



Photo by: Detroit Pistons

Integrating Henry Ford Detroit Pistons Performance Center for Detroit Community

Case Study

Detroit Pistons
www.nba.com/pistons

2020
scn
SYSTEMS CONTRACTOR NEWS
INSTALL
OF THE YEAR

Summary

Seeking to encourage a community-oriented space as part of the City of Detroit's revitalization efforts, the Detroit Pistons moved their training facility and headquarters to downtown Detroit. The 185,000-square-foot, four-story facility is the largest of its kind in the NBA and houses indoor and outdoor spaces for public and private events.

Challenge

To provide critical technology solutions that optimized the 185,000-square-foot-space within an aggressive timeline and strict budget constraints.

Solution

New Era Technology served as a trusted adviser by providing value engineering and collaborating with key players to ensure state-of-the-art systems that fit within budget constraints and a limited timeline. The solutions provided by New Era Technology help build bridges between people and technology, further aligning Detroit's mission in bringing the Detroit Community together.



Process

New Era Technology worked very closely with the developer and the AV Design Consultant for this project to ensure the comprehensive plan was understood and captured. Over the course of fifteen months, New Era's contributions helped bring-to-life the community-driven space the City of Detroit desired.

New Era's contributions included audiovisual solutions for the following areas within the facility: draft room, practice gym, team room, locker room, hydrotherapy space, conference rooms, executive and administrative offices, and the broadcast media studio. Systems and technology included control-room systems, room schedulers, cabling, speakers, telephone conferencing, TV's, broadcast cameras, and theatrical lighting for the broadcasting studio. Total device counts included 100+ TV's, 100+ IPTV endpoints, 250+ AV I/O devices, and 250 speakers.

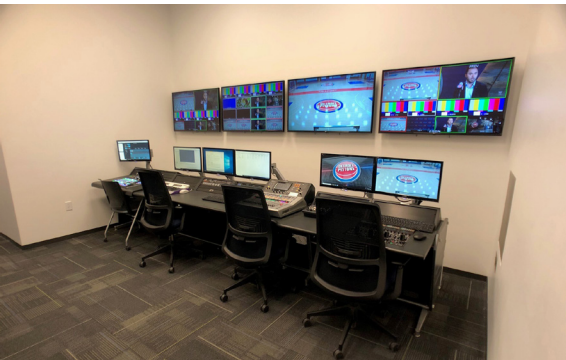


The broadcast studio served as a significant advantage to the Detroit Pistons. This newly built space allowed the Pistons to have a studio with pre, post, and live production abilities housed within the facility. New Era's solutions included contributing IPTV, which allows the staff to use the technology for both entertainment TV and in-house content. This feature enables employees to take content from their production studio and broadcast it anywhere within the practice complex or integrate with other technology such as digital signage. This solution helps align with the original mission of providing a community-driven space by delivering optimized technology and content for public and private events.

Throughout the project, New Era contributed to serving as a liaison and trusted advisor to provide value engineering for budget constraints. New Era worked very closely with key players involved to maintain system integrity and to align with the overall mission for the Detroit Pistons.



Chris McCarty, VP for Commercial & Construction Accounts for New Era – IN shared, "It was a tremendous privilege working closely with the people of the Pistons organization and the Project Construction Team to deliver the AV technology for this landmark facility; not only for the Detroit Pistons and NBA but also for the great city of Detroit and for all those driven to see this project represent another significant step in the revitalization of one of America's great cities."



Outcome

Heavily-driven by revitalization efforts, the Henry Ford Detroit Performance Center project served to provide a space that serves the Detroit Community. The solutions provided by New Era Technology help build bridges between people and technology, further aligning Detroit's mission in bringing the Detroit Community together.

Want to learn more about this project or solution?

Call us at 877-696-7720 or send an email to solutions@neweratech.com.

“Working with New Era Technology was a great partnership. Having the right people in your corner, taking care of all our needs, made for a great experience in working together.”

— Paul Rapier, Director of IT, Detroit Pistons



Photo by: Detroit Pistons