



Product

Planar TVF Series
Planar Simplicity M Series

Location

Highlands Ranch, Colorado

Industry

Hospitality

Application

Video Display

Partner

Logic Integration

Large Array of Display Technologies Create Lively Viewing Experience at Denver-Area Bar & Grill

Sportsbook Bar & Grill

In the greater Denver area, the locally-owned Sportsbook Bar & Grill offers customers a great place for watching sports, on top of cold drinks, delicious food and the best service around. After establishing two Sportsbook locations in Greenwood Village and Washington Park, owners Judson Dymond and Jeremy Malone set out to open a third location in Highlands Ranch and with it, create a sports viewing experience like no other.

They obtained a building that required a full interior remodel and engaged Colorado-based Logic Integration to develop an audio visual (AV) design that would deliver a similar ambiance to their other locations except on a much grander scale. "We wanted it to have a wow factor," Dymond said. "The idea was for people to walk in and say, 'Wow! You can't find this anywhere else,' and no matter where they are in the place, they could still watch the game they want to watch."

Logic Integration worked closely with the owners to understand their specific goals including what they liked and didn't like about their existing systems, then commenced to design a solution that would provide both easier AV control and optimum viewability from anywhere in the space.



Although the owners did not originally plan to have a video wall in their new location, that changed after Logic Integration took them to Planar's Denver Showroom. "The visit helped us confirm what we wanted," Dymond said. "We were able to see LED video walls in action and really understand the difference between various pixel pitches."

"The video wall and displays are definitely driving traffic."

— Judson Dymond, Owner,
Sportsbook Bar & Grill

The final integration features an extensive collection of display technologies from Planar, including:

- A nearly 24-foot-long, 6.5-foot-high Planar® TVF Series LED video wall with a 1.5mm pixel pitch (TVF1.5) in a 12x6 configuration.
- Thirty eight 65-inch Planar® Simplicity™ M Series LCD displays.
- Six 55-inch Planar Simplicity M Series LCD displays.

Immersive viewing experience draws crowds

With Simplicity M Series LCD displays covering every workable surface, and the Planar TVF Series LED video wall providing a feature attraction, the new Highlands Ranch Sportsbook is the ideal watching environment for any sports lover. "When you walk through the front door, the video wall grabs your attention right away," said Ralph Magallon, senior account manager at Logic Integration. "It really stands out and it plays into the wow factor they were looking for."



According to Magallon, the Planar Simplicity M Series fit the client's needs for the sharpest and largest display they could get while ensuring that the budget was kept to a reasonable level. Logic Integration included a Creston control system for source selection of the LCD displays as well as a touch panel for recalling 14 presets on the LED video wall.

"The owners really like the iPad interface and how they can route sources and quickly reconfigure the video wall," said Logic Integration CEO and Founder Shawn Hansson. "The video wall is a huge draw for watch parties—it makes for an exciting atmosphere and their customers love it."

Dymond credits the viewing experience for helping shape the growing popularity of the new location. "The video wall and displays are definitely driving traffic," he said. "We opened and were busy right away. We hear lots of positive comments about the video wall and the buzz we've received as the place to watch games has been impressive."

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About the Planar TVF Series

The Planar TVF Series is an award-winning family of fine pitch LED video wall displays that provide visual excellence for every application. Featuring a cableless and stackable design, Planar TVF Series video walls are assembled with a single-step process to connect embedded power and signal connectors from cabinet to cabinet, reducing the complexity of installation and vertical alignment. With front serviceability and a slim profile of less than three inches, the Planar TVF Series reduces the overall video wall footprint and servicing space required behind the wall—making it simpler to fit in more spaces compared to other video wall solutions.

About the Simplicity M Series

The Planar Simplicity M Series is a line of 4K LCD displays with a sleek, slim design and the functionality to thrive in commercial environments such as retail stores, restaurants, medical offices and corporate meeting areas. The displays offer the ability to schedule automated power on and off settings, as well as media playback times, so signage plays when it's needed and displays save energy when it isn't.