Interesting problem Linear Algebra

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In the Cartesian plane let A=(1,0) and $B=\left(2,2\sqrt{3}\right)$. Equilateral triangle ABC is constructed so that C lies in the first quadrant. Let P=(x,y) be the center of $\triangle ABC$. Then $x\cdot y$ can be written as $\frac{p\sqrt{q}}{r}$, where p and r are relatively prime positive integers and q is an integer that is not divisible by the square of any prime. Find p+q+r.