

# SOUND & COMMUNICATIONS

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## TASTY & TANTALIZING

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Park East is a multi-faceted location, with sushi, suds, wings and football on more than 80 monitors with a high-fidelity sound system.

# TASTY & TANTALIZING

Park East sushi restaurant/sports bar features unique flavor.

## BY DAWN ALLCOT

What happens when renowned nightclub owners decide to open a sports bar, and call on experts in nightclub sound system design and sports bar video systems to help create the experience? The result is Park East, a unique restaurant and bar that quickly has become a nightlife hot spot nestled in the middleclass suburb of Hazlet NJ, about 45 minutes from New York City.

The primary owners, Kosta and Demetri Rexinis, own several other restaurants, catering halls and nightclubs, including Club Abyss and the newly renovated Club DEKO. The owners aimed to bring the flavor and ambiance of their renowned nightclubs into a sports bar and restaurant environment. They called on Sound Environments, LLC (SEI), and JD Systems ([www.jdsystems.tv](http://www.jdsystems.tv)) to supply the integrated audiovisual and control systems to bring the space to life. The owners had worked with both JD Systems and SEI on other venues in the past, but this was the first time the three entities teamed up to create a dynamic sports bar with integrated sound, video and digital signage.

### 'Over The Top'

"Credit must go where credit is due," stated SEI President Michael Conacchio, the integrator who installed the venue's audio systems. "This building ambled along for many years as not being particularly noteworthy. The new team in there set the bar 'over the top' for every standard."

It's not every day that sound and video installation specialists have the opportunity to work on a project that sets regional trends. But when Park East restaurant and sports bar opened, three other similar restaurants followed suit

in the New Jersey suburb, all striving to emulate the concept of this revolution in high-end casual dining.

Jonathan Joyce of JD Systems commented on the skill and savvy of the Park East owners, as well. "These guys are five steps ahead of the game every time. You see it there first and then everyone else follows. They're very good at what they do, and they surround themselves with other people who are good at what they do."

### Room to Grow

Joyce's partner and Co-Owner at JD Systems, Jak Daragjati, recalled, "It was not long after the grand opening of Park East that everyone realized we created a 'monster.' This place was something never seen by most in the surrounding quiet, laid-back, middleclass neighborhood. Within three weeks, the customers were demand-

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*Dawn Allcot is a freelance writer specializing in the audiovisual and health and fitness industries.*

ing more viewing screens. The more crowded it was, the more screens were added... The news spread and people began coming to see this new field of dreams. After all, it did not matter what kind of fan you were, you would be able to see your game.”

By opening day of football season 2010-2011, additional monitors, nightclub-quality sound systems and a fully integrated Stardraw remote control system became part of the AV package, permitting the whole staff to change channels on any monitor or adjust the volume from anywhere in the bar.

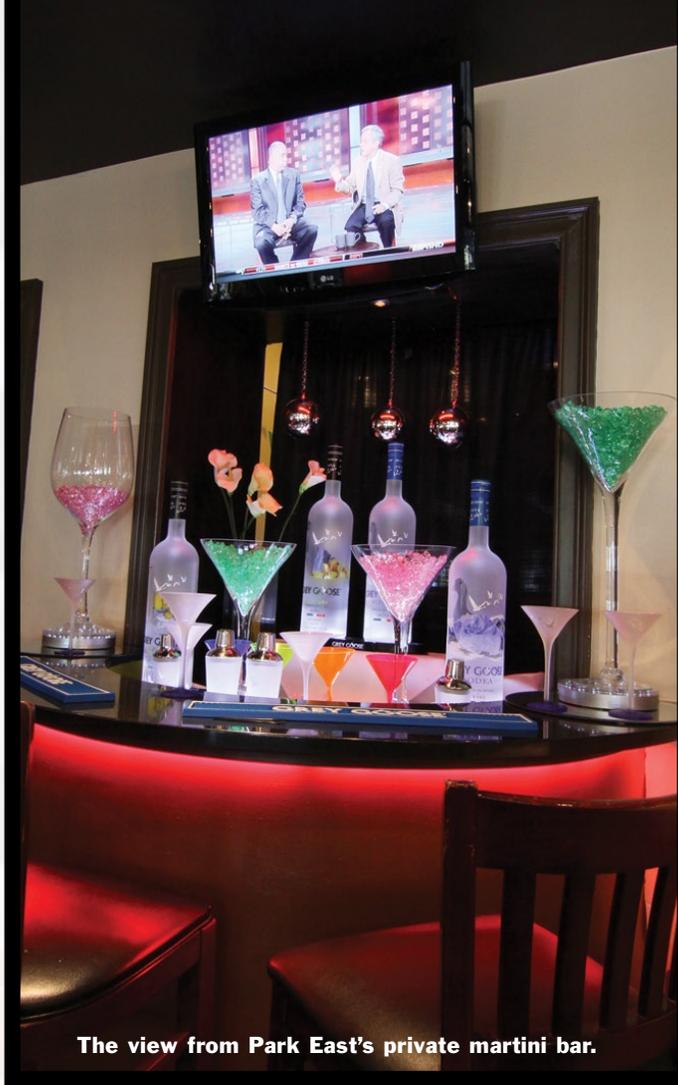
But these weren't the only technical changes to the venue following the grand opening. The Park East concept began to evolve into much more than a sports and sushi bar where patrons can watch any game they want.

It happened one evening: The bar was packed as customers watched multiple games on 30 LG LCD screens. At the first commercial break, the background music levels rose and customers began dancing. The bar had no dance floor, so customers danced in the aisles, on tables...anywhere they could fit. Clearly, these were customers who appreciated the music and sound as much as the sports.

## Added Zoned Audio

That's when the owners commissioned SEI to install zoned audio worthy of any award-winning New York nightclub in each of the rooms. The diverse audio package includes speakers from Bag End, Electro-Voice, EAW, AMK and Tannoy, including some custom designs under the SEI brand name, with amplification from QSC and Crest, all controlled via a Symetrix Zone Mix system.

“In the hospitality industry, the customer is king. When the owners came to us, they were looking for the best sound system,” Conacchio said.



The view from Park East's private martini bar.

“They wanted to bring the flavor of their nightclubs to a restaurant and sports bar.”

After 10:00pm on game nights, the dining room tables are moved to the side and the entire upstairs dining area becomes a dance floor with a live DJ/VJ and a roving emcee. And Sunday afternoons, following brunch, brings an invitation-only party of 600-plus people looking to dance and have a good time.

The restaurant caters to customers from six to 60 (and up!), with “kids-eat-free” specials in the restaurant on weeknights, nightly drink specials in the bar and even Xbox tournaments in a mini-VIP section of the lounge on select nights.

And, of course, on any given evening, the bar will be packed with people watching games on 1080p high-definition flat-screen monitors.

This evolution from sports bar to multigenerational entertainment venue created several challenges in

the AV systems integration, overcome by the creativity, teamwork and design skills of SEI and JD Systems. Let's explore the three diverse spaces, their unique audio-visual needs and how the systems were integrated to create a seamless environment of, as Joyce called it, “infinite stimulation.”

## Video Systems Control

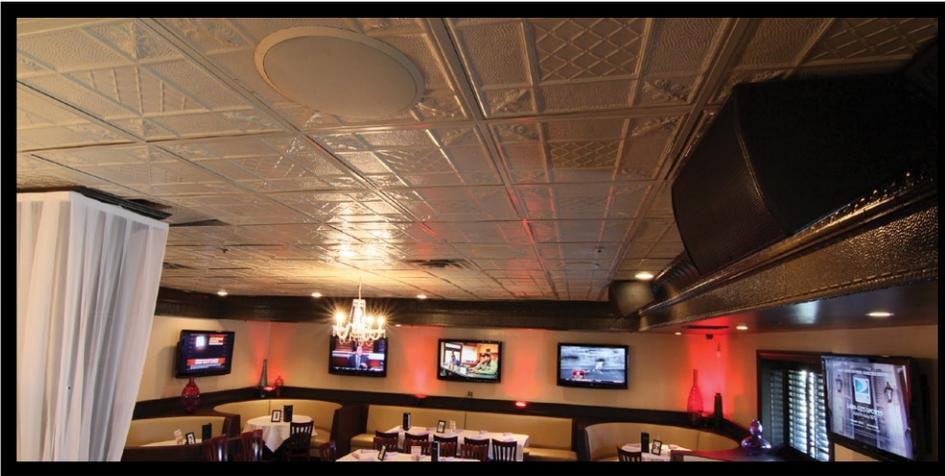
Joyce mentioned that one of the key challenges to a project of this size is being prepared for even further expansion. “This project just exploded,” he told *Sound & Communications*. Originally, JD Systems installed a 16x64 Knox Chameleon matrix for video distribution, with 30 monitors across the facility. By the start of football season, there were 30 monitors in the bar area alone, and a total of nearly 80 across the facility.

“You can use CAD drawings all you want but, until you're in the space, looking at what you have, you can't tell what you really need. Having people in the venue, seeing the space, makes all the difference,” Joyce said. “In spots where there was one 32-inch screen over a doorway, now there are three,” he noted, describing just one example of the expansion.

Other areas that received additional monitors included the men's and ladies' restrooms, the restaurant walls and the lounge walls.

The original matrix did not provide enough inputs or outputs for the number of monitors, so JD Systems upgraded to a 32x96 Knox Chameleon component HD video matrix. Joyce explained that his team went in at 11:30pm on a Tuesday—a down time, even though the bar is still open—to complete the upgrade. He likened the process to “doing a heart transplant while the patient is still awake.”

JD Systems selected the Knox Cha-



**Screens and speakers in the family restaurant that turns Ultra Lounge.**

meleon matrix as a cleaner, more user-friendly alternative to individual DIRECTV boxes for each monitor. "People should enjoy the game, not be distracted by a dangling object hanging near the screen," Daragjati explained.

"The boxes are placed in a closet tied to a matrix switcher. Any given signal—cable, satellite, signage, PC or any other video source—can be routed to any given screen." This also permits control through the Stardraw programmable remote control and the matrix, rather than individual remote controls for each screen.

Inputs include 11 DIRECTV boxes, four Verizon FIOS receivers, a Sony DVD player and a digital signage network using a Carousel Digital Signage Server from Tightrope Media.

## 24/7 Reliability

Joyce mentioned that the Knox switchers JD Systems relies on originally were designed to route video monitoring of prisoners in jails and detention centers, exemplifying the 24/7 reliability of the units. He also noted superior customer service from the company as a key selling point for the switcher.

The system is controlled via a Stardraw customizable controller using a Netslate Tablet Kiosk wireless PC. When the user—the bartender or manager on duty—hits a button on the Stardraw tablet GUI, the signal goes to the server running Stardraw, which sends it through Cat5 cable to the Global Cache GC-100-18R, which distributes it to the proper device: the satellite box, matrix or the digital signage server.

There are three GC-100-18R network adapters, one for each discrete area in Park East. The rackmountable Global Cache units include two serial ports, three relay connections and six independent IR outputs or sensor inputs each.

The integrator specified a wireless network range extender because of the distances between the remote controls and the equipment closets located on the first and second floors. An AXIS

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# Equipment

## Video Head End Main Closet (Main Floor)

- 1 Furman PS-Pro II Sequencer
- 1 Knox Chameleon 32x96 component HD video matrix w/LCD display
- 1 Sound Environments custom AV rack

## Video Head End Sub Closet (Second Floor)

- 11 DIRECTV H21 satellite receivers
- 3 Knox DC-50 VGA to component video converters
- 1 Knox LCD display w/matrix control keypad
- 1 Middle Atlantic MRK-4426 44-space rack w/accessories
- 1 Sony DVP SR200P/B DVD player
- 1 Tightrope Media Carousel digital signage server
- 2 Tightrope Media Carousel Player 220
- 4 Verizon FIOS Motorola QUIP 6210 receivers

## System Control & Interconnect

- 1 APC Smart-UPS SC 450VA, rackmount
- 1 AXIS 241S video server (for streaming live video preview to tablet.)  
Belden 7987R paired Videotwist Nanoskew cable  
BTX high-res RGBHV mini coax
- 3 Global Cache GC-100-18R (Stardraw network interface)  
ICM compression BNC, RCA ends
- 1 Luxul Wireless LW-PWK1241WF Pro-Wav Board mounted  
range extender
- 1 Netgear ProSafe GS108T 8-Port Gigabit Smart  
Stardraw Control 1 Server License 3 client licenses, customizable
- 3 Tablet Kisok Netslate 12.1" wireless tablet PCs  
Tec nec DB-9 serial cable
- 1 Windows XP Pro Xenon Processor rackmount server

## Monitors

- 22 LG 32LH200C 32" commercial-grade LCD monitors
- 20 LG 42LG50DC 42" commercial-grade LCD monitors
- 14 LG 52LG50DC 52" commercial-grade LCD monitors
- 13 LG 55LH400C 55" commercial-grade LCD monitors
- 1 LG 60PS60C 60" commercial-grade plasma monitor

List is edited from information supplied by JD Systems.



Main floor, back room.



The remote keypad/LCD in the second-floor closet, where the sources are located, and the network interface.

## FIRST FLOOR AUDIO

### Main Bar and Outdoor Areas

- 1 AKG HT450 wireless mic system
- 4 AMK CX-801 70V ceiling coaxial speakers
- 16 Bag End TA-6000-R compact 2-way speaker systems
- 2 Crest CC-4000 amps
- 1 Crown USM-810 digital audio multi processor
- 16 Electro-Voice C10.1 subwoofers
- 1 QSC CX108-V 8-channel, 70V output amp
- 2 QSC CX404 4-channel amps
- 1 Rane MP-24z mixer
- 1 Sound Environments Model V-45r 45-space rotatable rack  
Symetrix Zone Mix 760 systems w/ARC-2i wall controllers to  
interconnect any source/room combinations selectable from  
localized keypads
- 4 Tannoy 8" coaxial weather resistant speakers (owner furnished)

### Main Downstairs Dining

- Crown USM-810 digitally controlled system.
- 3 Crest CC-4000 2 channel amps
- 4 EAW MK-2294 bi-amplified, 2-way speakers
- 12 Electro-Voice C12.2 12" ceiling coaxial speakers
- 1 Rane MP-24z mixer
- Symetrix Zone Mix 760 systems w/ARC-2i wall controllers to  
interconnect any source/room combinations selectable from  
localized keypads

## SECOND FLOOR AUDIO

### New Upstairs Bar Area

- 1 AKG HT450 wireless mic system
- 4 AMK CX-801 70V ceiling coaxial speakers
- 5 QSC CX1102 2-channel amps
- 1 QSC CX108-V 70V 8-channel amp
- 1 Rane MP-24z mixer
- 8 SEI BL-12 custom two-way, high-powered 12" speakers
- 1 Sound Environments Model V-45r 45-space rotatable rack  
Symetrix Zone Mix 760 systems w/ARC-2i wall controllers
- 16 6" 2-way 70V ceiling speaker systems (owner furnished; manu-  
facturer unknown)

List is edited from information supplied by Sound Environments, LLC.

A 52-inch monitor is the perfect size for viewing across the bar area, while patrons right in front of the 52-inch screen are comfortable with the 32-inch screens.



241S video server streams a live video preview to the tablet.

Joyce liked the Stardraw system for control because of its ease of use, ease of programming, durability and security. "The system is affordable and easy [for integrators] to program," he said.

The Stardraw controller permits the manager on duty to "lock-in" certain channels while easily changing the channels on other screens as customers make a request. "The 14 monitors in the center of the bar are locked in to specific games," Joyce explained. "Somebody finds the game he wants to watch, finds a seat at the bar and knows that game isn't going to change."

On any given Sunday, there typically are about 10 football games available to watch and each DIRECTV receiver can be set to a different channel.

Those signals can be routed to any monitor or screens in any of the three rooms or on the outside deck. The Verizon FIOS receivers are available to cover programming not available on DIRECTV, including programming for background music, and as a backup in case something happens to the satellite signal.

## Ultimate In Flexibility

This configuration gives the client the ultimate in flexibility for programming. For instance, one afternoon, a toddler eating in the restaurant with his parents wanted to watch cartoons. The manager on duty was able to set one of the 52-inch screens near the family's table to Cartoon Network. "Imagine bringing your kids out to eat and keeping them busy watching their favorite shows on a 52-inch screen," Joyce said.

On a Sunday afternoon, both New York/New Jersey-based NFL teams, the Jets and Giants, were playing. The bar was split down the middle, with the Jets game on one side and the Giants on the other. The owners printed two sets of flyers and posters, offered two different sets of drink specials, and decked out half the bar in blue and red decorations, with the other half in green. The monitors in the lounge and restaurant were set to whatever channels patrons requested.



ACOUSTICS AND AESTHETICS IN PERFECT HARMONY

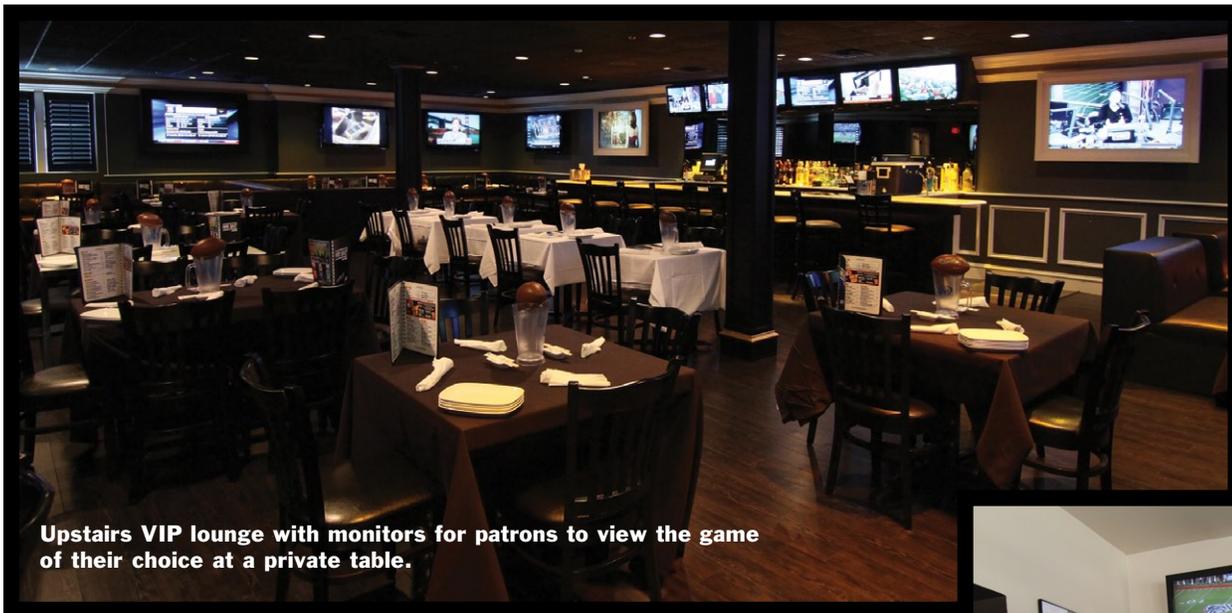
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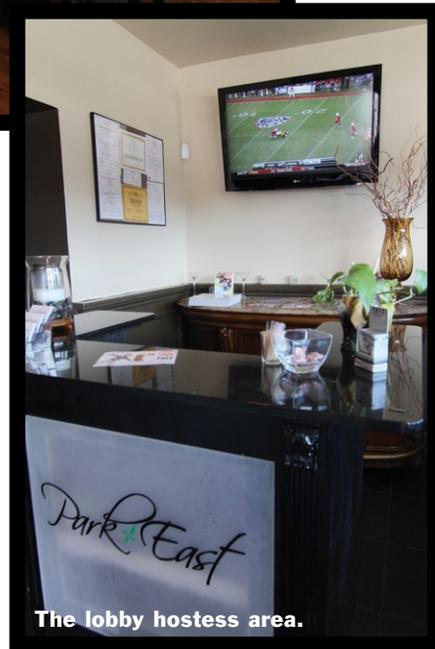
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**Upstairs VIP lounge with monitors for patrons to view the game of their choice at a private table.**



**The lobby hostess area.**

## Digital Signage

The Tightrope Media digital signage system gives the owners and manager on duty added flexibility for additional dynamic content on any of the monitors. On a Jets and Giants Sunday, for instance, the bartender may offer \$1 shots for the next five minutes each time one of the teams scores a touchdown.

While the game continues to play in high definition on the main section of the screen, the bartender hits a function on the Stardraw remote, and the lower-third of the screen shows scrolling words advertising "\$1 shots for all Giants fans!" with a clock counting down the five minutes. A roving emcee with a wireless mic shares the same message verbally.

The digital signage system also shows daily specials, with different messages routed to different rooms. For instance, signage in the restaurant may advertise "Kids eat free, Monday through Thursday from 3:00 to 5:00pm," while the bar monitors may tell visitors about 3,2,1 Wednesdays with \$3 appetizers, \$2 beers and \$1 shots.

In the lounge, the digital signage system provides "eye candy" imagery or music videos while a DJ plays and patrons dance, giving the venue even more of a nightclub feel.

Joyce noted that the Tightrope Media Carousel digital signage solution was one of the few systems that provided true HD picture-in-picture. "We wanted a solution that would allow us to float a

section of the digital signage as an HD game, along with a digital signage message and a scroll along the bottom."

The Carousel system has a Web-based user interface, which makes it easy for authorized personnel to upload content and set programming times from anywhere, at any time. Park East does all the graphic design for the digital signage programming in-house. JD Systems provided, as part of the design and installation package, six hours of webinar-based training on the Carousel system, direct from Tightrope Media, for Park East designers and tech staff.

There are three separate channels of digital signage, one for each room, or all the screens can receive the same digital signage signal.

## Monitor Placement

Digital signage is just one way technology helps set the ambiance in each of the three unique Park East environments. Monitor placement, decor and music programming further differentiate the three spaces.

The bar area, decorated in gray tones with solid wood floors and dark wood for the bar and tables, evokes a masculine feel. In the sports bar, video takes center stage. "Your head is just wrapped by monitors," Joyce said. "Any direction you look, you can watch 10 different games."

Fourteen 42-inch LG monitors form a ring within the bar, with two additional

42-inch screens to form an arrow on either side. These monitors are tilted slightly for an optimal viewing angle from the seats at the bar or anywhere in the room.

The walls include a collection of six each LG 52-inch LCD screens and LG 32-inch LCD screens. Joyce explained one of the challenges to fitting such a large, busy space with monitors of different size: "You put too big of a monitor where people are sitting close to it, and it's too much. You put a smaller monitor and people who are far away can't see it." To solve this problem, the integrator specified and installed two 32-inch monitors on the side of each 52-inch screen. The three screens all display the same content, so patrons who are near or far both get an optimal view. These monitors fall directly between the 42-inch screens over the bar and



## High-End Casual Dining

Although the bar area is all about images everywhere patrons look, the restaurant was designed with its own atmosphere as a high-end casual dining establishment. Originally, JD Systems specified five monitors that doubled as two-way mirrors, enclosed in custom picture frames. But the bar owners soon realized the restaurant had to serve as overflow on busy game nights, and required more monitors for better viewing angles anywhere in the restaurant.

The restaurant now has six 52-inch LG monitors on the walls, two in booths within a small VIP area and one 32-inch monitor hung above the martini bar. Two 32-inch monitors were also added to the restrooms so no one has to miss a minute of a big game.

The second-floor bar/lounge doesn't skimp on video, either. The centerpiece of the system is a 60-inch plasma monitor encased in a custom snakeskin-look frame that matches the lounge's gray walls and black leather decor. Thirteen

people's heads. So, literally, wherever someone looks, there's a screen.

All the screens in the space are commercial grade, a necessity in a venue of this type, according to Joyce and Daragjati. "Consumer monitors are not built to be on 18 hours a day," Daragjati emphasized. "Unless [the client] wants disposable TVs, it's wiser to spend the extra money."

Joyce mentioned another selling point of many commercial-grade monitors, including the LG units: an extended warranty. "LG offers three years onsite service for monitors not hung over a certain height. That warranty can save customers a minimum of a \$150 service call. With that warranty, commercial-grade monitors pay for themselves quickly."

# WIRELESS INTERCOM SYSTEMS



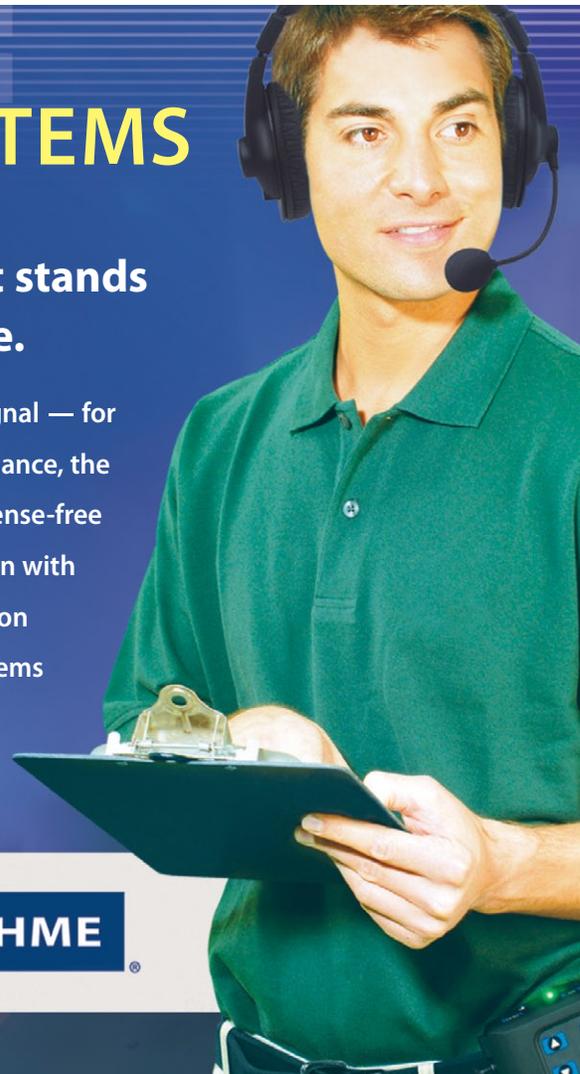
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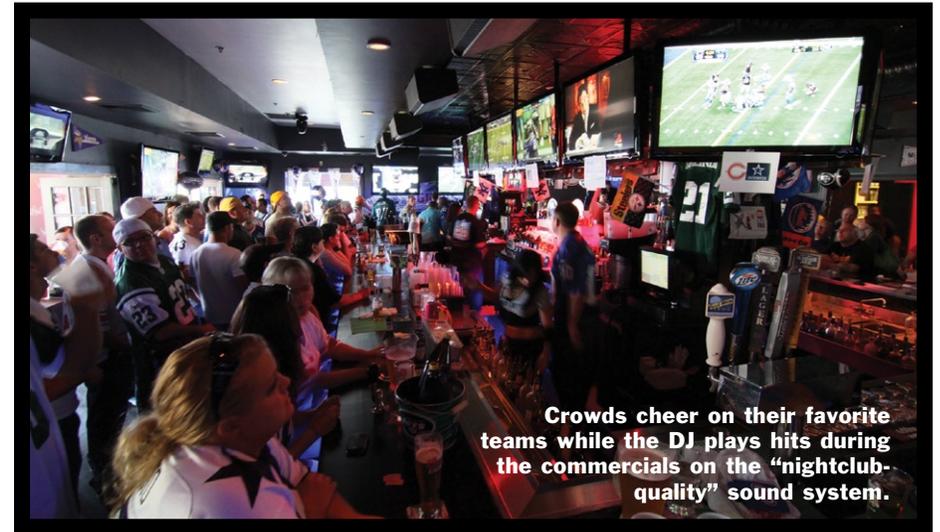
55-inch LG LCDs and nine 32-inch LCDs on the walls provide optimal viewing angles for lounge patrons.

The outside deck sports one 32-inch LG screen, with plans to add more video outside in the future.

Two monitors—42-inch and 32-inch—in the sushi bar that divides the main sports bar and restaurant, and 42-inch monitors in the bar and restaurant reception areas, primarily used for digital signage, round out the video package.

## Sports Bar With Nightclub Sound

Although JD Systems walked into the Park East project for the first time with all-new equipment, SEI had installed audio systems in the space for previous owners in 2000. The integrator was able to integrate “legacy” items into the project, drawing on both the existing equipment in the Park East space and the accumulated audio equipment inventories of the owners through



years of nightclub and restaurant AV upgrades.

The project showcases a variety of equipment from various manufacturers, including custom designs from SEI. Conacchio commented, “The choice of loudspeaker for my system designs is never ‘brand dependent.’ It is always: ‘What is best for the needs of the customer?’ or ‘Can we effectively

reuse what we already have?’”

With a company-wide strength in designing and installing high-performance dance club audio systems, SEI was able to draw on this experience, as well as a large pool of the best products from nearly any audio manufacturer, to fulfill the unique audio needs within Park East.

The distributed audio in Park East



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spans seven discrete zones: two zones for the north and south ends of the dining room, the restrooms, the outside patio (designated a smoking area), the outside entry, the main bar and the second-floor lounge/bar.

System inputs include multiple balanced inputs for DJ/VJ sources or a live band, and audio feeds from DIRECTV and Verizon FIOS receivers, iPod, DVD players,

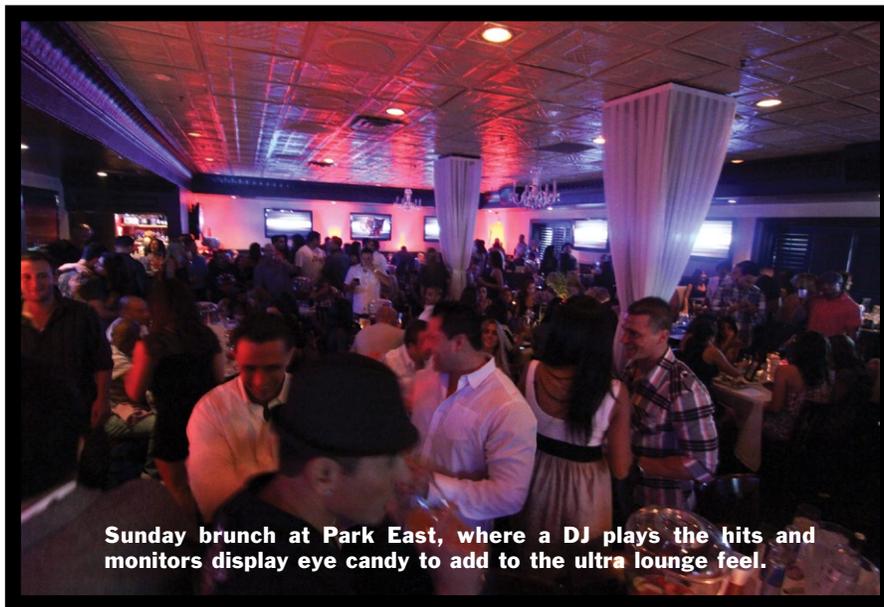
wireless mic systems and an auto-switching priority pay-per-play jukebox within the bar, which the manager on duty only turns on at certain times of day.

## Main Signal Routing

The main signal routing and combining matrix for the audio, along with limited control functions, is accomplished using three Symetrix Zone Mix 760 controllers (one for each area) with localized ARC-2i wall controllers. Currently, SEI is working with JD Systems to integrate Stardraw control into the audio system for fully integrated operation. Conacchio selected Crown USM-810 controllers for their specialized audio feature set, including precise control of loudspeaker parameters, crossover functions and limiting.

The Crown USM-810 also adds a “smart” component to the audio system, which helps with noise control, an important consideration given Park East’s location near a residential area and directly next door to a hotel. The main bar area includes glass doors leading to a patio. Depending on the time of day, signal source selected and the number of doors open, the main bar system automatically decreases volume. The system can also be set to lower sound levels slowly as last call and closing time approach.

Noise control was further accom-



Sunday brunch at Park East, where a DJ plays the hits and monitors display eye candy to add to the ultra lounge feel.

plished through the Crown USM-810s’ sound processing capabilities and SEI’s careful system design. “In order to keep the nightclub feel of high energy, pounding beat music at an acceptable level within the building’s attenuation ability, my thoughts were toward many loudspeakers with smaller, defined areas to cover playing at close proximity to the intended audience,” Conacchio explained.

## Nightclub Sound In The Main Bar

Conacchio described the venue as a “hybrid of a nightclub with an all-day bar and fine food.” The main bar started out with 16 Bag End TA-6000 compact two-way loudspeakers mounted just below the drop valance mirroring the bar on the ceiling. These were holdovers from the previous installation, also completed by SEI. “These are still terrific little full-range passive crossover units that fit the need now, as they did in 2000, for DJ playback and small live band reinforcement, as well as high-quality coverage of sports games,” Conacchio said.

The audio in the main bar is augmented with 16 Electro-Voice EVID C10.1 10-inch ceiling can-style subwoofers to provide more depth, thumping bass and a nightclub feel.

On any given night, Park East hosts

two or three different DJs but, with no dance floors in the venue, there are no DJ booths, either. SEI installed DJ/band inputs for DJs, VJs or live music in the main bar, second-floor bar/lounge and restaurant.

When needed, the owners supply mobile DJ booths from their other local venues. Most visiting DJs operate through notebook computers using Rane Serato, Traktor or Final Scratch

software and a mixer of their choice, Conacchio reported. Many DJs bring a Pioneer CDJ-1000 CD deck or another popular pro CD player.

According to Conacchio, “Some nights, there are two separate DJs—each with their own setup—in the same room playing back and forth to each other. An exciting format is always the norm at Park East.”

Prior to installing the Symetrix control, each sound system in the venue was controlled locally via a Rane MP-24z mixer. These units remain in the space for local control by the DJ and house emcee. Each floor in the venue, both the main bar and the second-floor bar, has its own DJ and emcee during sporting event nights. The house emcee roams the space with an AKG wireless microphone, announcing drink specials or exciting the crowd. Through the Rane mixer, he can duck the music out as he makes an announcement.

Conacchio reported that SEI is currently working on a custom remote control that will allow the emcee to change the lighting, run MIDI audio track sound effects and duck the music out from anywhere in the room.

The outdoor patio is situated adjacent to the main bar, and uses Tannoy eight-inch coaxial weather-resistant speakers. There is distributed sound in the restrooms, too, via AMK CX-801

70-volt ceiling speakers. The speakers throughout are powered by a collection of QSC amplifiers.

## Dining Area Sound

The main bar is divided from the dining area by a shared sushi bar. The restaurant area is then divided into two zones. The sound objectives were unique in this space, because it serves as a fine dining restaurant and then, after 10:00pm on weekend nights, the tables are moved aside and the space becomes a dance club. The room is also used for overflow during large sporting events, and occasionally hosts presentations, private parties and fashion shows. Clear sound, throbbing bass and a clean look were all required.

SEI installed 12 Electro-Voice EVID C12.2 high-output 12-inch ceiling can coaxial loudspeakers, custom-mounted into the pressed reveal copper ceiling tiles. "We used high viscosity glue, bonded the metal ceiling tiles onto half-inch MDF (medium-density fiberboard) for non-rattling stability,"

Conacchio explained. "Then we individually offset-cut the speaker back can openings as required to clear existing ceiling obstructions such as sprinkler pipes, trusses, electrical, etc., while keeping the speakers as close to cen-

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**Is it a lounge?**

**A sports bar?**

**A nightclub**

**unto itself?**

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tered as possible." Finally, the speaker grilles were spray-painted in custom colors to match the ceiling.

The ceiling speaker system is supplemented by four EAW MK-2294 12-inch two-way bi-amped speakers to provide more directional presence for DJ performers, the emcee, or presentation speakers and hosts. These were legacy items from the 2000 installation, where

they were used as side fill for a dance floor.

The dining room includes three balanced inputs for DJs or live music, an AKG wireless mic and a Rane mixer, along with the Symetrix Zone Mix panel for control.

## Second Floor Experience

Is it a lounge? A sports bar? A nightclub unto itself? The second floor environment is as dynamic as the rest of Park East, with an upscale look, video on every wall and a sound system designed for dancing, sporting events and more.

Originally, the second floor was to have just 11 video monitors but, as the concept grew, video began to fill every inch of wall space. This posed a challenge for the audio installation, because the original speakers specified wouldn't fit between the ceilings and the monitors without affecting line of sight.

One of the final steps to this massive *(continued on page 115)*

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# THE CENTERSTAGE

AN ADVERTISING SUPPLEMENT TO SOUND & COMMUNICATIONS



## Elite Screens

### Versawhite Dry-Erase Front-Projection Screen

The Versawhite is a dry-erase material that functions with equal facility as a front-projection screen or as a whiteboard writing surface for training/classroom facilities. It is available as a hard-framed traditional whiteboard, a pliable adhesive projection screen for converting any office wall into an instructional whiteboard-projection screen or a magnetic backed version for converting (ferrous) metal walls. The 1.1 gain matte white material is ideal for use with standard, interactive, and/or short-throw projectors. It is coated with a highly durable scratch-resistant optical nanotech resin. This allows the Versawhite material to fulfill its dual role as a dry-erase writing surface. Versawhite also performs with clear color reproduction that should be expected from a precision designed projection screen but has never been performed by a regular whiteboard. Insta-DE Screens are available in many sizes in a 4:3, 16:9 or 16:10 aspect ratio.

**WEB ADDRESS:** [www.elitescreens.com](http://www.elitescreens.com)



## Ashly Audio

### pema (Protea Equipped Media Amplifier)

Introducing pema (Protea Equipped Media Amplifier), a unique powered processor that sets a new industry benchmark for value-engineered zone sound systems. By seamlessly merging Ashly's powerful, open-architecture DSP functionality with Ashly's renowned amplifier performance inside a two-rack space unit, pema lowers overall system cost, occupies less space, improves energy efficiency, and both speeds and simplifies system installation and programming. In addition to DSP algorithms such as ambient noise compensation, advanced automatic feedback suppression, automatic mixer, and a full complement of filters, EQs, delays, and the like, pema offers DSP control of the amplifier functionality as well: selection of bridge-mode operation, HPF settings for constant voltage system networks, stereo-linking of channel pairs, MIC/LINE/TEL-PAGE functions on channel 1, full control of ducking priorities, and full-range remote-gain control capability. Full 96kHz performance is available on 32-bit SHARC processors for utterly transparent audio.

**WEB ADDRESS:** [www.ashly.com/pema](http://www.ashly.com/pema)

## HOW BUSINESS

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tions available that can help you to create amazing images. Stardraw.com ([www.stardraw.com](http://www.stardraw.com)), LD Assistant ([www.ldassistant.com](http://www.ldassistant.com)) and Middle Atlantic Products' RackTools ([www.racktools.com](http://www.racktools.com)) are a few products that can help you to create stunning designs and images that will help you

to better communicate with HOW leaders.

Creating images will help you to communicate more effectively with those potential customers. This service requires extra work, but it is part of the cost of doing business. I'm sure that you can think of

many ways to monetize this service. Finally, I believe that you'll have a better chance of winning a bid if your company can create images that will help you to communicate your ideas better. Please tell me what you believe. ■

## TASTY & TANTALIZING

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installation project was the addition of eight BL-12 two-way high-powered 12-inch custom speakers from SEI. These dual 12-inch woofers have a compact profile. Hung snug against the ceiling, they come down only 12 inches, leaving plenty of space for the 52-inch monitors on the walls. These speakers are augmented by an existing ceiling speaker system, which were part of

the original 2000 installation in the space.

Five QSC CX1102 two-channel amplifiers and one CX-108V power the system.

Conacchio expects the systems across the venue may not be the same by this time next year—or even next month. Calling both the owners and the venue “dynamic,” he noted, “The decor

is unique and constantly evolving. The sound is strong, clean and intelligible. The video systems are clean and versatile. And the chefs keep the cuisine interesting. But all this came together because the right group of people envisioned it, and then assembled the right crew to make it so. And they stay on top of it on a daily basis. This steadfast dedication is to be admired.” ■