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AV in Action

IN WITH THE NEW

A RENOVATION IN AN HISTORIC NEW JERSEY VENUE EMPHASIZES TECHNOLOGY.

By Carl Clegg

You are on your way from New England to Philadelphia to sign the Declaration of Independence. Where do you spend the night as you pass through Princeton, New Jersey? The College Inn, of course. You would be in the company of

American Revolution luminaries Paul Revere, Robert Morris, and Thomas Paine, who were regular visitors. During the war for independence, the inn's tap room was frequented by Continental, British, and Hessian members of the military.

In 1937 the inn's new owner, Edgar Palmer, moved it to its present location and renamed it Nassau Inn. He also commissioned Norman Rockwell to create a 13-foot mural of Yankee Doodle, which still hangs prominently behind the bar today. This elegant, historic inn is the premier place to stay when visiting Princeton University or any of the many nearby attractions like Washington's Crossing or the charming town of New Hope, Pennsylvania.

Located in the center of downtown Princeton, this sophisticated inn serves as a fully functional conference and event space as well. In order to attract today's iPhone-wielding, tech-savvy conference and event attendees, Nassau Inn must invest in tomorrow's technology; Starlite Productions was the company to provide it.

In a nearly two-year-long process, Nassau Inn hired Connecticut consulting firm Jaffe Holden to take the lead in renovating its main ballroom and eight conference rooms. As a consultant approved systems integrator, Starlite Productions of Moorestown, New Jersey, was brought onboard to bring the Inn's electronics from simple to state-of-the-art. Amid the drywall dust and the pounding of the HVAC tinbenders, Starlite's Systems Project Manager Bill Corbett and integration team set out to upgrade the inn's audio, video and control system, which not only controls the audio and video, but also provides integrated control of the ballroom lighting, window shades, Muzak and much more.

HIGH-TECH BALLROOM

The centerpiece of the new high-tech ballroom, hidden behind wooden pocket doors, is a 165-inch full 1920 X 1080 high-definition viewing experience in nine Primeview PRV55LCWLUN 55-inch LCD panels. With a built in video processor, these Primeview panels offer a nearly non-existent bezel that measures only 5.7 mm between pixels. To make full use of the amazing picture quality of the Primeview panels, it only makes sense to include a high-end Oppo BDP-93 Blue Ray and DVD player.

AUDIO PERFORMANCE AND INTELLIGIBILITY

Great video requires equally great sound. 15 EAW CIS300 Ceiling Loudspeakers provide reliable sound performance powered by a Lab Gruppen E 8:2 Power Amplifier. The technical team says the amp chosen for its sonic performance and ability to provide



For the ballroom, Starlite added an app to three existing Apple iPads, providing a control GUI that looks and behaves like the Crestron Isis nine-inch touch panel mounted on the wall. The Marshall MLAM-35 mahogany lectern includes a Crestron C2N-FT-TPS4-B Podium touch panel, which gives the speaker complete control over the ballroom's audio, video, and lighting.

sustained maximum output with minimal distortion and meet or exceed the efficiency requirements of Energy Star 2.1 certification.

SMARTER THAN YOUR AVERAGE SYSTEM

The brain behind the operation is a Crestron MC3 Processor with a 32-bit Freescale ColdFire processor. The CP2E is a compact Ethernet control system that provides control of the room's video panels, DVD player, switchers, audio, lighting, window shades, Muzak,

and much more. For the ballroom, Starlite added an app to three existing Apple iPads, providing a control GUI that looks and behaves just like the Crestron Isys nine-inch touch panel mounted on the wall in the ballroom. This is supported by Crestron's e-Control2 XPanel, which offers a flexible range of IP control possibilities.

LECTERN CONTROL

The ballroom now hosts a Marshall MLAM-35 mahogany lectern adding a new level of executive sophistication. The podium includes a Crestron C2N-FT-TPS4-B Podium touch panel, which gives the speaker complete control over the ballroom's audio, video, lighting, and shades through seamless communication with the Crestron control system.

CONFERENCE ROOMS

Eight of the Inn's conference rooms received technology upgrades as well. Similar to the ballroom, the conference rooms have been outfitted with Crestron Cresnet control systems—offering instantaneous environmental control. BenQ SP891 and SH910 projectors and Da-lite 92- to 119-inch

"IP technologies work together to optimize the videoconferencing environment to transmit video and audio that are not only clear, but also secure."

projection screens were installed depending on the size of the conference room into which they were placed. In today's business world, face-to-face communication is both priceless and expensive. Video teleconferencing is one way the Nassau Inn is helping its business clients span the miles by conducting meetings from a conference room in Princeton, New Jersey, to anywhere in the world via the LG RVF1000 videoconferencing system. The VCS is plug-and-play and has broad compatibility with external media devices and software applications. IP technologies work together to optimize the videoconferencing environment to transmit video and audio that are not only clear, but also secure.

HISTORIC PROJECT, EPIC PROPORTIONS

With six months of onsite time, the Nassau was one of the largest jobs of 2012 for Bill Corbett, Starlite's onsite project manager. One of the biggest lessons Corbett learned was to "have patience for the unknown." Drilling into the walls of an historic building to run wire can sometimes stop work progress dead in its tracks. "Each conference room presented its own set of challenges and this is where you have to be able to work closely with the client to keep them informed of issues and develop a game plan for dealing with them," he said. Solid concrete walls were not the only unknowns; he had to shift schedules oftentimes as the Inn's conference rooms stayed in continuous use during the renovation.

Once the project and training were complete, Starlite's warranty period began. The company uses the most reliable products in the industry to minimize the amount of service calls after client acceptance.

Media and marketing specialist Carl Clegg writes regularly about systems integration, AV, controls, and rigging.

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