



Crestron DigitalMedia™ Turns Bar & Grill into Sports & Entertainment Hub

Background

The Hilton Anatole Hotel has defined Dallas due to its sheer magnitude. With 1,606 hotel guest rooms and suites, 346,275 square feet of premier meeting space, a priceless art collection and impeccable dining, travelers from American Presidents to celebrities and generations of business and leisure hotel guests have experienced the chic Texas hotel.

The Challenge

In anticipation of several big sporting events which were coming to town, such as the MLB Media for the 2010 World Series, along with the 2011 NFL Super Bowl, the Hilton decided to update the legendary property with a \$125 million remodel. To

enhance the technology experience at the Hilton property, hotel management selected the Dallas location of the Las Vegas-based technology solutions company, R2W to complete several projects, starting with the newly constructed Media Grill + Bar.

The Media Grill + Bar was designed to treat its guests to a variety of music and video images to entertain guests while they enjoyed their food and drinks.

The Solution

R2W selected Crestron DigitalMedia™ to handle HD video switching throughout the bar and grill. Two 16X16 DigitalMedia switchers feed over 30 displays.

“This project is unique because we have many displays here,” says R2W CEO & President, Jeremy McConnico. “In a



commercial property, you have to be specific about the video solution that you put in there because the customer is very skeptical and their expectations are very high. They are sitting at home watching their 1080p sets. When they go to a commercial bar and grill or stadium, they want to see the same 1080p video signal.”

“The video has to be perfect, has to be 1080p quality and the DigitalMedia solution was able to provide that for us,” adds McConnico.

The New Entertainment Mecca

Part of the renovation in the hotel’s Atrium II area, the Media Grill + Bar offers a refreshing twist on the Contemporary American Bistro. The impressive high-tech, high-energy eatery also boasts free WiFi, an interactive bar, 27 HD plasma TVs, including a 103" largest commercial flat screen and an interactive dance floor system. Open seven days a week for lunch, dinner and late night snacks and drinks, as well as a DJ and dancing after 10 p.m., the Media Grill + Bar is the hotspot for Dallas residents and visitors.

Crestron control processor manages the venue audio, video, volume, and power. It was configured with presets to make it easy for staff to control and adjust features based on the time of day or type of event.

When guests arrive at the Media Grill + Bar, an LED monitor highlights the different menu items during the day based on promotions or specials.

Guests enjoy viewing the sporting events from the comfort of their seats or booth from one of the 27 high-definition video monitors adorned throughout the restaurant, along with one high- definition video projector. The displays and projector are capable of showing transmission from any of the six satellite receivers, Blu Ray Disc™ player, digital signage server, computer, svideo video composite, or Eye Candy from prescription music service.

“ The video has to be perfect, has to be 1080p quality and the DigitalMedia solution was able to provide that for us.”

Jeremy McConnico, CEO & President, R2W

Dual DigitalMedia video switchers allow all input signal types and resolution images to be output to any display at any time. The 103" plasma television in the TV lounge area is capable of displaying one large image or up to four images using Crestron DVPHD multi-window video processor. DVPHD allows for



guests to enjoy multiple sporting events at once so they don't miss any of the action on the field, court or course.

R2W installed an audio system that consists of 44 speakers and 11 subwoofers divided into six zones. Sources include audio feed from DIRECTV® receivers, a microphone located at the DJ booth, an iPod® docking station, and subscription music service. The DJ system includes speakers and subwoofers that are recessed in the wall. Mix equipment, located in a DJ booth, consists of a four-channel mixer, two CD players, DJ "scratch live" software, and computer audio/video inputs.

R2W showcases two interactive displays. One of the displays is an image projected on the floor by a ceiling-mounted projector allowing patrons to walk across, play games on, or move patterns around the area. The second is an interactive bar top that is the conversation piece of the bar. It includes an intelligent glass that allows patrons to place their drinks on it and provides interactive content.

"This is only the second product of its kind ever used and imported into the United States," notes R2W Director of Marketing and Business Relations, Gordon Isaac. "People really enjoy interacting with the two areas which seem to always be occupied."

These were both integrated into the properties IT network to allow for user-made changes to the content on both of these

displays along with the digital signage products installed both in the bar, and throughout the property.

The Moovit floor allows for interactive changes in colors, shapes and custom graphics and messages through guest interaction.

Benefits

The Media Grill + Bar is the new nightlife capitol of Dallas. With amenities tailored to the sports fan, gamer and dancer, the venue is sure to meet the needs of all of its guests, while providing a delectable meal with a side of entertainment.

The Hilton is happy with the work done by R2W and not only have they far surpassed their anticipated revenue at the Media Grill + Bar, but they have had tremendous success with the many events that have been held at the Hilton Anatole since the remodel.

"The Crestron system is easy to use and reliable for the employees," adds Isaac. "It provides a level of quality, especially with the video, that keeps patrons coming back. The Media Grill + Bar truly sets the new standard for restaurant and bar entertainment."

Crestron, the Crestron logo, and GreenLight are either trademarks or registered trademarks of Crestron Electronics, Inc. in the United States and/or other countries. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. Crestron disclaims proprietary interest in the marks and names of others.