

Park-wide
lighting-control
systems
for themed
environments



ETC (Electronic Theatre Controls) is a leader in the manufacture of lighting and rigging technology for entertainment and architectural applications, with decades of experience lighting themed environments big and small around the globe. With an array of lighting-control systems; conventional, LED and exterior lights; power-control systems; networking products; emergency-lighting equipment; and more, ETC has the solutions for a full spectrum of specified lighting projects.

Founded in Madison, Wisconsin, in 1975, ETC began as a college project that grew into an award-winning company focused on producing the highest-quality products. Over the years, ETC has expanded by product development and acquisitions to include almost 900 employees at 12 offices in seven countries.



Since its beginning, ETC has earned an industry reputation for unmatched technical and customer service. In addition to its own renowned service department offering 24-hour phone support, ETC has nearly 300 authorized service centers throughout the world, staffed by hundreds of certified technicians. Customers are guaranteed the assistance they need throughout the entire life of a product.

To learn more about ETC, visit www.etconnect.com.



From the top: ETC Headquarters, Middleton, Wisconsin, USA; ETC GmbH, Holzkirchen, Germany; ETC Ltd., London, United Kingdom; ETC Asia, Hong Kong

For decades, ETC has been developing the right tools to meet the unique challenges of theme-park lighting. Hundreds of themed environments worldwide rely on the experience, expertise and efficiency that ETC brings to installations spanning an entire resort, park or campus.

ETC's philosophy for themed environments is 'think globally, act locally.' An entire theme park can be connected to the same master system with a command center that simultaneously logs, overrides, drives and manages components, allowing for consistency throughout the venue. At the same time, individual areas can have autonomous intelligence and control tools located on site to make quick changes or create custom lighting looks. ETC lighting systems are extremely adaptable, so as expansion areas of the park open, they can easily be combined into the central system, without affecting the rest of the park or requiring complex hardware installation or integration. Even non-attraction areas like hotels, restaurants and parking structures can be integrated into the system, so they can continue the same signature look as the themed environment.

Having a park-wide ETC lighting system has many benefits. Programming and commissioning time is quick and easy to do. Special events can be scheduled area by area or for the entire park, without interrupting the programmed functions of other areas. The system easily accepts schedule changes, so the lighting can match the park's hours, dim according to sunrises and sunsets, and even switch to new lighting levels in response to changing weather patterns and guest conditions. Using controls and dimming from a single manufacturer guarantees long-term compatibility when software upgrades or park expansions are needed. And there are fewer training requirements, because all ETC products have similar control styles and feature sets.

An ETC lighting control system can also cut unnecessary costs. It can be programmed to shut lights off at designated times, so unoccupied areas aren't lit up while not in use. The system can adjust lighting levels depending on the time of day and available natural lighting. In addition, an ETC lighting control system shares many common components, so fewer parts need to be kept in inventory as replacement stock.

One of the most important parts of purchasing an ETC lighting control system is the customer and technical service that comes with it. With a single-point support structure for an entire lighting system, ETC works with clients every step of the way, helping to select the right products, ensuring that the installation goes smoothly, and making sure that all staff is properly trained. If something does fall through the cracks or after-hours issues arise, ETC's phone support group is available 24 hours per day, seven days per week, and 365 days per year, to help with all equipment, so nothing interrupts the guest experience.



An ETC lighting system includes solutions for every part of a themed environment, such as:

1 Indoor and outdoor attractions

The master control system can show the status of lighting equipment at all times, reducing the amount of maintenance required. Lighting adjustments can be made easily in advance or at any time – locally or at the command center.

2 Stages and performance spaces

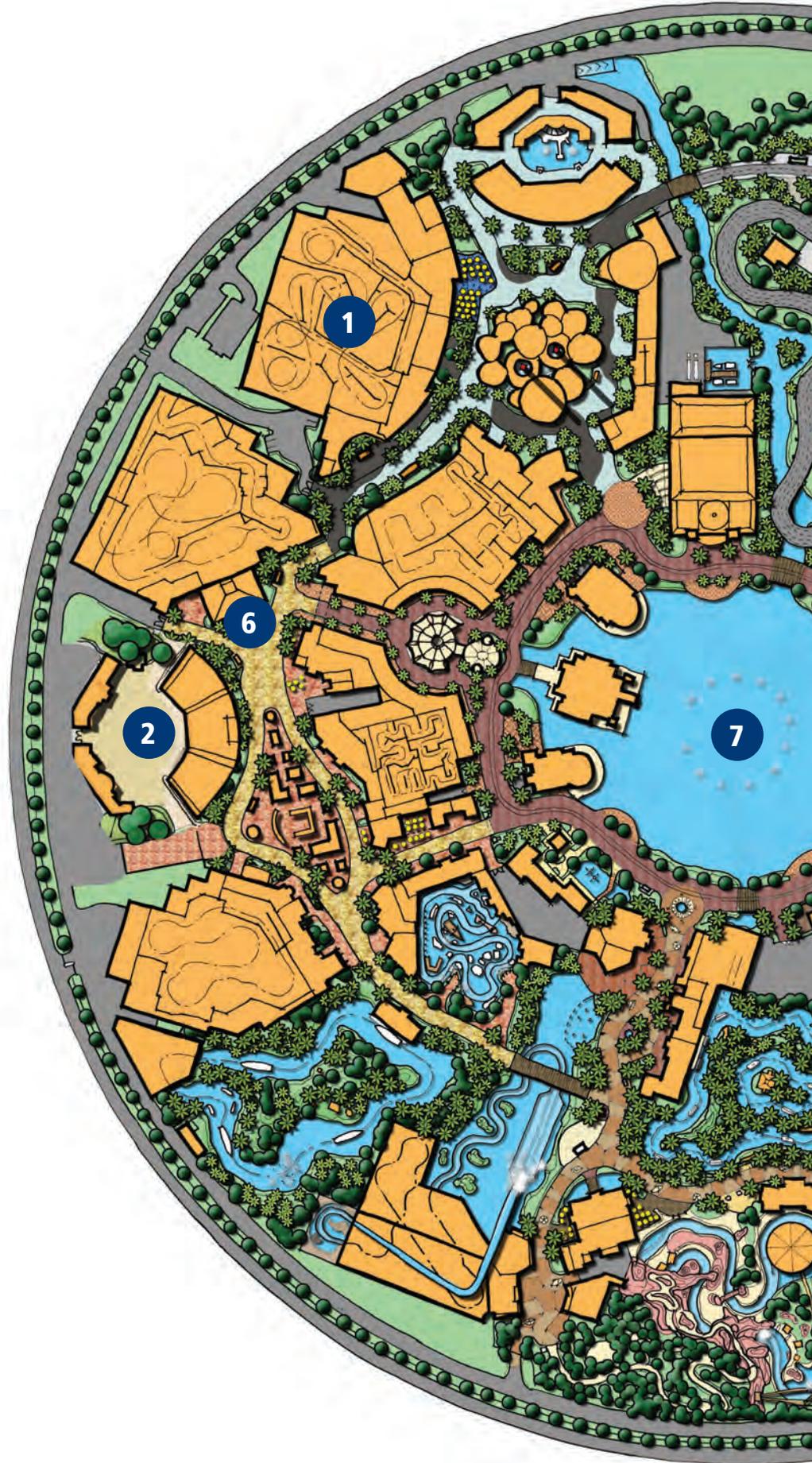
ETC offers an extensive range of products for the stage, including lighting control systems, tungsten and LED spotlights, rigging hoists and controls, dimming systems and networking. With features like tool-free lamp adjustments and universal lenses and fixture barrels, ETC equipment requires little maintenance and less replacement inventory.

3 Façade lighting

ETC has an array of exterior lighting fixtures that can stand up to any weather or wet conditions, while illuminating façades with the highest-quality light. Because the fixtures are manufactured by the same company that produces the lighting system, they are guaranteed to work seamlessly together. The ETC lighting control system can schedule adjustments to the lighting to coincide with changing park schedules, parades or other special events.

4 Retail areas

Installing ETC products in retail areas can be a money saver, because the hardware is the same throughout the park. Maintenance is also easier, because the equipment status can be monitored from the command center, instead of having to send someone to the retail area to check on the lighting.





5 Restaurants and food courts

The same tools at work in the themed environment can be used in restaurants and food courts, with the equipment tied into the central control system. All system monitoring can be done remotely from the command center, simplifying maintenance and providing consistent lighting changes throughout the park.

6 Attraction queues

The lighting for attraction queues can be coordinated into the attraction and area lighting, keeping it consistent with the theme. Indoors or outdoors, queue lighting can be used to enhance the guest experience.

7 Water features and fountains

An ETC control system can control the coordination of a water show and its general lighting, with the ability to store several designs and allow changes at any time.

8 Park expansion

As new attractions and other areas are built and added to the theme park, they can be combined into the central control system without affecting the program currently in place or disrupting normal park operations.

Additional areas can be integrated into the central control system, including:

1 Parade routes

As a parade winds through a theme park, it can pass through multiple sections with different themes and lighting conditions. ETC's control and dimming systems can be programmed to coordinate all of the areas to fit the design of the parade. Façade, attraction, queue, show and building lighting can all transition together as the parade moves past, improving the overall guest experience, and then revert to their previous state after the parade has passed.

2 Area development and walkways

Area development lighting can be part of the park-wide system. ETC dimming systems can run a variety of lights – fluorescent, LED, incandescent, neon and more – that can be programmed to go on and off at specific times or stay on as needed. Any adjustments to the lighting in these areas can be made at the central control system, and their lighting can be managed at all times from the command center.

3 Signage

Interior and exterior signage can be brought to life by ETC fixtures, and the fixtures themselves can be used to project signage and patterns onto any surface. Whether stationary or interactive, the lighting can be run from the central control system, as part of ETC's single-point support.

4 Retail, dining and entertainment outside park limits

Great lighting doesn't have to stop at the exit gates. Even if a venue is located off the park grounds, it can still be incorporated into the park-wide lighting system. That keeps the lighting consistent across all properties, and reduces maintenance costs, because park staff can monitor the lighting and implement any necessary upgrades from the command center.





5 Hotels, resorts and hospitality centers

The capabilities of the ETC lighting control system can reach beyond the borders of the theme park and into nearby hotels, resorts and hospitality centers. With options for interior and exterior illumination, the ETC systems at work in these venues can be controlled from the central control system in the park. Without leaving the park grounds, the staff can monitor, update and make changes to the lighting at the off-site areas. And ETC product features like occupancy/vacancy sensors, light sensors and scheduled on/off commands can help create savings by cutting back on energy usage.

6 Ballrooms, meeting rooms, conference centers

Lighting controls for places like ballrooms, meeting rooms and conference centers can be part of the park-wide ETC system, with local button and fader stations to make lighting adjustments easier. Rooms can be combined or divided based on their layouts, without requiring lengthy programming. By having the same control products in these spaces as in the park, lighting staff requires less training. They can also monitor the lighting at remote sites, all from the main command center.

In addition to its international headquarters in Middleton, Wisconsin, ETC has offices in Mazomanie (Wisconsin), New York, Hollywood, Orlando, Hong Kong, Copenhagen, Ede (the Netherlands), Rome, London, Berlin and Holzkirchen (Germany), employing close to 900 people globally. ETC also has nearly 300 authorized service providers throughout the world, and a strong, trusted dealer network in hundreds of countries.

Information about ETC and its products can be found at www.etcconnect.com.



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