

Case Study: Lost City Adventure Golf

Lost City required a sophisticated AV setup to create an immersive South American themed indoor golf course

Capturing imaginations of tiki temples and ancient civilisations, the golf course chose Casio projectors to deliver stunning special effects, producing a theatrical leisure experience unlike any other.

Director Lane Scott explained how over the last 10 years, the leisure sector has shifted away from ordinary bars, towards more concept-driven activities. "The culture of binge drinking is fading and people are looking for an experience or activity to do with friends instead". There has been an explosion in experiential leisure activities such as escape rooms, darts bars and adult bowling alleys to meet this demand. Coupled with lower high street rent prices thanks to the rise in online shopping, the leisure sector is now flourishing with new ways to engage the public, such as Lost City in Nottingham.

Key features

- Lamp-free
- 1.5 x optical zoom
- WXGA resolution
- 3,500 ANSI lumens
- One-Click Connect
- 2 x HDMI composite connectivity
- Powered USB
- Quick start and stop
- RS-232C
- LAN and WLAN connectivity
- Low power consumption
- Moderator Function



 **LampFree**
CASIO Green Technology

The 36-hole indoor course takes players on a whistle-stop tour of ancient South America, complete with moving rocks, talking trees and crawling insects, produced using a mixture of mechanical and AV effects. A projection screen displays weather effects such as rain, cloud, and lightning accompanied by booming thunder and strobe light flashes. Throughout the course, additional projectors show spiders and centipedes crawling out of holes on the wall and on the putting green itself. Motion sensors trigger the animations when players move close, producing a creepy surprise.

We asked Lane about the Lost City experience: *"The aim is to create an immersive customer experience, so that when a customer enters the Lost City they instantly feel immersed through sight, sound and even smell. We want the people of Nottingham to feel like they're on a little holiday."*

Lost City operates in two locations, Nottingham and Belfast, with a third in Hull on the way. Maintenance manager Tom explained that when it comes to procuring AV equipment, maintenance and longevity are top priorities. *"We're open 13 hours a day, 364 days a year, so we need equipment that we can rely on"*.

Previously, Lost City had experienced problems with lamp-based projectors. *"When we had the special effects installed, we used lamp-based projectors which failed"*



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Lane Scott, Director



after a few months, on top of having to replace the lamps themselves. Then when we had them repaired, they failed again after a few hours of usage. We decided to go with a more reliable brand, and chose Casio. We were really pleased with the new units so, over time we swapped out all of the old projectors for Casio.”

Tom explains that reliability is important to Lost City's operations for two reasons: *“We need equipment which can handle long periods of operation without overheating.”* Being situated in a basement, it can get very hot in the summer and with high footfall, more dust is generated which exacerbates heat-related issues. Casio's dust-resistant design and low operating temperatures means overheating or fans clogging is very unlikely.

The second reason is the logistics of getting AV repaired as a growing business: *“With three branches located hundreds of miles apart, and if there's a problem with the projectors in Belfast, I'd have to travel to Ireland to fix it which costs a lot of money. That's why we need our AV to just work.”*



Lost City has since installed nine Casio projectors, including five XJ-F211W providing the environmental effects on a huge screen, spanning the site and four XJ-F100W providing additional special effects throughout the course, controlled from a BrightSign unit. Thanks to the LampFree technology, the projectors can be left on for long periods of time with no risk of overheating or dimming, allowing Lost City to deal with the operation of a busy leisure business.

Tom explains how Casio has made a difference at Lost City: *“The customer service has been the biggest difference. We don't want to be dealing with whether something is in or out of warranty. We really like that with Casio, it's no quibble, they sort us out quickly and without fuss.”* Lane points out: *“We have enough trouble dealing with the day-to-day problems so it's great to have AV equipment which we can rely on to work everytime.”*

Lane told us that some of the effects Lost City has developed isn't done anywhere else in the world. This is achieved by combining creative leadership, reliable AV and stunning content, producing an environment which takes Lost City to a whole new level - an experience its customers won't forget.

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