

## APPLICATION BRIEF



## HOTEL



## Hotel Lobby & Common Areas with Networked AV, Crown, JBL, Martin, and Samsung MagicINFO



### OPPORTUNITY

Hotel lobbies and common areas deliver a lasting impression that impacts guest satisfaction and therefore the likelihood of future stays and recommendations. Spaces service guests traveling for business and pleasure, as well as local community members. It is important to communicate and engage the occupants wherever they are including the main lobby, dynamic meeting spaces, gyms and spas, dining, entertainment and more. Premium audio, video and lighting creates the right atmosphere, entertains and communicates important information.



### SOLUTION

HARMAN Professional Solutions legendary audio, video, control and lighting technology used together with Samsung MagicINFO digital signage delivers beautiful lighting, clear audio, pristine video, and a control layer sophisticated enough to provide extremely flexible use cases that is still simple to use.

In this sample application, broadcast video content along with the accompanying audio is streamed directly to the network. Once the video is on the network it can be accessed at any display within the system. This is accomplished with AMX SVSI N2300 Series 4K encoders and decoders. Need more displays added quickly for an expanded event space or lobby kiosk? No problem, simply add a N2322 decoder and any size display with HDMI input to instantly gain access to any content streamed from a N2312 encoder. The addition of a Samsung MagicINFO enabled display provides signage capabilities to not only show the streamed broadcast video but also specialized messages, RSS feeds, still images and more.



AKG

AMX

ESS

CROWN

dbx

JBL  
PROFESSIONAL

lexicon

Martin

Soundcraft

The audio from the streamed sources are broken away from the video with the NMX-ATC-4321 networked audio over IP transceiver. This audio, along with additional audio from auxiliary audio sources, are then delivered to the BSS BLU-100 Soundweb London signal processor. The BLU-100 is expertly designed to provide a comprehensive suite of processing to ensure audio perfectly fits the attributes of the zone it is being delivered to. This way, no matter the source, the sound is processed for delivery in a consistent way, is intelligible, and avoids complications such as perceived audio jumps when switching between sources. This includes mixing/gain, crossovers and filters, delay, primitives, graphic and parametric EQ and more.

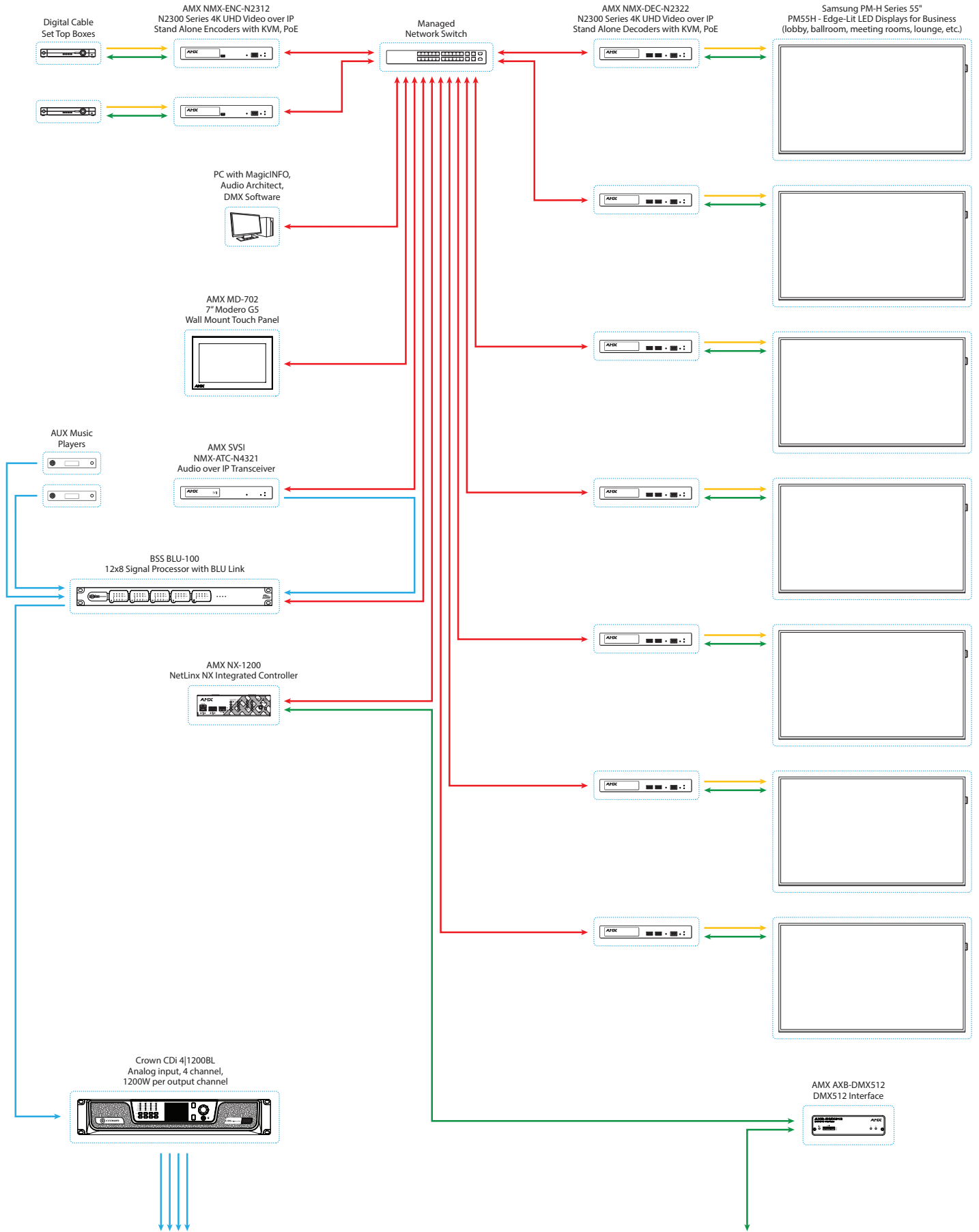
Audio amplification is provided by Crown amplifiers featuring patented DriveCore technology to provide ultra-efficient performance that draws less power while delivering better sound performance with superb sonic characteristics. This application includes JBL Control 226C/T and 16C/T coaxial ceiling loudspeakers and Control 312CS high-output ceiling subwoofers. JBL has a wide variety of installed sound solutions including ceiling, in-wall, surface mount, column and much more so that any facility can be outfitted with optimal coverage and clarity regardless of any audio challenges presented by the architectural structure.

Control is provided by the AMX NX-1200 NetLinx Integrated Controller allowing powering of displays and sources, switching sources, volume adjustments, and much more from a central location at the touch of a button. If desired, additional user interfaces such as keypads and touchpanels can be added in key locations around the facility for even more flexible interface options. While it's possible to program the touch panel interface with specific selections for each device, such as display on/off, it is much more user friendly to program the interface for combined actions. For example, quick selections that switch from background music to audio from displays would be helpful in lobby areas where typically signage is used without volume until an urgent message is being delivered on the screen - like perhaps a broadcasted weather warning. These preferences can be custom defined to suit the requirements of the facility and staff, and to also limit staff ability to only change what they need, and eliminate the ability to make unauthorized changes.

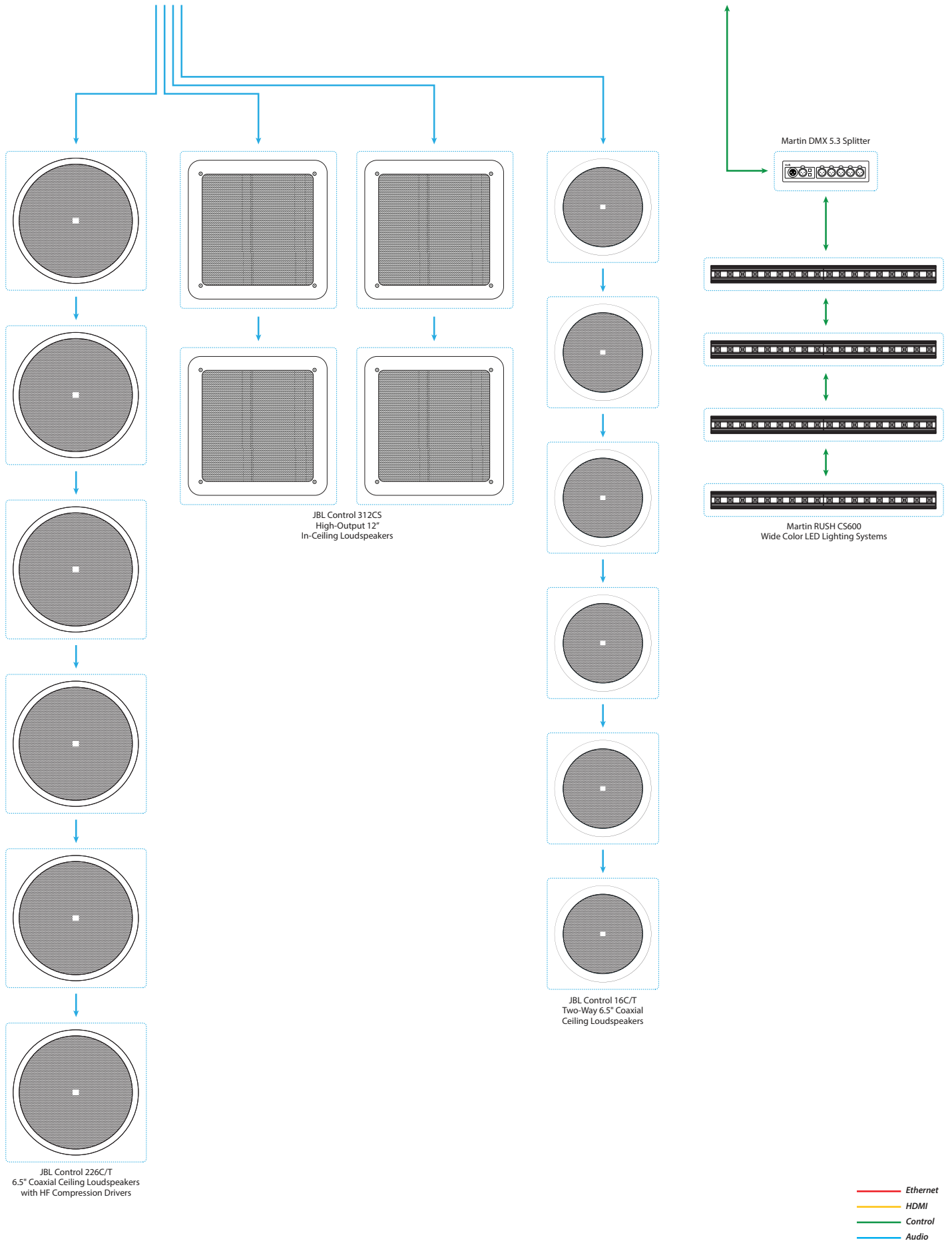
Martin RUSH CS Series LED lighting system can set any mood. This fully customizable system is designed to illuminate interior walls, coves, and any architectural surface. The fixtures offer both basic and advanced control modes to establish a wide variety of looks without unneeded complexity. Use up to 10 meters of light on a single power supply unit using a single cable for both power and data for a very clean installation.

All of this comes to together to immerse guests in a wash of light and perfect music to set any mood while delivering exciting and important visual communication without undesired obtrusion.

# NETWORKED AV HOTEL LOBBY & COMMON AREAS - SYSTEM DIAGRAM



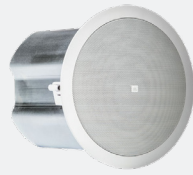
NETWORKED AV HOTEL LOBBY & COMMON AREAS - SYSTEM DIAGRAM - CONTINUED





### AMX N2300 Series 4K 4K30 4:2:0

Don't miss a single moment watching the big game or reviewing video at the big meeting with the 4K over IP solution that is fast enough for live action even price sensitive markets will appreciate. The new AMX SVSI N2300 Series Encoders and Decoders are designed to distribute beautiful 4K video with less latency, and consuming less power - all at an extremely competitive price.



### JBL Control 16C/T Two-Way 6.5" Coaxial Ceiling Loudspeaker

Control 16C/T is a full-range ceiling speaker consisting of a 165 mm (6.5 inch) high tech cone driver and a 19mm soft-dome liquid cooled tweeter mounted in a vented, paintable baffle made of UV resistant UL94-V0 and UL94-5HB material, with a pre-attached blindmount backcan for quick and easy installation.



### AMX Modero G5 Touch Panels

AMX Modero G5 is the face of the most secure AV control system. Beautiful, streamlined user interfaces that integrate all the functionality needed to control room technology including sources, devices, lighting, and more. Get complicated user interactions out of the way so business, learning and entertainment can get underway. Available in 20", 10" and 7" tablet and 10" and 7" wall mount.



### Martin RUSH CS Series

The Martin RUSH CS Series is a color LED cover lighting system designed to illuminate indoor spaces. These high output, cost effective strips are a great fit for indoor lobbies, lounges or other spaces. The fixtures offer both basic and advanced control modes and are available in wide and graze options in varying lengths. Install up to 10 meters on a single power supply unit using a hybrid power and data cable to reduce wiring installation costs.



### Crown CDi DriveCore Series

The CDi DriveCore Series provides an impressive mix of high-performance; rich feature set, and competitive cost. Using technology derived from the flagship Crown DriveCore Install series, the CDi DriveCore is designed for ease-of-use in a variety of small to mid-sized applications. Features include network control/monitoring, high-level DSP, front-panel interface, and support for driving up to 100Vrms speaker loads without requiring a transformer. BL models also feature BLU link to send and receive channels over HARMAN's digital audio BUS.



### BSS Soundweb London Digital Signal Processors

Used in install sound applications, Soundweb London provides three core functions for audio signals processing, control and distribution. Simplified programs allow designers to assign and define an extensive menu of audio processing choices (called objects) for each incoming channel. Processing capabilities include: mixing / gain (i.e., ambient noise compensator, compressor, ducker, expander, gate, leveler, limiter), crossovers and filters, delay, primitives, graphic and parametric EQ, and more. Those channels can then be connected using a drag-and-drop block diagram. This creates the signal flow that defines the processing, control and distribution of the audio.

