

# Church of the Highlands, Alabama, USA

Bringing renewed life to worship

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Scott Waldrep, Production Systems Coordinator at Church of the Highlands



## Barco solutions:

- 20,000 lumens HD DLP projector
- 2,000 lumens SXGA+ DLP projector
- ImagePRO-II 3G
- RLM Series and HDX-W18 projectors at various satellite campuses

## Benefits:

- High production value with HD resolution
- Bold color and contrast in strong ambient light
- Consistent performance and reliability

When Church of the Highlands made the decision in 2009 to invest in a campus-wide AV technology upgrade, they looked to industry leaders Clark and Barco to bring their religious programming to life with professional projection systems. Clark's experience with modern technical worship environments and Barco's projectors and presentation switchers were the right combination to fulfill the church's objective to boost the production quality and visual impact of its sermons and events.

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As the fastest growing church in the United States, Church of the Highlands provides religious services and support to more than 20,000 members combined across ten campuses in Alabama. With this distinction, the church wanted the very best in video technology with the ability to deliver the same high quality to its satellite campuses as well as the flagship location in Birmingham. Over the past four years, Barco and Clark have outfitted four of the 10 campuses with a wide array of Barco video presentation solutions, with more on the way.

We've developed a trusted partnership with Barco and especially appreciate their broad product line which provides a lot of flexibility in configuring the church's installations.



Brandon Byrd,  
Project Manager for Clark

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### High value, economical model

According to Clark, an AVL integrator specializing in the House of Worship market, most churches fueled growth by building bigger churches to grow membership. However, a new nationwide trend has emerged in the last few years, which entails building satellite campuses to expand outreach through multiplication, not megafication. Church of the Highlands has employed this strategy to rapidly expand their ministry across the region. In 2011, Barco and Clark created an upgraded AV system prototype model that could be cost-effectively rolled out to all of its campuses to provide consistent image quality and high reliability. This has proven to be a successful technology foundation which the church can replicate as it continues to grow. "We've developed a trusted partnership with Barco and especially appreciate their broad product line which provides a lot of flexibility in configuring the church's installations," comments Brandon Byrd, Project Manager for Clark. "They deliver great products and excellent customer service that we can always count on."

### Charting a successful AV migration path

The aggressive AV expansion project began in 2009 with a brand new projector system for the 1,000-seat theater at Grants Mill, featuring an FLM-HD20 projector with four RLM-W8 models to round out the presentation screens. This was followed shortly by projects at the church's Riverchase, Greystone and Auburn campuses which utilize varied configurations of HDX-W18 and RLM-series projectors, as well as Barco ImagePRO-II 3G presentation switchers.

### Perfect color and contrast in luminous environments

For its latest upgrade at Grants Mill, the church installed a Barco FLM-HD20 for the center screen, flanked by two FLM-R22+ models to create a captivating, panoramic visual experience in the 2,400 seat sanctuary. "We were so impressed with the excellent crispness, color and contrast of the images - the projectors cut right through the ambient lighting and worked flawlessly from the first night," comments Scott Waldrep, Production Systems Coordinator at Church of the Highlands' main campus. The church holds semi-monthly "Motion Nights" geared toward their teen members, bringing in additional lighting, video and other AV elements to deliver first class entertainment. "We understand that we're engaging a media savvy audience that's used to HD programming. The Barco projectors really increase the wow factor, it's almost like a live concert in here on Wednesday nights!"

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