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The ASU MIX Center Implements a Multi-functional AV System That Supports Students and Local Residents in Mesa, Arizona

The Media and Immersive eXperience (MIX) Center, a collaborative project between the City of Mesa and Arizona State University, is the latest hub for innovative academic programs in film, media arts, design, and emerging technology. With its state-of-the-art facilities and cutting-edge equipment, the MIX Center inspires, educates, and entertains students and residents while supporting the development of the next generation of creators from Arizona and beyond.

This facility is adjacent to the three-acre Plaza at the Mesa City Center, which features a massive movie screen that brings the community together for memorable cinematic experiences. Sharing the same plaza, The Studios, a redevelopment of the former Mesa City Library, offers local community entrepreneurs valuable programming and support services, including training programs, workshops, seminars, and mentorship opportunities.



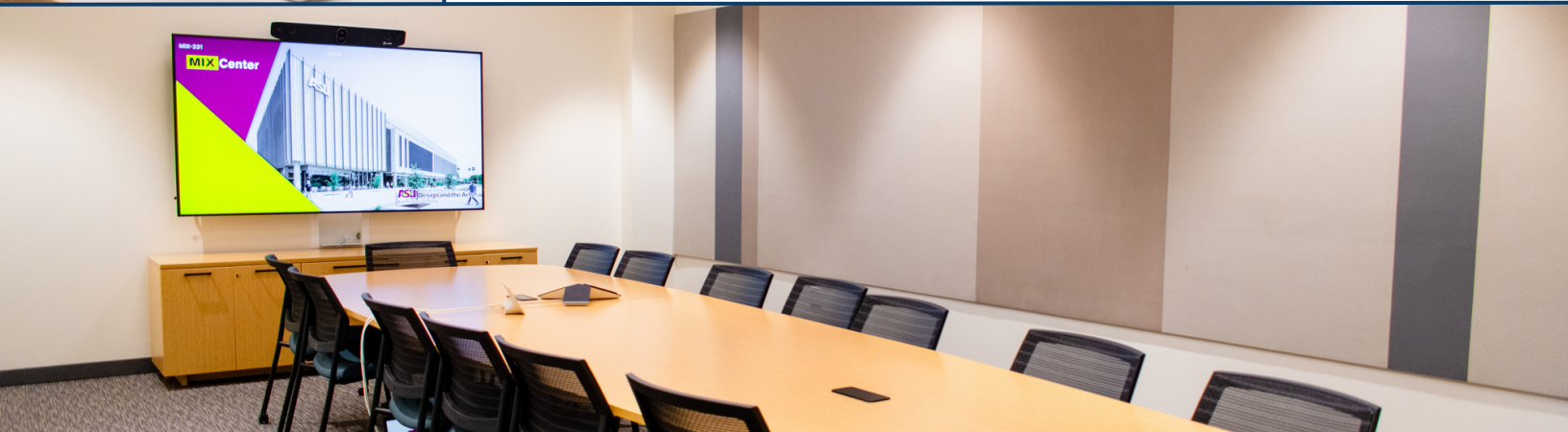
By connecting with the community and the art industry, the MIX Center bridges the gap between students, faculty, and Mesa residents. This new facility serves as an academic laboratory for advanced media technologies and production, a platform for game development, and a catalyst for entrepreneurial solutions in the thriving digital economy.

ASU's Sidney Poitier New American Film School aims to make educational opportunities more accessible and inclusive. To achieve this goal, ASU designed a building that facilitates world-class media production, ensuring students can access the latest technology to acquire essential skills. Exposure to advanced equipment enables professional development and opens numerous pathways to career success.

The university sought a solution that maximizes the lifespan of its capital equipment purchases and addresses the ever-evolving technology trends from now on. The building was designed with adaptability in mind, ready to accommodate new tools to meet the future of media production. They turned to Spinitar, a Solutionz, Inc. company, to help bring their vision to life.



"When things fall into the cracks between all different consultants and team members (which happens quite frequently on a project this size), the Spinitar team always knew the answer. I can always count on Spinitar to get specific, responsive, and efficient answers to my questions! They always help us stay ahead of the curve and get to a place where we were ready for classes when they started."
- Jacob Pinholster, Founding Director, Media and Immersive eXperience (MIX) Center.



The ASU Mix Center was meticulously designed to support world-class media production, catering to traditional and emerging media while anticipating future advancements. It offers various features and facilities to meet current needs while ensuring flexibility for multiple programs, disciplines, industries, and outputs.

Jim Mauger, Systems Designer of Spinitar, a Solutionz, Inc. company, explains, "The facility includes two main Dolby Atmos Screening Room theaters with complete Dolby Atmos mixing Avid S6 consoles and DaVinci color grading stations, three Dolby Atmos sound recording studios with soundstages and Foley capability, color grading classrooms, multi-purpose, three-story soundstages, and various edit Suites and instructional classrooms."

Preserving architectural aesthetics posed a significant challenge. To overcome this, the installation process involved concealing the 36-channel Atmos speakers behind acoustic façades. Precise positioning of the speakers in the X, Y, and Z axis ensured optimal laser aiming towards the mix position/console.

ASU's ultimate goal was to establish a world-class emerging media technology center that seamlessly combines curriculum, education, community involvement, and research. This installation project was heavily coordinated between Spinitar, ASU staff, ASU network personnel, and the AV consultant, NV5, to ensure the routing and distribution of AV and control signals throughout the complex.



ASU aimed to integrate a multi-functional system catering to various programs, disciplines, and industries while delivering a top-notch experience for a world-class emerging media technology center. Spinitar's AV experts worked towards achieving these goals by implementing a system that met their specific requirements:



Functionality

The building is designed with utmost flexibility, allowing for easy movement and rearrangement of elements. Installing new systems is hassle-free, without the need for extensive contracting, consulting, and future engagements.

Flexibility

The versatile AV system can accommodate various purposes, optimizing every inch of space. Lecture classes can be held during the day, while students can engage in post-production work in the evenings.



Project Scope

The building's design aligns with its functional space, enabling users to alter the exterior and structure. Power and data are concealed in the walls and ceilings, allowing students to create installations, exhibitions, and interventions easily and frequently.



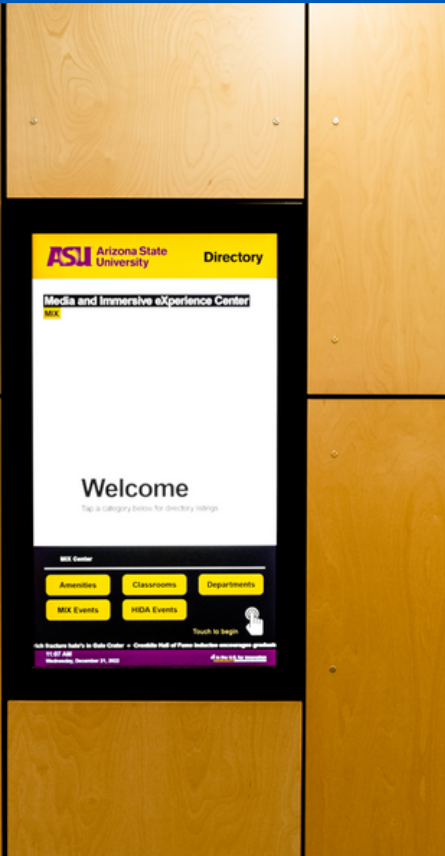
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The media production spaces within the MIX Center meet the highest industry standards, offering premium equipment and facilities. The AV system designed by Spinitar includes the following:

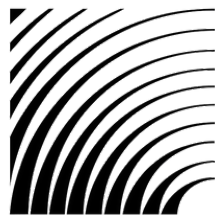
- Five Avid S6 Consoles with modules
- Various Avid processing and support appliances
- DaVinci Resolve color grading consoles
- Canon color grading reference monitors
- Christie digital cinema theater laser projectors
- Stewart film screen perforated Cinema screens with multi-aspect ratio masking
- Meyer surround sound for all ATMOS channels in each of the two cinema theaters (36+ channels), plus subs
- Planar LCD display panels in all classrooms
- Multiple student edit suites
- Genelec sound stage monitors, subwoofers, and surround speakers in the recording studios
- Extron, NAV Encoders, and decoders for matrix routing throughout the building
- Dante protocol and appliances used for building-wide audio routing
- Planar 8x2 LCD video wall with the Planar processor in the indoor lobby
- Extron touch panel control in all theaters, edit Suites, and classrooms
- Outdoor plaza surround system with dual EAW speaker arrays
- Custom aspect ratio scaling video processor to support outdoor events for both the university and the City of Mesa to share



Careful consideration of spatial design and equipment was critical to creating a workspace that seamlessly adapts to different purposes. ASU's objective was to create a recording studio that could serve as a classroom for numerous students while providing an ideal environment for ADR recording, music, and film recording. Spinitar approached the design process with an innovative and thoughtful methodology to achieve this goal.

The vast size and complexity of the networks within these buildings (nearly 120,000 square feet) required thorough consideration of numerous users, connections, and individual networks. This process was essential as ASU relies on systems like Dante to transmit AV signals throughout the building for purposes such as recording and monitoring. Spinitar delved deep into the intricate network design to ensure flawless operation.

PARTNERS



Meyer
Sound



Extron



The Spinitar team demonstrated their expertise throughout the project by navigating complex installations and addressing specific requirements. Their profound understanding of network design, such as using Dante for AV signal transmission, ensured flawless operation within the building.

Despite the challenges posed by supply chain disruptions during the COVID-19 pandemic, Spinitar successfully installed a multi-purpose AV solution at the ASU MIX Center. This achievement has transformed the facility into one of the leading academic media production centers in the United States. With top-quality equipment and facilities adhering to industry standards, the ASU MIX Center empowers students with a dynamic learning experience, nurturing their creative endeavors.

The ASU Mix facility is a testament to the successful collaboration between ASU and Spinitar, a Solutionz, Inc. company. By seamlessly combining advanced technology, community engagement, and groundbreaking education, the center cultivates an environment that fosters the growth of the next generation of media creators.



“For the last five years, equipment and everything was aging, and the quality of the space became sub-par. For students to go from that kind of facility to this, they are blown away by how this became one of the best academic media production facilities in the US.”
- Jacob Pinholster, Founding Director, Media and Immersive eXperience (MIX) Center

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