



For Immediate Release

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High Country's Largest Conference Facility Goes Hi-Tech

BOONE, N.C. – For years, it's been the largest ballroom in the High Country. Now, the Helen A. Powers Grand Hall at the Broyhill Inn & Appalachian Conference Center is among the most technologically advanced in the region.

A significant upgrade to the audio/visual system was completed in early January. The project integrated all the key electronic components required for modern-day meetings.

"It's becoming more and more of a necessity for the groups we attract. They're looking for this type of technology," says general manager Doug Uzelac. "In the past, we could bring it in, but now all we do is touch a screen and it's already here. Plus, it is better quality than we provided before."

The ballroom's primary wall now has a 16-foot by 16-foot automated projection screen served by a 12,000-lumen, cinema-quality LCD projector. In addition, the rear wall features a 10-foot by 10-foot automated projection screen served by a new 5,500-lumen LCD projector.

"The cool thing is that we can now project a DVD or PowerPoint presentation on both screens simultaneously, so people sitting at the tables don't have to turn their heads to watch," Uzelac says.

The new ceiling-mounted projectors and screens are not the only upgrades. The ballroom is now equipped with two wall-mounted touch-screen panels, as well as a wireless portable panel, to control all light levels, sound, video feeds and music in the ballroom.

A new 15-speaker audio system has been installed, along with five VGA, stereo and video inputs throughout the room. Another new feature is the Inn's ability to create digital audio CD recordings of any presentation in the ballroom.

The Whitlock Group of Charlotte handled the work on the ballroom, which encompasses 6,400 square feet and accommodates up to 425 people for sit-down dinners and up to 1,000 people for receptions.

For information on the Inn or a demonstration, call (800) 951-6048, or visit www.broyhillinn.com.

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