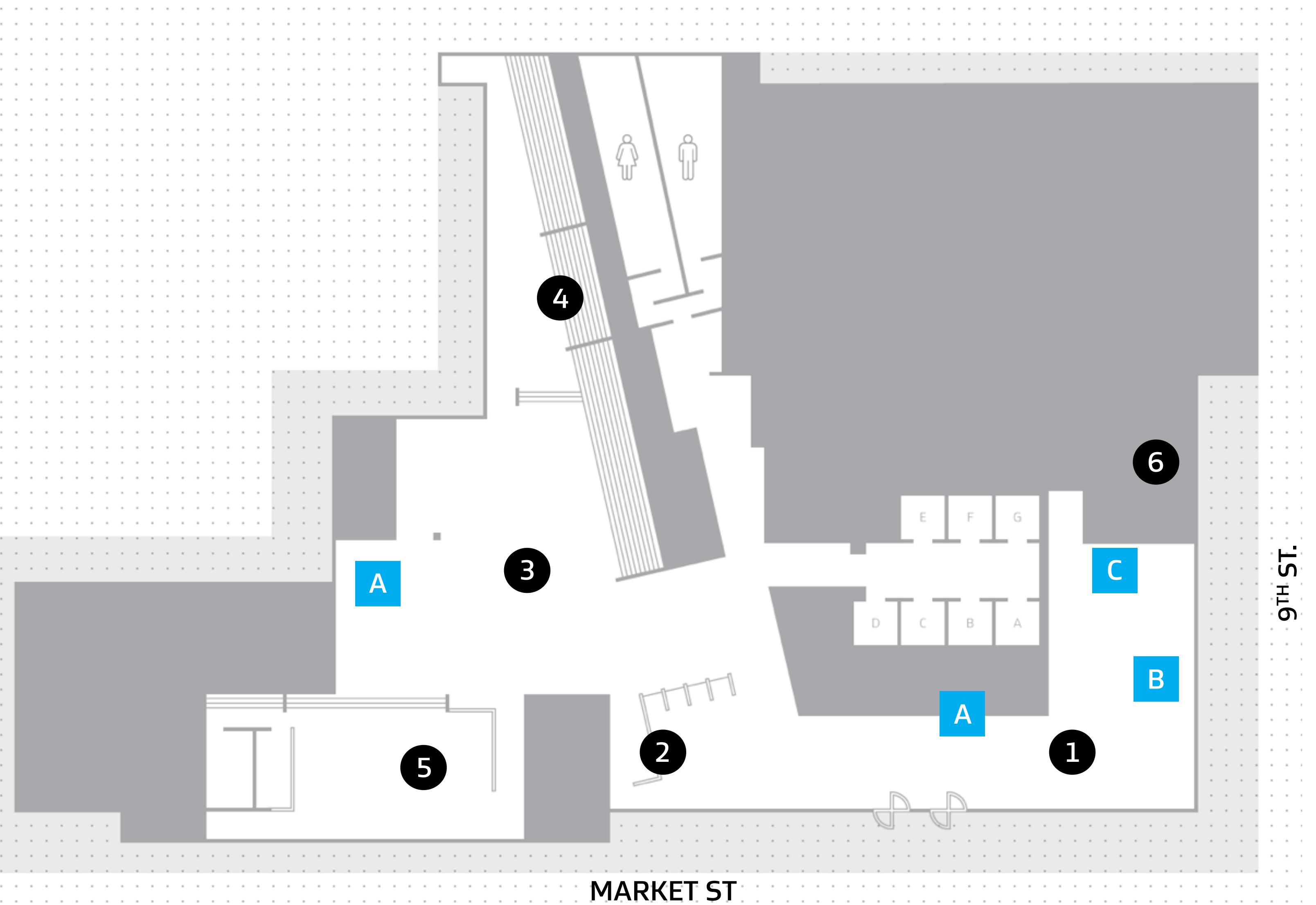
#DolbyArt  
@DolbyGallery  
[dolby.com/gallery](http://dolby.com/gallery) (June 2016)

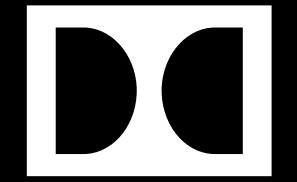




## FLOOR PLAN

1. Dolby Gallery
  - A. Digital Ribbon
  - B. Display Modules Area
  - C. 16'x9' Projection Screen
2. Reception Desk
3. Atrium
  - A. Dolby Cinema Model
4. Hill
5. 1275 Coffee Bar
6. Room 100 (Green Room)





DOLBY GALLERY

# Specifications





## DIGITAL RIBBON VIDEO SPECIFICATIONS

### Dimensions

9920 x 720 is the aspect ratio (6720 x 720 on long side) +  
(3200 x 720 on the short side) (5/8" empty space at seam)  
62'w x 4'h

### Format

For linear video, deliver in ProRes at Native Resolution 720 x 9920 at true 60 fps if possible.

Audio is custom-mixed Atmos, chasing LTC from the video machine.

For audio post, please provide a letterboxed version at 1080P for picture reference.

All audio should be 24 bit 48K. Native video rate is 60 fps.





## AUDIO SPECIFICATIONS

Working with Dolby personnel, audio can be prepared to work with picture in several ways. Allow at least 2 weeks of audio preparation and mix time.

The Gallery has 52 full-range speakers above the grid in the lobby (52 mains bass-managed with 34 subwoofers for 20 Hz to 20 kHz response)

### **Speaker playback possibilities**

1. Dolby Atmos linear playback from Pro Tools (sync'd with picture with LTC). Atmos mixes are prepared at Dolby's 100 Potrero dubbing stage and played from a dedicated Mac Pro.
2. Direct outputs of the Video Mac Pro via a 64 channel MADI card.
3. Speakers can be addressed directly. i.e., a subset of the 52 speakers can be used.





## LIGHTING SPECIFICATIONS

The Gallery has 52 DMX controlled Philips Color Kinetics programmable lights above the grid.

Using DMX, lighting can be integrated into a presentation. DMX can be programmed to drive the Pharos-controlled lights.





## TIMING

Minimum of 3 full days of audio mixing with a Dolby AV Producer

We would need to properly evaluate and give guidance for both the video and audio 1 month prior.

Assets need to be in hand for mixing 10 days before the go live date.

Artist should have a day and a night mode.  
7:00 AM – 8:00 PM







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# Display Assets



## 16' X 9' PROJECTOR SCREEN

The projection screen can be best utilized during hospitality event programming, to support local community groups during evening hours or to showcase trailers during cinematic focused exhibitions.

### Presentation Information

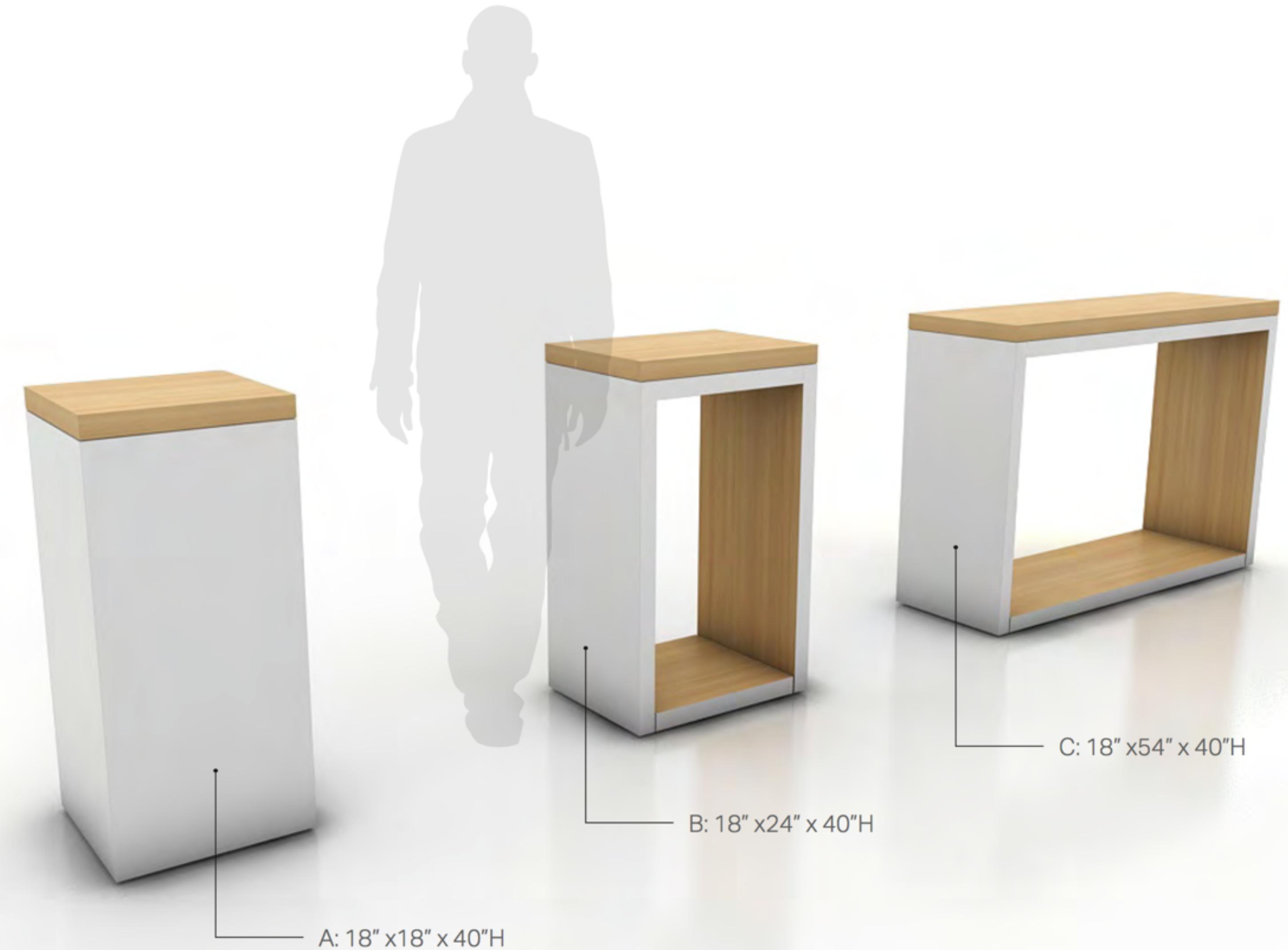
- 16' x 9' Screen (descends from the ceiling)
- 4 Wireless Lavaliers
- 2 Handheld Microphones
- Christie HD14K-M 1080 HD DLP projector (3-chip, 1080 HD DLP, 13,500 center lumen, dual-lamp, digital projector)





## FREE STANDING DISPLAY MODULES

- (2) Module Type A – Power/Data Access or Non-Powered Display
- (2) Module Type B – Non – Powered Display
- (1) Module Type C - Non – Powered Display





## DISPLAY MODULE TYPE A

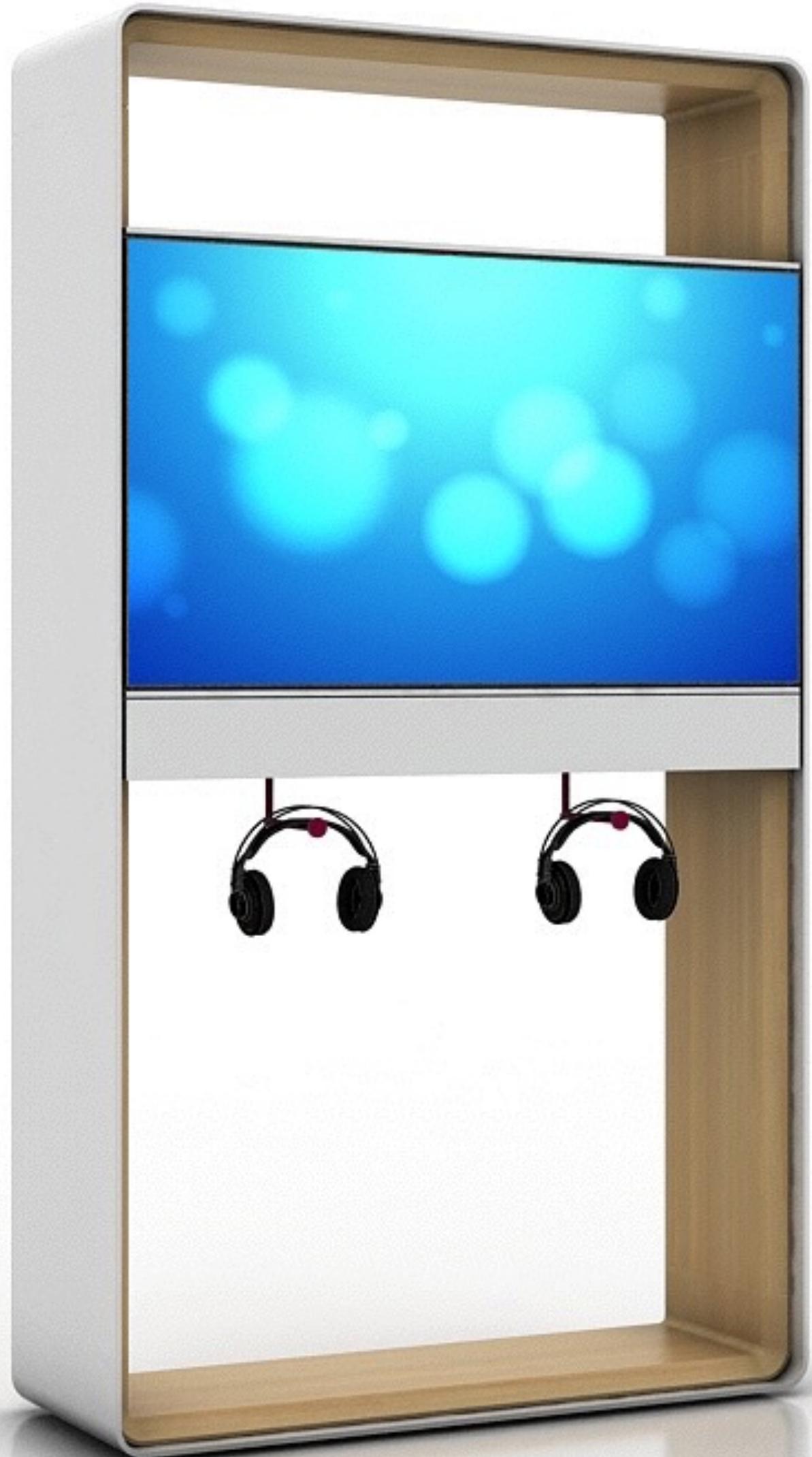
- (2) Module Type A – Powered or Non-Powered Display Unit with Data Access
- Drop down panel meant for storage and cable management only
- Anchored to pre-existing grid with 2 x data point access in floor





## DISPLAY MODULE TYPE C

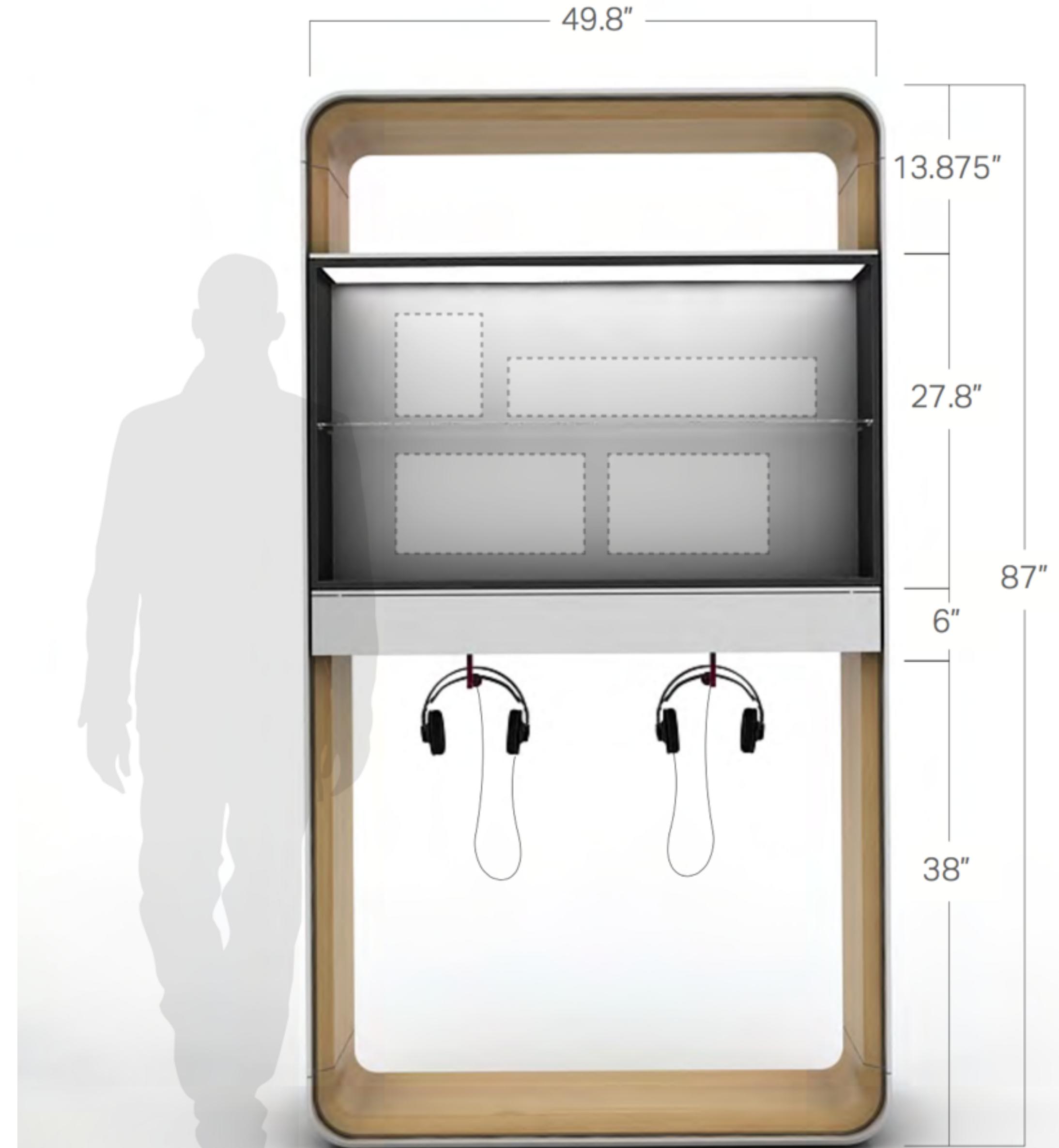
- (2) Module Type C – Powered Display Unit with Digital Signage (Vizio P552ui\_B2)
- Drop down panel meant for storage and cable management only
- Anchored to pre-existing grid with 2 x data point access in floor





## DISPLAY MODULE TYPE C

- (2) Module Type C – Open or with adjustable glass shelving



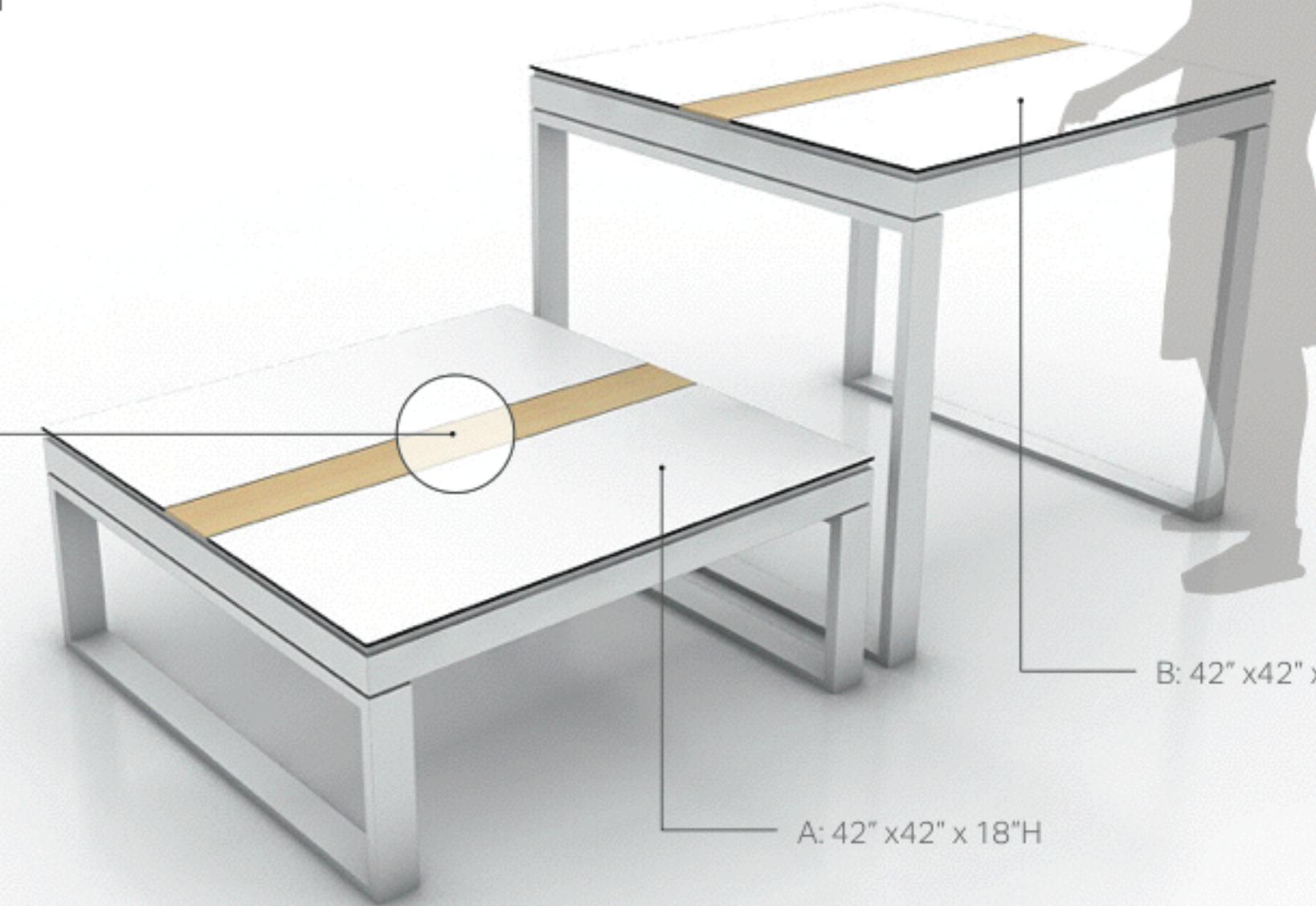


## DISPLAY TABLES

- (1) Low Display Table for Living Room Style Presentation with Power/Data
- (1) High Display Table for Presentation with Power/Data – Can be used in conjunction with Large Display Tables
- Power/Data whip to floor located in center of table.

### SMALL MODULES x2

Two square tables provide a horizontal platform for displaying products, prototypes, historical artifacts and content specific stories. The lowest version can be used in a mock Living-room setting, or within the Flex Lounges.



### SMART TABLES

All display tables have a 6" chase for integrated electrical and data points. A subtle wood detail covers the sockets and organizes any unused wires.



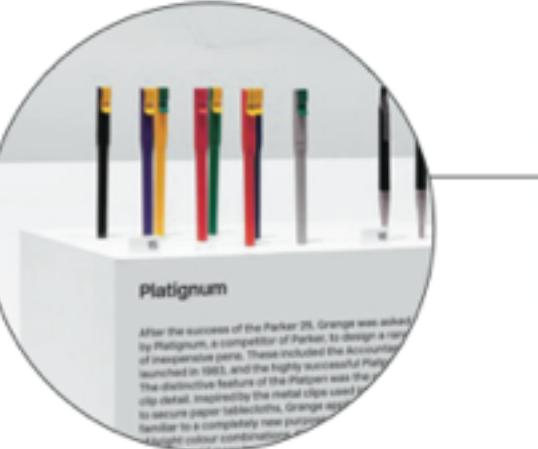


## LARGE DISPLAY TABLES

- (2) Large Display Tables for Presentation with Power/Data
- Can be used in conjunction with Small Display Table (high)
- Power/Data whip to floor located in center of table.

### LARGE MODULES x2

Two larger tables provides a horizontal platform for displaying products, prototypes, historical artifacts and content specific stories. The display top is designed in a grid, allowing for flexible exhibits.



### CONTENT

Text and objects are seamlessly integrated by using a predetermined template. Copy can be applied to table using vinyl, or printed on a second surface, covered in clear acrylic.



C: 42" x 72" x 38"H





## MANNEQUIN HEADS & PLEXIGLAS

### Mannequin Heads in Black

- (4) 13.5"H x 9"L x 9"W
- Head Circumference 22.5"
- Base 9"L x 7"W

### Flat Plexiglas for Display Tables

- (1) 42"L x 42"W Plexi
- (2) 72"L x 42"W Plexi

### Cube Plexiglas for Display Table

- (1) 72"L x 42"W x 15"H

### Cube Plexiglas for Display Modules

- (2) 18"W x 18"L x 15 7/8"H
- (2) 18"W x 24"L x 15 7/8"H





## BEST PRACTICES FOR VINYL

If vinyl is to be applied directly to the tables or plexiglas it needs to be at least 1-inch high for clean removal. Otherwise vinyl can not be applied directly to the table.

If applying vinyl smaller than one inch, we'll have to explore alternative solutions, potentially a thin layer of throwaway Plexiglas.

Never use a magic eraser.





## GRAPHIC BANNERS

19 Hardware Pieces available

Banners are at a fixed width of 33" but the height can go from floor to ceiling (14') if needed.

Any material that is available to be hung can be used

19 graphic banner locations (See map slide 15)

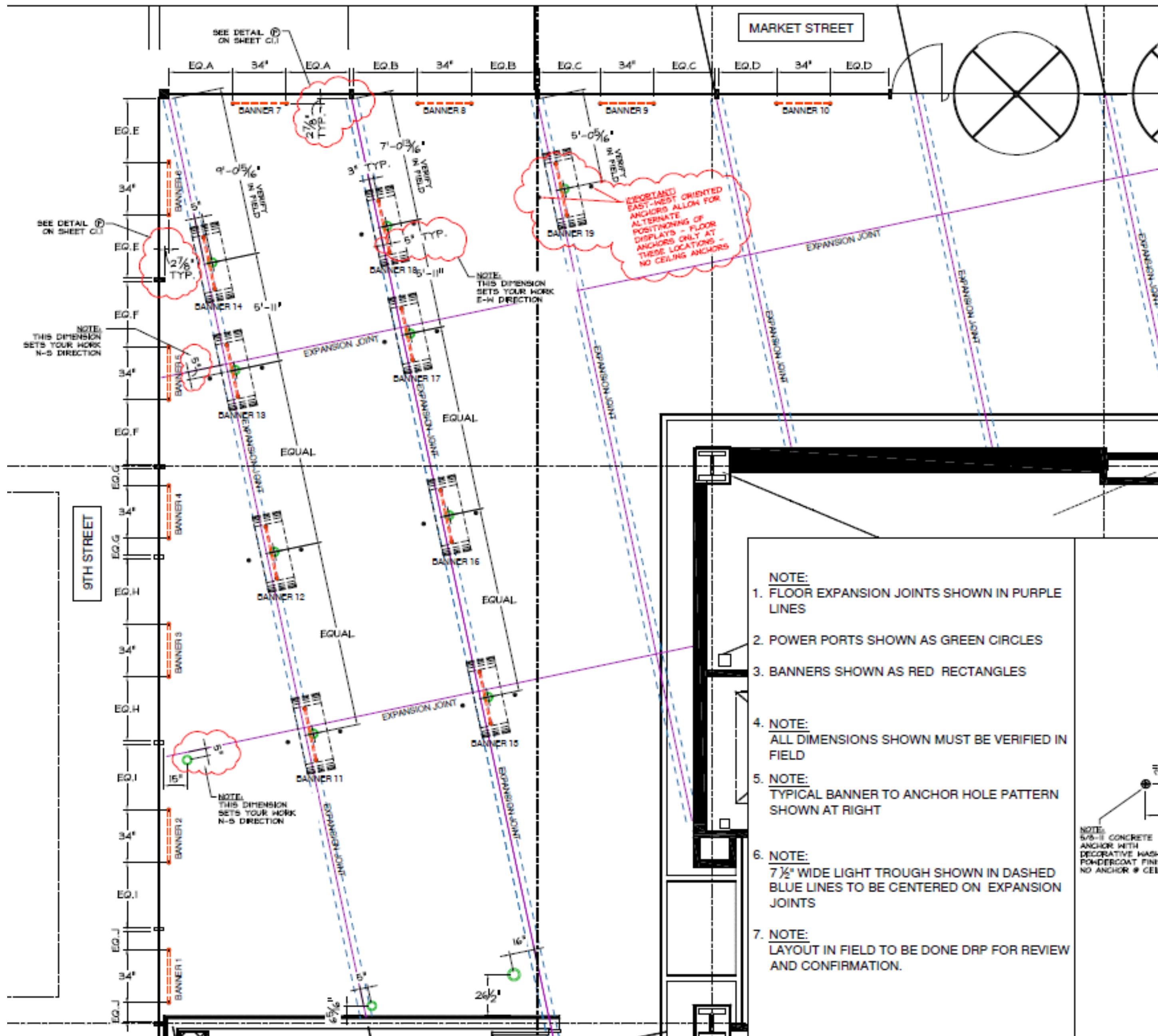




## DISPLAY & BANNER PLOT

Display Cases are not easily moveable and require additional labor.

- 19 banner locations
- (10) on 9th St.
  - (9) on Market St.





## STAGING

(6) 4'W x 4'L squares

Can be as large as 8'W x 12'L

(6) 16"H Risers

(3) 8'W x 16"L Black skirt

(1) 4'W Carpeted Step





## CAPACITY

Location	Sq Ft	Stand Up Reception	Theater Seating	Banquet Seating
Lobby	2000	200	77	N/A
Atrium	4000	400	154	267
Coffee Café	N/A	25	N/A	N/A
Fire Marshall Capacity:		Level 1: 862 Level 2: 803		





## CONTACT

Kevin Byrd  
Director of Curation  
[KEVIN.BYRD@DOLBY.COM](mailto:KEVIN.BYRD@DOLBY.COM)

Mouna Yamine  
Sr. Experiential Manager  
[MOUNA.YAMINI@DOLBY.COM](mailto:MOUNA.YAMINI@DOLBY.COM)

John Loose  
Director, Audio Visual Production  
[JCL@DOLBY.COM](mailto:JCL@DOLBY.COM)





