PLANAR | Installation Profile



Product
Clarity Matrix
LCD Video Wall System,

Location
Winnipeg, Canada

Industry
Hospitality

Application
Entertainment

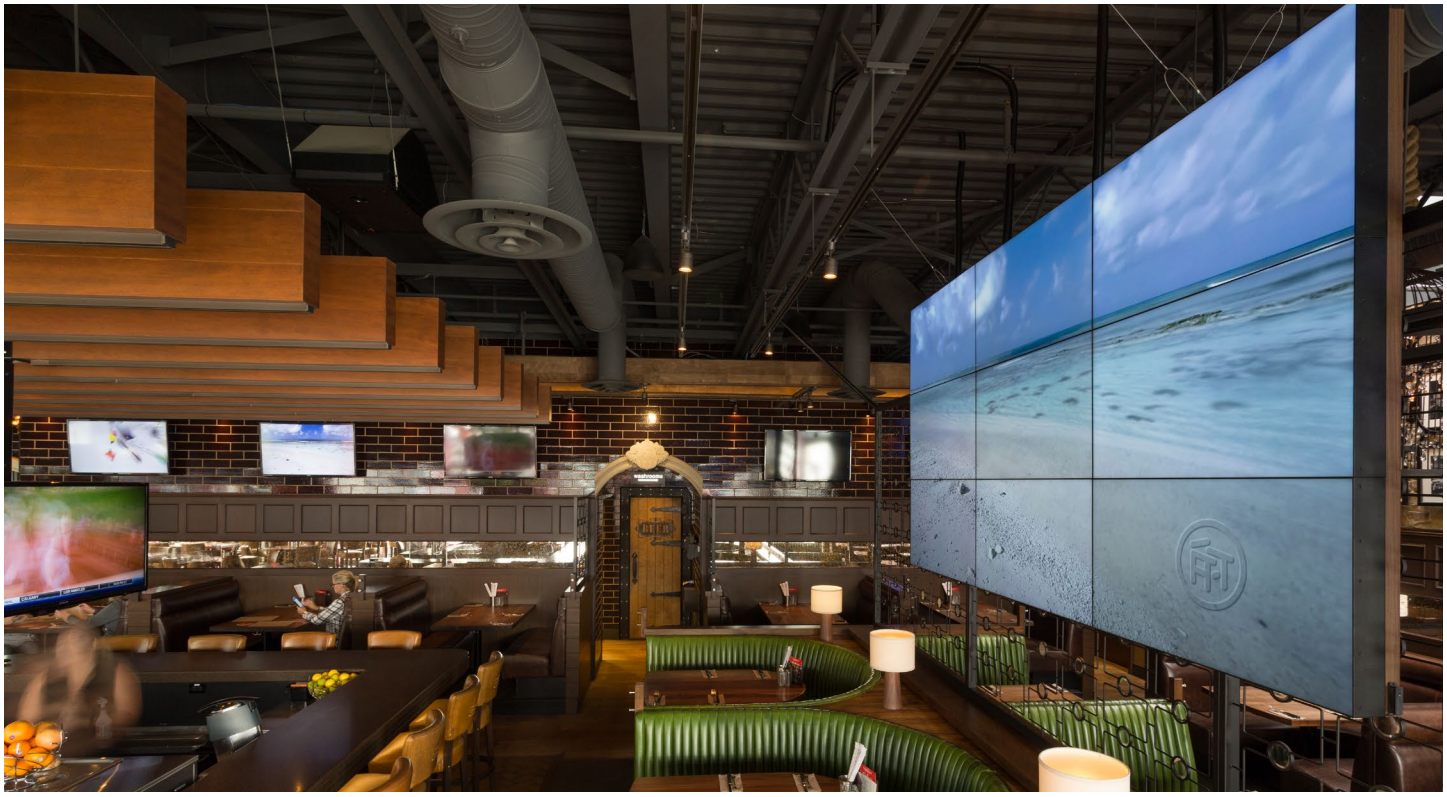
Partner
Automated AV

CLARITY MATRIX VIDEO WALLS ELEVATE DINING EXPERIENCE AT BROWN'S SOCIALHOUSES

Brown's Socialhouse Restaurants

For Brown's Socialhouse, offering excellent food and service has never been enough. With a growing of number of franchise locations across Canada, the restaurant and bar chain—which strikes a balance between upscale casual dining and a neighborhood pub—continues to evolve in its aim to create the best experience for guests.

As part of this effort and in the same style as its no limits approach to design and food styles, Browns began integrating display technologyinto its open-themed venues. To support this initiative, Brown's Socialhouse selected Planar's Clarity® Matrix® LCD Video Wall System as the restaurant group's standard display solution. Designed for superior visual performance and mission-critical reliability, Clarity Matrix is uniquely suited to the restaurant's dynamic environment. Numerous Clarity Matrix video walls have subsequently been installed at franchise locations.



Adaptable Solution Compliments Dynamic Atmosphere

Audio visual design integrator Automated AV has performed dozens of Clarity Matrix installations at Brown's Socialhouse locations. According to Andrew Boschman, president of Automated AV, the design and versatility of the Clarity Matrix are instrumental to meeting the integration demands of Brown's Socialhouse interiors.

Specifically, the thin profile achieved by the Planar® EasyAxis™ Mounting System—which provides an installed depth of just 3.6" (91mm)—in combination with Clarity Matrix's unique off-board electronics offers greater flexibility in terms of how the video walls can be installed, enabling for the most seamless integration with the restaurant space.

"We've completed several projects in which the video walls are mounted in interesting and unique ways—from ceiling-hung installations where the displays float in the restaurant to another that is recessed into a concrete wall," Boschman said.

"The thin depth of the display and the fact that the processing and power supplies can be off-boarded to an AV rack are essential to completing these more challenging types of installations."

One of the more compelling features of Clarity Matrix that makes it work so well with the restaurant's ambiance is the ambient light sensor, which triggers the display to slowly dim and adjust based on lighting changes in the restaurant. The crisp, bright displays are easily visible during daylight hours, but as the restaurants transition from day to night the built-in sensor ensures that the displays adjust accordingly, complementing rather than overpowering the restaurant's characteristically dark interiors. The ambient light sensor also helps lower power consumption, reducing total cost-of-ownership.

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—Andrew Boschman,
President of Automated AV



Expansive 38-foot installation drives excitement at new Winnipeg location

In the heart of downtown Winnipeg, a new franchise location that recently opened became the largest Brown's Socialhouse to date. Located on Portage Avenue, the new restaurant and bar is situated directly across from the Bell MTS Place, home arena to the NHL's Winnipeg Jets.

With such a high-profile setting, franchise owner Kelly Burns felt it was important to include an installation that was not only fitting with the location but could captivate passersby. Kelly, who owns multiple Brown's Socialhouse franchises, had already incorporated Clarity Matrix video walls at several of these locations, but at 38 feet wide and 12 feet tall (9x3), the new Clarity Matrix video wall at the Portage Avenue Socialhouse is by far the most impressive.

"The installation is eye-catching and simply dramatic," Burns said. "For people coming downtown to watch a game, we wanted to provide the absolute best viewing experience."

"The installation is eye-catching and simply dramatic."

—Kelly Burns,
Brown's Socialhouse franchise owner

Burns said that the video wall has generated a buzz downtown and some people have even joked that the view of Jets games is better at the restaurant compared to the actual arena. But it's not far from the truth—the video wall is so large it can be seen by fans coming down the arena's escalator. "It literally takes up the entire wall behind the bar except for about a foot on each side," Burns said. "Clarity-wise, it couldn't be any better."

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