Disney Dinosaurs: The T-Rex Paleo Diet Now Includes Wings from AV Stumpfl!

Video integration experts, Zanim8tion provides AV Stumpfl technology for the ultimate dining experience

Wallern, Austria, October 2015: The popular T-Rex Café at Disney Springs, formerly Downtown Disney Marketplace, at Lake Buena Vista, Florida is a monster-sized, Palaeozoic-themed restaurant that bills itself as a ‘Prehistoric Family Adventure’. In addition to serving Caveman Punch and Raptor Rita cocktails, the menu includes such Paleo-themed delicacies as Mastodon Stuffed Chicken and Tar Pit Fried Shrimp for adults, while the offerings for Ice Cavejunior archaeological expeditioners include Paleo Pizza and Sabre-tooth Sundaes.

The theming is extensive and spectacular, and certainly includes enough pre-historic atmosphere to stir the imaginations of dinosaur enthusiasts of all ages. Highlights include a vast and impressive “crystal cave” that constantly sweeps through a range of intense backlit colors and thickets of cretaceous jungle foliage around smoke-emitting tar pits. All of this provides a backdrop for the stars of the show, the cast of 23 fully-articulated animatronic prehistoric creatures that include such usual dinosaur suspects as tyrannosaurus rex, apatosaurus, triceratops, mastodons, and a woolly mammoth family, together with pterodonods and an 11-metre giant octopus suspended over the bar and the heads of the diners.

Although the entire attraction has been running successfully and reliably for many years, some improvements were needed. “In particular, the five 4K-lumen projectors blended to deliver the meteor and asteroid show, together with a single projector in the retail area, needed occasional replacement lamps and realignment of overhead projector blends after each re-lamping,” said Kevin Zevchik, US Manager at AV Stumpfl Inc..

High-tech experience

AV Stumpfl and local integrator Zanim8tion came up with a powerful solution for the lamp issue and an ingenious one for the projector alignment, bringing the T-Rex Café from prehistoric AV to the brink of what’s possible today.

First, the five ageing projectors were replaced with just two of Digital Projection’s 11k ANSI lumen, laser-powered HIGHlite WUXGA projectors with an operational life of 20,000 hours before requiring re-lamping. Based on their current usage cycle of a two-minute show every 20 minutes, the projectors are estimated to be able run for about 56 years before the lasers will need replacing. The modern service continued to project inspirational messages and images edge blended onto the 300-foot-wide wall, creating dramatic impact with color and projection mapping, and acoustics befitting of the best concert hall.

Projector Used: HIGHlite LASER

Key Features:
- 11,000 lumens / 2,000:1 Contrast
- WUXGA Resolution
- 16x10 Aspect Ratio
- Unbeatable Cost of Ownership