

It's In The Game!

CYP Europe and AV Systems Ltd combine to give one of the UK's largest high-profile leisure venues an AV shot in the arm, delivering sound and images to 45 screens throughout this 8,500sq ft venue.



Sports Bar and Grill is an award winning chain of six venues throughout London, catering for visitors who like to enjoy quality food and drink while being able to watch the world's biggest sporting events.

The project brief for the company's flagship 8,500sq ft venue in London's newly built Canary Wharf Crossrail Terminal was to provide customers with a view of an HD quality TV screen from anywhere in the bar and restaurant areas.

Involving split floors and eight audio zones, the brief was handed to London based integrator AV Systems Ltd.

The complex nature of the site meant meticulous planning was required to create

a system that involved the latest cutting edge hardware to ensure performance and reliability. As well as flexible content control, premium audio was also an essential requirement in bringing that vital 'big match' atmosphere, as well as providing a quality background music soundtrack when required.

To meet the 'watch from anywhere' remit, 45 x 55-inch Sony LED TVs were installed, 25 of these screens being wall mounted whilst the remaining 20 hung from the ceiling, some of which were mounted back-to-back and suspended from the ceiling 5.5 metres above the floor.

Over six kilometres of Cat6 cable was needed to ensure the highest quality content transfer over HDBaseT technology as well as future proofing the system infrastructure for flexibility. Content was provided by four Sky HD boxes, as well as IPTV, which provided a wide variety of audio and video content, backed up by media players streaming bespoke music and graphics.

Working closely with CYP Europe, AV Systems specified the latest 32 x 32 Modular and 16 x 16 HDBaseT matrixes from CYP, allowing for any source to be selected and independently routed to any of the screens for maximum flexibility and visual

impact, meaning the system was 'zone free'.

Adam Florio, MD of AV Systems says: "When we first started work on the project, we knew that the latest modular matrixes from CYP were the perfect products for the job. Relatively compact in size, they offer the full feature set required, combined with the reliability demanded by the client."

B-Tech AV mounts were used throughout to ensure precision and flexibility to the install, as well as providing an aesthetically pleasing, 'wire free' finish. With the venue needing excellent sound coverage and clarity for 'the big game' as well as premium background music during more relaxed times, a sound system from Bose Professional was specified and installed by integrator AV Systems, who are a Bose Pro Partner.

Bose FreeSpace DS100 loudspeakers, with bass support from Panaray MB4 subs in the main areas, as well as FreeSpace 3 loudspeakers in the quieter zones, are controlled through a Bose ControlSpace ESP-880 DSP, and powered by Bose networked PowerMatch amplifiers, to complement the Sony TV arrangement in providing a high-quality audio experience for customers, wherever they are in the venue.

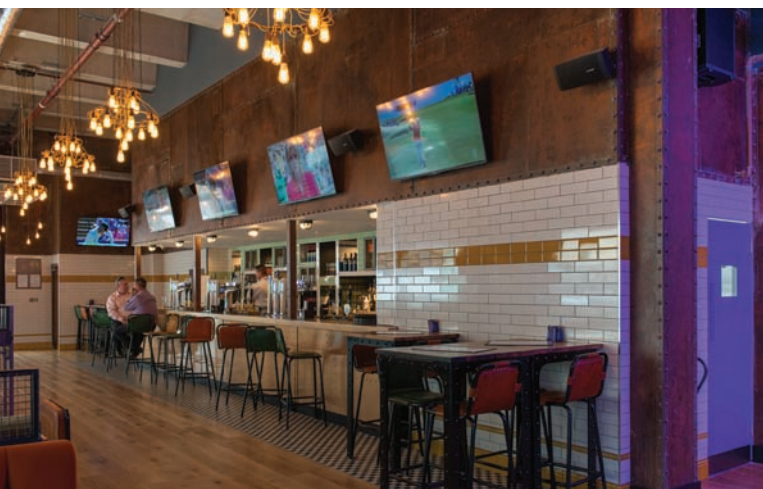
As a result of the install, customers can now have whatever sport they wish, on whatever screen they want, provided in full HD with a quality sound system to match.

Adam says: "I wanted this install to be perfect and attention to detail was absolute - both for the customer and myself."

CYP worked closely with AV Systems to enable the install team to create an AV distribution system that exceeded the client's expectations in sound and picture quality and simplistic control, whilst also allowing for simple on-site maintenance were it to be required.

Adam adds: "The quality of the screens, video signal, cabling and audio system are all there to be seen, but it's also what can't be seen that makes the difference. We've used CYP matrixes many times before, but this is the first installation that required a 32 x 32. We were not disappointed. Reliability is crucial and to have the entire

45 screens and six kilometres of cable were needed to get the job done





The layout has been designed so customers have a grandstand view, no matter where they sit

system up and running in such a relatively short time was exactly what we hoped and expected from CYP.”

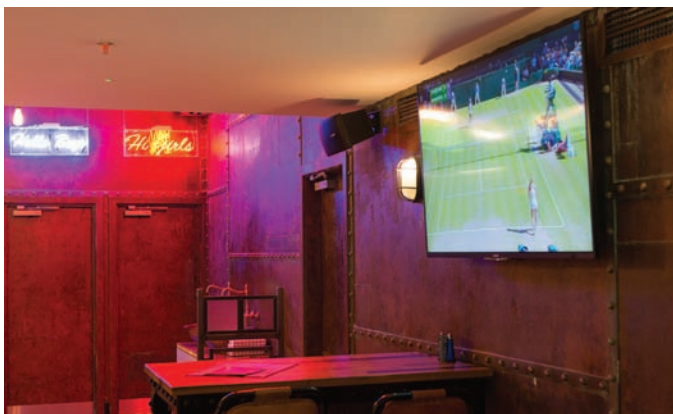
Sports Bar and Grill managing director, David Evans, says: “I believe every customer visiting any of my Sports Bar and Grill venues should have the best seat in the house and the ultimate sports viewing experience. The latest installation at our flagship venue in the new Cross Rail station at Canary Wharf provided by AV Systems and the quality of the equipment used, allows us to provide just that. Everything from the sound system and picture quality on our Sony screens, to the ease of content control and zonal management, adds to a better experience for our customers.” David adds: “I’m particularly impressed with the standard of fitting of the visible hardware, which reflects AV Systems’ ultra-high standards as well as my own, and I’m looking forward to rolling this project out to future Sports Bar and Grill venues throughout the capital and beyond.”

Gareth Rolls, sales and marketing director at CYP Europe says: “We are delighted to be associated with such a fine example of AV integration. Although a large installation, our latest range of HDBaseT matrixes offer a wide range of facilities that we knew would suit the brief and, as importantly, have been through rigorous testing to ensure as reliable a system as possible, which was a major consideration for AV

Systems when they were specifying the installation. The final result is a truly inspiring example of best-practice multi-zone AV installation and we are proud to be a major contributor to the project.”

More Information: AV Systems +44 (0)20 79292929
www.avsystems.co.uk

The install needed to match the venue’s modern industrial style interior



Essential Kit List

- 6.3 km of Cat6 cable
- 45 Sony 55in LED TVs
- 4 x SKY HD boxes + IPTV

CYP

- 32x32 Modular HDBaseT Matrix
- 16x16 Modular HDBaseT Matrix

B-Tech International

- 45 x BT8431 Torsion Tilt Screen Mounts
- 15 x BT7822/B Ceiling Plates with cable management
- 15 x BT7850-300 3m x 50mm Black Poles
- 15 x BT8435/B Collar Kits for BT8431

BOSE

- 24 x Bose FreeSpace DS100 in wall, flush & pendant configuration
- 8 x Bose Panaray MB4 bass modules
- 2 x Bose FreeSpace 3 systems
- 1 x Bose ControlSpace ESP-880 DSP audio processor
- 1 x Bose CC-64 Global control centre
- 2 x Bose CC-16 local control
- 2 x Bose PowerMatch 8500N amplifiers
- 3 x Bose PowerMatch 4500N amplifiers
- 1 x Bose PowerMatch 4250N amplifier