



# CASE STUDY

## CUSTOMER PROFILE

The Winnipeg Jets are a professional ice hockey team based in Winnipeg, Manitoba, Canada. As a member of the North Division of the Western Conference of the National Hockey League (NHL), the Jets play their home games at the Canada Life Centre.

## CHALLENGE

The Jets' marketing department wanted to enhance the player's pre-game entrance from the tunnel to make it more exciting for the fans and the players. The Jets organization needed a reliable lighting solution that would create a dynamic and powerful visual display to introduce the starting lineups.

The Winnipeg Jets are a professional ice hockey team based in Winnipeg, Manitoba, Canada. As a member of the North Division of the Western Conference of the National Hockey League (NHL), the Jets play their home games at the Canada Life Centre. The team has a dedicated fan base and is known for their high-energy games. The Jets strive to provide an exciting and engaging in-game experience for fans and the players.

Each summer, the Jets' marketing department plans for the upcoming season in terms of new visuals for the home games. This year, the Jets' marketing team wanted to enhance the player's pre-game entrance from the

## SOLUTION

The Jets brought in Light Energy Production, an event production company that specializes in creating dynamic lighting effects for events. The company proposed using the ADJ Vizi Beam 12RX, a powerful and versatile moving head beam fixture.

## BENEFIT

The ADJ Vizi Beam 12RX was the perfect solution to create a dynamic and powerful visual display during the players' pre-game entrance and the results were impressive. The powerful beams and vibrant colors helped enhance the overall player's entrance experience, making it more exciting and memorable for the fans and the players alike.

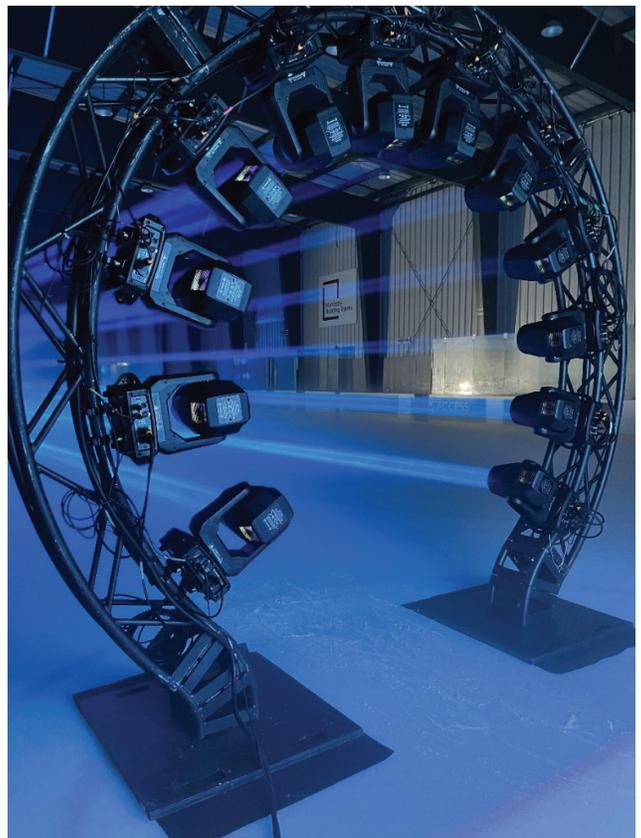
# WINNIPEG JETS SCORE WITH ADJ VIZI BEAM 12RX

tunnel for the first home game of the season to make it more exciting for the fans and the players themselves. The Jets organization needed a reliable lighting solution that would create a dynamic and powerful visual display to introduce the players as they make their way from the locker room to the ice.

Specializing in creating dynamic lighting effects for events, Winnipeg-based Light Energy Productions were tasked with finding the solution. The company proposed using the ADJ Vizi Beam 12RX, a powerful and versatile moving head beam fixture. Jason Glass, owner of Light Energy Production Company knew to turn to ADJ for their extremely popular Vizi Series of powerful beam fixtures. Twelve of ADJ's Vizi Beam 12RX were implemented at the Canada Life Centre for the install. The Vizi Beam 12RX harnesses the power of a 260W Philips® Platinum 12R LL lamp resulting in an extremely high intensity beam, making it the ideal solution for the job. As Glass recalls, "the Vizi Beams really lent themselves well to the project at hand in terms of lighting players' intros, due their powerful output, which is great for large scale events."

All twelve (12) ADJ Vizi Beam 12RX models were implemented around the players' pre-game entrance tunnel and the results were impressive. The lighting effects were synced perfectly with the music and other audio, creating a more immersive and engaging atmosphere as the players make their way from the locker room to the rink. In addition to powerful beams, vibrant colours enhanced the overall experience thanks to the fixture's striking cool white beam due to its native colour temperature of 7800K and a choice of 14 dichroic filters mounted on a fully indexed independent wheel. With the ADJ Vizi Beam 12RX, the Jets were able to add a new level of excitement to the player's entrance, making it a must-see moment for fans. "The effects on the Vizi are really great through the multiple prism patterns and colors," indicates Glass. "The Vizi Beams were also easy to program and control, so they were the perfect choice."

The ADJ Vizi Beam 12RX proved to be a perfect solution for the Jets. Its powerful beams and vibrant colors created immersive and memorable experiences for the fans and the players. At the same time, its power, speed and versatility and easy control options, made it the obvious choice for Light Energy Productions.



## GEAR LIST

Brand / Category	Model	Description	QTY
ADJ Products, LLC	Vizi Beam 12RX	High-powered beam moving head	12