



Boston Pizza Aims to Please with Lively AV over IP Video Walls Created with MuxLab's IP Extender Kits

Success Story



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You don't get to be the number one casual dining brand in Canada for nothing. When you operate more than 380 restaurants and serve more than 40 million guests, you know what your customers want and you provide it to them perfectly. In addition to the gourmet pizzas and pastas, juicy burgers and famous wings, customers frequent Boston Pizza to enjoy high-definition sports viewing in both the sports bar section and the family-friendly restaurant. No matter which side you select, Boston Pizza makes sure you're not sitting in the bleachers. Instead, with an average of 25 big screen HD displays and a nine-display video wall per restaurant, you feel like you're in the front row for all the action.

Christian Tellier's company, CES Distribution, implemented comprehensive AV over IP systems at five Boston Pizza restaurants to make sports viewing from any seat a reality. Designed with the User Experience in mind, Tellier installed MuxLab's IP-based extenders with its ProDigital Network Controller for anytime control via two mini iPads. Each restaurant averages four AV sources that feed content to a nine-display video wall above the bar, plus 16 HD displays mounted along every corner and

wall to ensure viewing from any table.

Each of the five restaurants was equipped with MuxLab's HDMI/RS232 over IP Extender Kit with PoE (model 500753), which delivers AV content to one or more displays through an Ethernet switch. MuxLab's Video Wall over IP Extender Kit with PoE (model 500754) created the video wall using one receiver for each display. The MuxLab ProDigital Network Controller (model 500811) simplified the connecting and control of all sources and displays with a personalized, graphical floor plan that is exceedingly user friendly. Two mini iPads control everything. One is wall mounted and one is mobile to handle customer requests from anywhere in the bar or restaurant.

"Each implementation from start to finish took less than 5 days," explained Tellier.

"There were actually no significant challenges at all. MuxLab was ideal for this scenario. We presented the right solution at the right price and the customer went for it. I support the MuxLab brand because their support is perfect. Plus, we have access to their engineering teams, and we can grow together on projects to enhance AV over IP installations."

MuxLab's IP-based Extender Kits enable point-to-multipoint and multipoint-to-multipoint configurations transmitting through an Ethernet switch. All equipment can be connected to the Switch from up to 100m away using CAT-X cable.

"We championed AV over IP because it gives mobility combined with the stability of cable. We never recommend going totally wireless in commercial

environments," added Tellier. *"Fixed cables win every time. For a bar/restaurant selling entertainment, you need reliable, dependable infrastructures because they are quite frankly superior. In this case, they can control the complete AV system using one Digital Controller; that's a couple transmitters and multiple receivers for the displays using two iPads. Its completely compact, still mobile friendly and totally reliable."*



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About MuxLab: MuxLab is a leading designer of value-added connectivity solutions for the pro AV and broadcast markets. Since 1984, MuxLab has supported its main mission to provide customers with innovative, dependable and industry leading designs that are engineered in Canada. A forerunner of the AV over IP evolution, MuxLab continues to deliver comprehensive, game changing IP-enabled systems for both commercial and residential installations of all shapes and sizes.

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