



B-TECH AV MOUNTS™

Case Study

B-Tech Audio Video Mounts are proud to be a key component in one of the UK's largest high-profile leisure venue AV installs – providing all required mounts and supports for the Sports Bar & Grill in Canary Wharf.

The Challenge

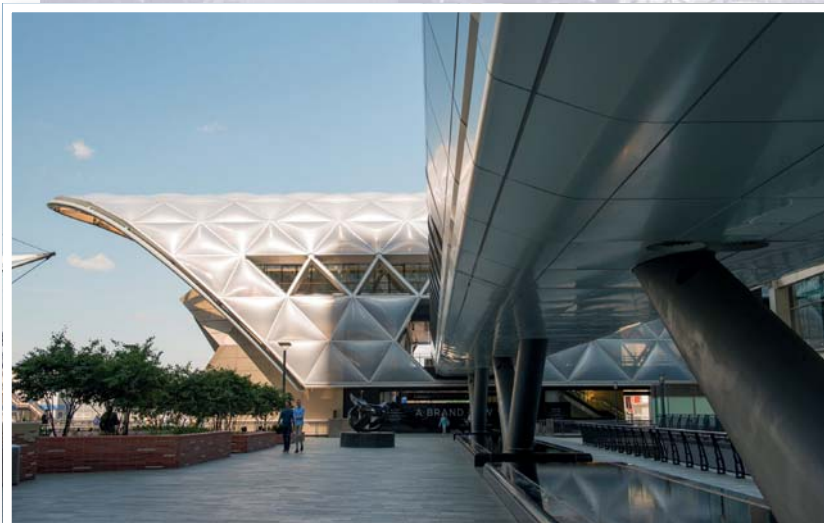
Sports Bar & Grill are a chain of six outlets throughout London, catering for visitors who like to enjoy quality food and drink while being able to watch the world's biggest sporting events.

The remit at their flagship 8500 sq ft venue in Canary Wharf was to provide customers with a prime view of a quality TV screen from anywhere in the large bar and restaurant areas.

Involving split floors, and numerous zones, this would involve meticulous planning from integrators AV Systems Ltd, as well as precision fitting and mounting of hardware. As well as flexible content control, premium audio was also an essential requirement in bringing that vital 'big match' atmosphere as well as providing a quality background music soundtrack when required.

B-Tech International Ltd
Bennett House
Long March
Daventry
Northamptonshire
NN11 4NR

Telephone: **01327 300787**
www.btechavmounts.com



Cutting edge:
The Sports Bar & Grill in London's Canary Wharf is part of a multi-billion pound development.

The Solution

To meet the 'watch from anywhere' remit, forty five 55-inch Sony LED TVs were mounted throughout the venue. 25 of these screens being wall mounted, and twenty being mounted from the ceiling – with some being back-to-back and suspended from a 5.5m ceiling.

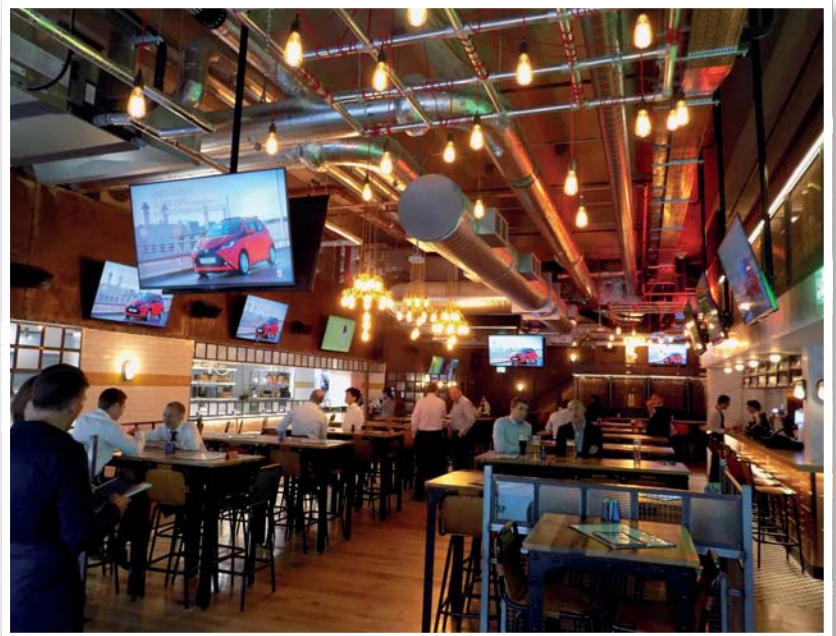
B-Tech AV Mounts were used throughout to ensure precision and flexibility to the install, as well as providing an aesthetically pleasing, 'wire free' finish.

Over six kilometres of Cat6 cable was installed to ensure high quality content transfer as well as future proofing the system for flexibility.

With several defined viewing zones around the venue, broadcasts were provided by four Sky HD boxes, as well as IPTV for total content control.

Distribution of video was provided via 2 x CYP HDBaseT matrices, one of them 32 x channel, the other 16 x channel – effectively giving each individual TV its own zone. With the venue needing excellent sound coverage & clarity for 'the big game' as well as premium background music during more relaxed times, a high quality sound system from BOSE Professional was specified and installed by AV Systems.

Bose FreeSpace® DS100 loudspeakers, with bass support from Panaray® MB4 subs in the main areas, as well as FreeSpace® 3 loudspeakers in the quieter zones, are controlled through a Bose ControlSpace® ESP-00 DSP, and powered by Bose PowerMatch® amplifiers, to complement the Sony TV arrangement in providing a first-class audio experience for customers, wherever they are in the venue.



"The precision of B-Tech's engineering allowed us to fit displays at potentially difficult locations with ease – and their unique ceiling plate and accessory collar covers all helped towards a tidy, professional job."

**Adam Florio, Managing Director,
AV Systems Ltd**



The Result

By any gauge, the result is impressive, with a superb picture matched by great sound coverage and clarity, anywhere in the venue.

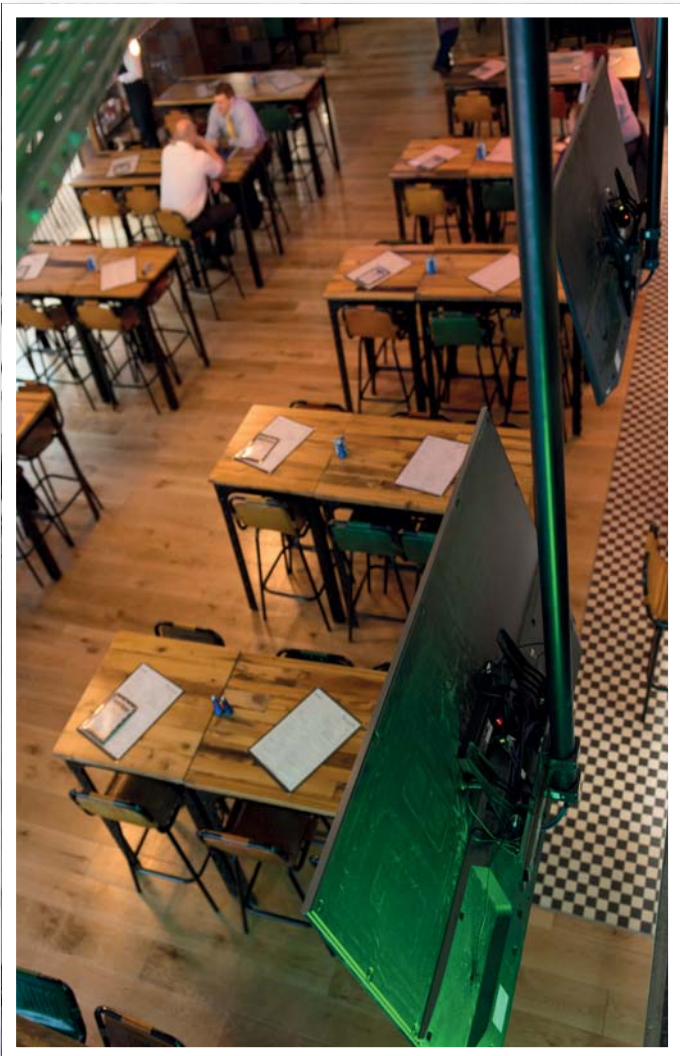
Customers at the Canary Wharf Sports Bar & Grill can now have whatever sport they wish, on whatever screen they want, provided in full HD with a quality sound system to match.

With screen alignment being laser perfect. Adam Florio, managing director of Integrator AV Systems Ltd said: "I wanted this install to be perfect and attention to detail was absolute - both for the customer and myself."

To reflect the standard of the work involved, the screen mounting being equally spaced between vents from the air conditioning system speaks volumes for Adam's high expectations. The screen ceiling poles spaced to blend perfectly with the black window frames is no coincidence!

Adam added: "The quality of the screens, video signal, cabling and audio system are all there to be seen, but it's also what can't be seen that makes the difference."

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AV Systems Ltd

Tel: 07771 667771

Sony Displays

www.sony.co.uk/pro/products

BOSE Professional Audio

Tel: 03330 142545

CYP Europe

Tel: 020 3137 9180

Sports Bar & Grill managing director, David Evans, said: "I believe every customer visiting any of my Sports Bar & Grill venues should have the best seat in house and the ultimate sports viewing experience. The latest installation at our flagship venue in the new Cross Rail station at Canary Wharf provided by AV Systems, and the quality of the equipment used, allows us to provide just that."

"Everything, from the sound system and picture quality on our Sony screens, to the ease of content control and zonal management, adds to a better experience for our customers."

David added:

"I'm particularly impressed with the standard of fitting of the visible hardware, which reflects AV Systems' ultra-high standards as well as my own, and I'm looking forward to rolling this project out to future Sports Bar & Grill venues throughout the capital and beyond."

Mark Walker, business development manager for B-Tech AV Mounts said:

"With 45 screens placed around 8500 sq ft, this has to be one of the most impressive AV installs in a leisure venue anywhere in Europe. The quality of the install, and what it brings to the venue, really does have to be seen to be appreciated and we are immensely proud to have worked with AV Systems in making this project such a success."



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Kit list

Sony

45 x Sony 55W829B 55-inch LED TVs

B-Tech International Ltd

45 x BT8431 Torsion Tilt Screen Mounts
15 x BT7822/B Ceiling Plates with cable management

15 x BT7850-300 3m x 50mm Black Poles

15 x BT8435/B Collar Kits for BT8431

CYP

32 channel HDBaseT Matrix

16 channel HDBaseT Matrix

BOSE

24 x Bose FreeSpace DS100 loudspeakers in wall, flush & pendant configuration.

1 x Bose ControlSpace ESP-880 DSP audio processor + CC-64 control centre + 2 x CC-16 controllers.

2 x Bose PowerMatch 8500N amplifiers

3 x Bose PowerMatch 4500N amplifiers

1 x Bose PowerMatch 4250N amplifier

4 x SKY HD boxes + IPTV

6.3 km of Cat 6 cable

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