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STARDRAW
ultimate control CONTROL 2007



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Stardraw gets into the Zone in Kansas City

The 810 Zone Bar & Grill concept is the result of a highly successful partnership between Union Broadcasting, the owners of KC-based WHB Sports Radio 810, restaurant and brewpub management company, K.C. Hopps Ltd, and a group of local investors. The second location has just opened on Broadway in Kansas City in the wake of the undeniable success of the first 810 Zone in nearby Leawood, KS.

Billed as the premier sports bar and restaurant in the Kansas City area, the 810 Zone is certainly one of the most hi-tech, boasting no less than 48 high definition plasma screens, 25 smaller interactive LCD screens, four remote touch-screen control panels and two large 15' x 12' wide-screen projectors including one quad-view wide-screen projection system, not to mention pool tables, video arcade games and a fully interactive virtual golf course. The bar is divided into several different zones, both physically and in audio-visual terms. Naturally, one of the biggest issues raised by such a complex installation was that of control – how on earth do you manage so many elements without getting lost in a maze of buttons, switches and remote controls, and preferably without breaking

the bank? AV systems integrator Bob Scott of Sound Products in Lenexa, KS, had the answer – Stardraw Control.

The 810 Zone comprises five separate zones, each with a different function and different equipment that had to be capable of operating in a standalone capacity or as part of a whole. The large main entrance/bar area has a very open ceiling space and lots of plasma screens including the hi-def quad-view wide-screen projector. Then there are four more areas, each of which can be hired out for private functions: the Upper Deck, which can cater for up to 400 people (200 if seating is required); the Skybox, a private glassed-in room with

a 360° view of the entire facility, which offers two plasma screens, its own separate sound system, a laptop jack for presentations and a remote touch screen control panel; the 810 Suite, a larger room that offers multiple plasma screens, its own separate sound system, a laptop jack for presentations and a dedicated DVD player; and finally the Fieldhouse Game Room which can handle up to 200 people and is filled with pool tables, plasma screens, video arcade games and the full-swing interactive golf attraction.

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“The client knew from the outset that this would be a complex installation,” admitted Scott. “All screens are fed high definition component-video signals through a digital matrix switcher so that any TV can see any channel,” he explained. “Programming is delivered via DIRECTV satellite and two CATV boxes for local sports networks not available over satellite. All of this meant more knobs, dials, switches and remote controls than Kennedy Space Center, and the client didn't want his restaurant staff getting tangled up with it all, so he asked me to come up with a touch-screen control system. The single largest criterion (apart from the control element of course) was that it **had** to be simple for the staff to operate. I offered him a solution built on Stardraw Control, and that was finally what won me the contract.”

However, although Scott recognized the benefits of a Stardraw Control solution straight away, both for himself and his client, he also recognized that, as a complete newcomer to the software, and with a complex system to design, he might be in need of some help. So, he went onto the Stardraw Control Forum to see what he could learn from other users. Stardraw Forums is a free, online service from Stardraw where users can exchange ideas, ask questions and share hints and tips. Forums have been established for all Stardraw products, including Stardraw

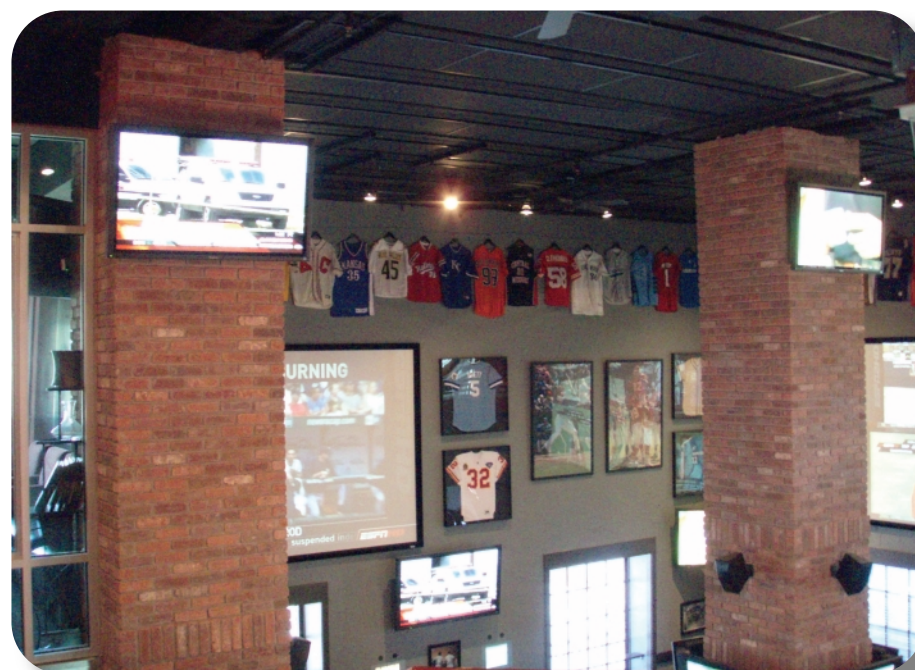
Control of course, and are continuously monitored by Stardraw experts to ensure that replies to postings are both timely and accurate. As Stardraw points out, the web is by far the most important way that they communicate as a company; therefore it makes complete sense to have as many online resources as possible. Since they went live over three years ago, the Forums have become an invaluable part of the Stardraw community with users all over the world sharing ideas and experiences.

Scott's experience of the Stardraw Control Forum is a case in point. His post to the Forum was actually a request for help with drivers, given the scale of his project (his post was entitled, 'Anyone in the mood to write some drivers?') and he got a more or less instant reply from Paul Clark, a Stardraw Control Certified Programmer based in the UK. The Certified Programmer network has been established by Stardraw as a way of extending support for Stardraw Control out into the field. By contacting a Certified Programmer, all of whom are active on the Forums, customers are guaranteed a very high level of technical competence up to and including C# programming skills, which are occasionally required for complex systems like Bob Scott's where bi-directional drivers are required, and hence the reason for implementing the CP network.

“It's an incredibly useful and efficient resource,” commented Scott. “I was able to determine very quickly with Paul what was required, and he went away and wrote the driver for me at an extremely reasonable rate. The whole process took very little time and was extremely cost-effective.”

Once he had all the necessary elements at his disposal, including the drivers written by Paul Clark, Scott sat down with Stardraw Control and designed a system (and the accompanying user interface) to control all the elements of the AV system, namely; the component video digital matrix switchers; the DBX audio processor that enables each zone to select their audio source and adjust volume; DIRECTV channel selection; switching the wide screen projector from quad-view to single-view and vice versa. The control UI also provides master on/off switches for all screens and projectors in the facility and buttons that group a number of commands, such as setting up all the inputs to certain stations at particular times of day, into 'lunchtime' and 'evening' settings. There are also buttons to switch all the screens in the house to one particular channel, for instance when the big game is on. Finally Scott provided a wireless UMPC touchpad to enable the client to control everything from wherever he happens to be in the facility.

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“There's no doubt that Stardraw Control offers a number of advantages over competing control solutions,” noted Scott. “For a start, the fact that it's open architecture means that we could select our audio and video components to best suit the facility (and the budget) instead of being restricted to whatever would work with the control system. Secondly, we didn't have to meet any certification requirements or have a computer programmer on staff to manage the system. Thirdly, I can make changes to the programming and GUI (Graphical User Interface) myself – I don't have to spend hundreds of dollars to hire a programmer each time the client wants to change something. Finally, the whole Stardraw experience has been remarkably easy from start to finish. The support via the Forums was great; I got the information, the contacts and the results I needed quickly and efficiently. For the first time I've been able to offer a viable alternative to Crestron or AMX, and in this instance, I got the job because of it. Stardraw Control has proved to be cheaper and easier to implement, easier to use and more flexible. The client has really appreciated having the ability to be able to control all the equipment from remote locations using a wireless touchscreen, and it's given me a definite competitive edge.”

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Sound Products company bio:

Sound Products was started in 1990. Initially, just two products were offered - headsets for the fastfood industry and five channels of satellite music for businesses.

Today, Sound Products is the largest DMX Music franchisee in the country, serving over 1,500 customers regionally and nationally with more than 100 music formats. An extended product line includes audio and video environments, audio and video marketing programs, intercom communication systems and surveillance systems.

Headquartered in Kansas City, Sound Products sells, designs, installs and services the highest quality audio, video and security products and systems. The aim is to deliver solutions that increase sales, profitability and operational efficiencies by creating optimal audio environments and secure business settings. The company provides installation and service throughout the country in partnership with a nationwide dealer network.

Sound Products is a member of the NSCA (National Systems Contractors Association) and adheres to the industries code of ethics.

Equipment List

Movie Theater

- 50x Global Cache GC-100-6 Network adapter, 1 serial and 3 I/R
- 3x Global Cache GC-100-18-R Network adapter, 2 serial and 6 I/R
- 4x Obvios KM-T 12" screen
- 3x D-Link DES-1026G 24 port ethernet switch
- 1x Planar PT1500MU Touchscreen
- 1x Tablet Kiosk V7110 EO UMPC Tablet PC
- 2x Desktop computer
- 1x 8 port KVM switch

TVs

- 39x Electrograph DTS4225PTD 42" plasma
- 4x Electrograph DTS55PTD 55" plasma
- 1x Electrograph 20PF5120 20" LCD TV
- 2x Panasonic TH65PF9UK 65" plasma monitor
- 2x Panasonic TH50PF9UK 50" plasma monitor

Infrastructure

- 1x BogenTP30D AM/FM Tuner
- 16x CE Labs AV400COMP 1X4 DA amplifier
- 2x Da-Lite 94005-V Cinema Contour fixed frame, 192" diag HD
- 1x Da-Lite 94312-V Cinema Contour fixed frame, 110" diag HD
- 1x DBX zonePro 1260 12 input / 6 output mixer
- 1x D&M Pro DN-V300 DVD player
- 15x DirecTV H20 High definition DTV receiver
- 2x DirecTV AT9 5 LNB dish
- 2x Panasonic PT-DW5000U Projector
- 3x FSR CI-5BWPA-WH Active HD-15 wall plate
- 4x Knox RSII RGB VO/IP/FPC 16X16 with front controls and IP control
- 1x Knox Audio Add unbalanced stereo audio to one RSII
- 51x Pace TWHR-2xx Line tap, two port, 1GHz
- 3x Pace RK6PACK 6 receivers in 7 rack spaces
- 2x Pace WB68 6X8 multswitch
- 1x Pace PBDIA 30dB CATV amplifier, wall mount, 860MHz

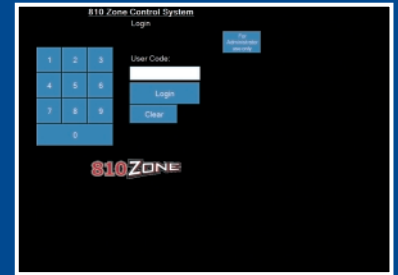
- 1x QSC CX 204V 4 channels, 200 Watts/ch @ 70V
- 1x QSC CX 302V 2 channels, 250 Watts/ch @ 70V
- 1x RGB Spectrum QuadView XL 4 HD sources to one screen
- 37x Soundtube SM500 5.25" 2-way surface spkr
- 3x UPS Battery backup supply
- 1x WRT54GR Router
- 2x Switch Switch
- 3x TV One 1T-PC1280PC PC video to Component video adapter
- 1x TV One MX-3141HDA 4X1 component video switcher



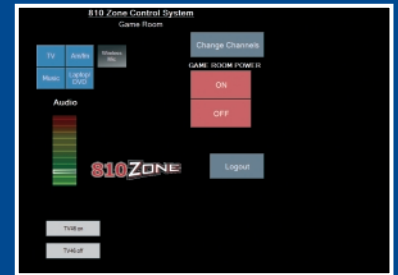
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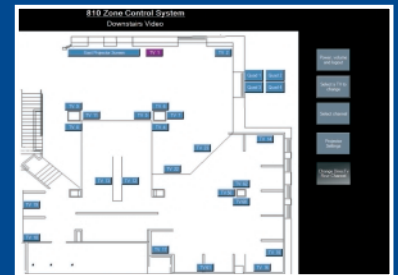
System User Interface



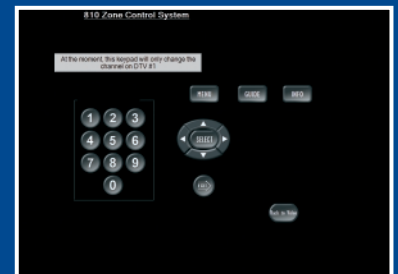
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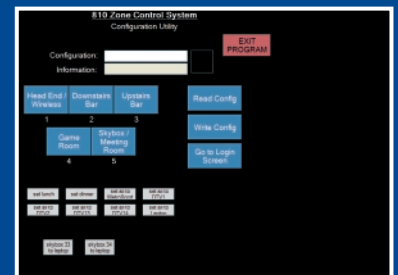
Game Room Main



Downstairs Video



DTV



Configuration Utility

UI Design/Layout by Bob Scott
 Sound Products Inc.

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