



STARDRAW 
ultimate control CONTROL


Stardraw.com
eye-opening software solutions

Stardraw goes hardcore in Brooklyn

The 200 Fifth Restaurant & Bar in Brooklyn, NY is one of the area's most well-established sports bars and restaurants. Divided into two distinct areas, 200 Fifth offers everything from fine dining on one side to a hardcore sports experience on the other. The venue recently underwent a major refurbishment which included a complete overhaul of the AV system.

"We basically ripped everything out and started again," admitted Jonathan Joyce of NY-based systems integrator JD Systems. Joyce, together with his partner Jak Daragjati, were charged with design, specification and installation of the new AV system. "The existing system was standard definition and starting to get unreliable and inefficient because it had been added to incrementally over the years – the owner wanted the whole thing brought up to spec for High Definition TV and made homogenous. Our only option was to start again with a clean slate, so that was what we did."

The result is a highly sophisticated networked solution controlled entirely using Stardraw's award-winning control solution, Stardraw Control. The system, which boasts no less than 68 HDTV screens, 16 sources

and a 119-inch projection screen and projector, may be controlled remotely via a wireless Sahara NetSlate a230T 12-inch tablet PC from TabletKiosk running Windows XP Pro, or from a touchpanel in the central control area. It should be noted that the Sahara NetSlate, which retails for under \$1400 US, is a standard PC so is powerful, yet very affordable and therefore ideal for this sort of application.

The venue is split into four audio zones, which are the front bar, the back bar, the restaurant bar and the restaurant itself.

The restaurant and restaurant bar are physically separated from the sports bar where all the screens are located so that restaurant diners will not be disturbed by the lively atmosphere of the sports bar.

The biggest issue that Joyce had to address was that of control. "The original system had all of the control elements set up in an alcove in the center of the bar," he explained. "The problem was that you had to physically go to the box to change channels, adjust levels etc. – never ideal in a busy restaurant environment – so one of the major parts of my brief was to get them out of the closet!" he said with a grin. "They also wanted individual control over all of the sources – that meant 10 satellite boxes, 5 cable boxes and the DVD player.

"It was extremely straightforward – and that of course is one of the huge advantages of a Stardraw Control solution."



“It’s much more secure from all points of view. I could even dial into the server remotely via Stardraw to fix any problems if necessary. It’s all pretty slick, and so far there has been very little bug-fixing to do.”

All of this was a potential nightmare as far as control was concerned – either hugely complex, hugely expensive or both. As I didn’t want it to be either, that meant I had to look elsewhere than the traditional AMX or Crestron solution. I was aware of Stardraw, and when I researched it further, I realized that it could be just what I needed.”

The solution that Joyce designed using Stardraw Control has given the client complete control over the system. Any one of the 16 inputs can be assigned to any of the 68 TV screens. The idea is that the customer is “immersed in TV” and that is certainly the case. There can be as many as ten games going on at any one time, and there are seven screens within viewing range of each booth, as well as the bank of screens above the bar. There is a hardwired control terminal in the original closet behind the bar, but the main system interface is the wireless TabletKiosk, which enables the operator to move freely around the booths

advantages of a Stardraw Control solution. If I’d been using Crestron, it would have cost me \$2200 per day in programming time! As it is, it cost me a little bit of my own time, and I’m very happy with the results. I used channel logos as shortcut buttons to go to the main channels that they use all the time. The rest is pretty straightforward too. You can control anything in any one of the four zones, including the jukebox. You don’t even have to go back to the closet for power off/on. It can all be handled from the TabletKiosk which controls sequential powering up and down. The closet is now locked! It’s much more secure from all points

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and ask the customer what he wants to see on which screen. “It’s a real personal touch which is appreciated by both parties,” commented Joyce. “It gives the staff the opportunity to interact with the customers. Any changes – channel, level, whatever – can be made instantly, and the staff maintain control of what’s going on.”

“I designed the GUI myself,” continued Joyce. “It was extremely straightforward – and that of course is one of the huge

of view. I could even dial into the server remotely via Stardraw to fix any problems if necessary. It’s all pretty slick, and so far there has been very little bug-fixing to do. It has been very stable.”

One of the services provided by Stardraw.com that Joyce has taken advantage of to design and implement his system has been the Certified Programmer (CP) program. The Certified Programmer network has been established by Stardraw.com as a way of

extending support for Stardraw Control out into the field. Whilst it’s true that, for the most part, you don’t need to be a computer programmer to design a system using Stardraw Control, occasionally, complex systems require complex bi-directional drivers which do require C# programming skills. All Stardraw CPs are guaranteed to have these skills, as well as considerable experience of working with Stardraw Control. Joyce, who by his own admission is a systems integrator, NOT a computer programmer, had no hesitation in contacting Paul Clark and James Heliker via the Stardraw forums in order to write his drivers. Heliker also helped in working out the integration of the sports TV listings website into the Stardraw control GUI, which was an important stage in the process.

Prior to the Stardraw Control solution, bar staff would login to the website and print off a PDF of the daily listings for each sports channel to determine which channel to show, when. Heliker helped integrate the listings website into the GUI so that all of the information appears on the same screen that controls the TVs.

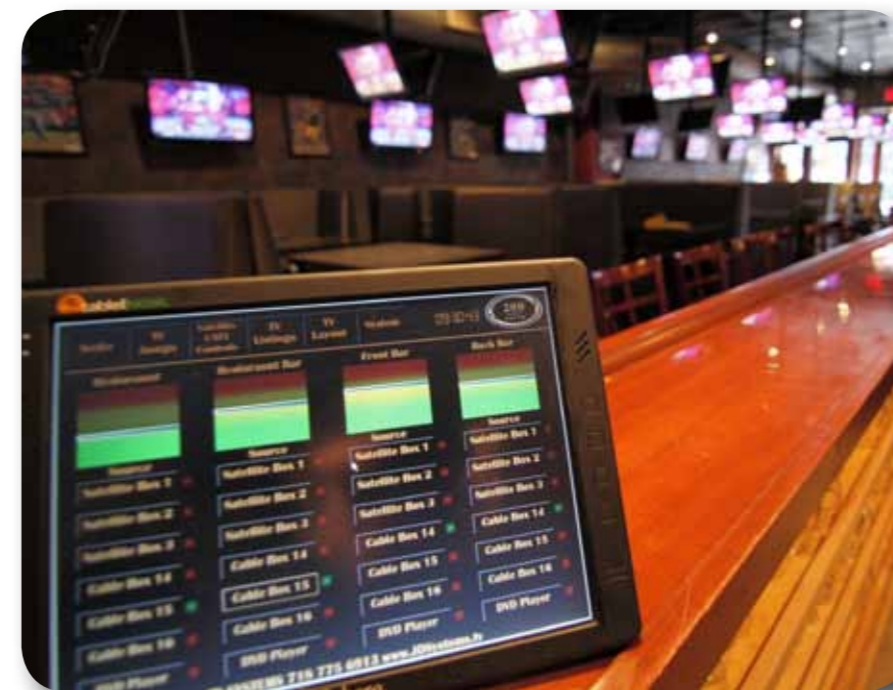
“It’s so much more efficient than a piece of paper, and we’ve saved a couple of trees into the bargain!” declared Joyce.



“In fact, the whole Stardraw Forums/Stardraw CP program has been immensely helpful. Paul and James responded to my requests in no time, and for a very reasonable rate. I couldn’t have done it without their help. Actually, one of the things I was concerned about with using Stardraw was the physical distance between me and any technical support I might require. In fact, it’s been superb. I’ve had a pretty much instant response to all of my queries, either from someone at Stardraw, or from a CP, or even just other users who are willing to share their experiences on the Forum. My experience has been 100% positive.”

Joyce concluded by summing up the advantages of implementing a Stardraw Control solution over competing control solutions:

“Finally, and this is a pretty important point, it’s all been very stable. Any glitches or hiccups I’ve had have been resolved very quickly, and everyone I’ve worked with so far either at or associated with Stardraw has been incredibly helpful and very open-minded.”



“The biggest one has to be affordability for the customer, which of course translates into good business for the integrator. With what Crestron and AMX charge for programming and hardware, it’s almost impossible to make a profit unless you are dealing with a very wealthy client. Stardraw gives us the opportunity to offer hi-tech, sophisticated control solutions to customers at a fraction of the price, which opens up the market enormously.”

“Secondly, I have control over the system myself,” continued Joyce. “I don’t need a master’s degree in computer science to get a system up and running, but it’s still sophisticated enough to keep the end user out of the nitty gritty. If I run into any programming difficulties, I can call on the services of a Stardraw CP who will write me a driver for a very competitive rate. Not only is it affordable, but I own that driver afterwards, and can then use it for other installations. Having said that, I’ve just learnt about Stardraw’s new free driver program where they’ll write any driver for free...and that just really is AWESOME!”

“Thirdly, you can do anything with this system. The fact that it’s open architecture means that you’re not bound by hardware issues – you can use anything you like, which of course affects the cost. It also means that you can do things like integrate the listings website into the GUI, which is huge. The other thing I really appreciate is that I can make changes to the GUI any time I like – if the client wants something tweaking, I can just do it right then and there – I don’t have to go back to Stardraw and give them more money.”

“Finally, and this is a pretty important point, it’s all been very stable. Any glitches or hiccups I’ve had have been resolved very quickly, and everyone I’ve worked with so far either at or associated with Stardraw has been incredibly helpful and very open-minded. It makes a refreshing change to work with such dynamic and motivated people and I’m looking forward to my next project using Stardraw Control.”



Equipment List

Video Equipment:

- 1x Chameleon 256 16x64 Component 1080p Video Matrix
- 10x Direct TV HD-20 Satellite Boxes
- 1x Zinwell 8x16 Switch
- 1x Slimline Satellite Dish
- 6x Comcast Cable Boxes
- 1x Sony DVD Player
- 1x Kramer Component A/B Switch
- 3x 1x2 Component DAs

Displays:

- 32x Gateway 24" Widescreen FHD2400
- 8x Sharp Aquos 32" LCD LC32D64U
- 4x Sharp Aquos 42" LCD LC42D64U
- 1x Sharp Aquos 52" LCD LC52D64U
- 2x Sony 42" LCD (Existing Equipment)
- 13x Olevia 32" (Existing Equipment)
- 5x Philips 32" (Existing Equipment)
- 1x Panasonic PT-DW5100 WXGA DLP Projector 5500 Lumens
- 1x DaLite Cosmopolitan Electrol 119" Projection Screen

Audio Equipment:

- 1x DBX ZonePro 1260
- 8x ProAcoustic SuperDispersion™ SD4 Array Ceiling Speakers
- 4x Crown XLS 202 Amplifier
- 12x JBL Control 24CT
- 1x Crown 1160 70v Amplifier

Control:

- 1x Obvios 15" Touch Screen
- 1x TabletKiosk Sahara NetSlate
- 1x Custom Built Server
- 1x Linksys Wireless Router
- 1x APC Battery Backup
- 2x Global Cache GC-100-12
- 10x Dual IR Emitters
- 6x Single IR Emitters
- 1x Serial Cable Interconnect GC-Knox)

Miscellaneous:

- 1x Middle Atlantic 44 Space Rack 2nd Rack (Existing Equipment)
- 1x Furman PL-PRO D II
- 1x Furman PS-PRO II

All interconnects custom-built on-site

Approx 7,000 linear ft. RGB Component Cable with compression BNC and RCA ends

300 linear ft. Cat 5

500 linear ft. 16/2 Speaker Cable

TV/Projector Mounting Hardware Supplied By Chief Mounts

Installer Contact Details



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 PO Box 70298, Staten Island
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 jonathan@jdsystems.tv
 jak@jdsystems.tv

Stardraw Control Product Family Awards and Accreditations



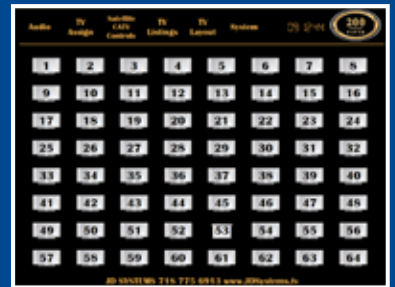
System User Interface



Audio



Satellite CATV Controls



TV Assign



TV Layout



TV Listings

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