Brunswick Bier Works Gets Outdoor AV Overhaul
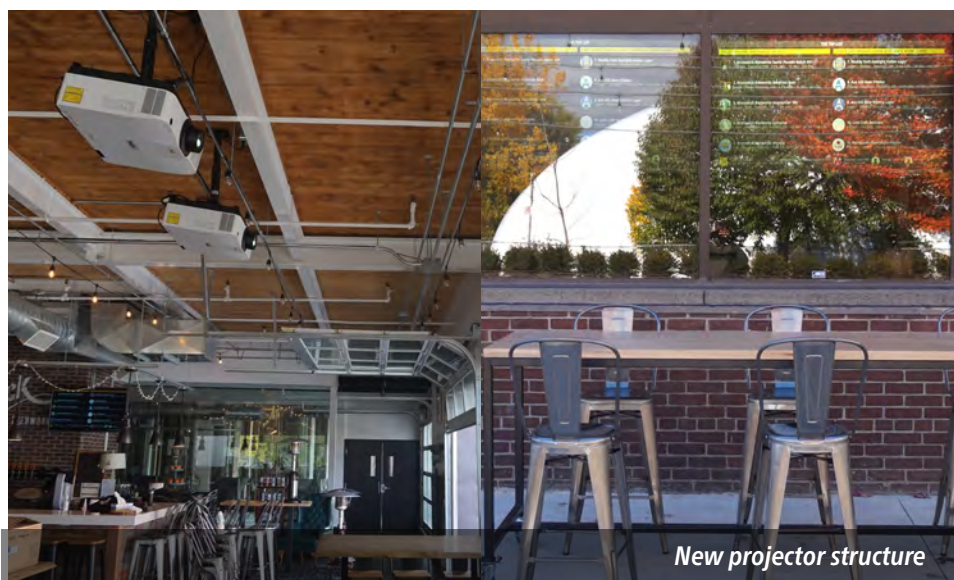
Case Study
with H.264/H.265 AV over IP Technology

New projector structure

TORONTO, ONTARIO - E.C. KAI GROUP and Crew Supply Inc. worked with one of Toronto's leading breweries, Brunswick Bier Works, to provide them with an exciting new audiovisual distribution system and exterior glass projection. In more usual circumstances, Brunswick keeps a busy event schedule in their famous Taproom with weddings, parties and comedy nights. Along with great beer, flexibility and reliability contribute to their success. With the recent addition of a new patio, they wanted to ensure their guests would enjoy sitting outside as much as they do inside.

B runswick Bier Works in Ontario Updates Its Existing Infrastructure to Provide Audio Video Outdoors extending its event space and new patio with cutting edge technology.

> " I chose to work with MuxLab because I love the ease of integrating an IP distribution system over standard network components. MuxLab also offers flexibility to truly have anything anywhere via their simple user interface, MuxControl. I also can't forget to mention that as a Canadian company, they support me as if I was their neighbor. "
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> **Dwayne Brown, Principal, at E.C. KAI GROUP.**

Since the installation was being done during the COVID pandemic, the indoor space was generally closed, and E.C. KAI GROUP and Crew Supply had better than usual access to work. However, the companies faced minor challenges dealing with global shipping delays throughout the installation.

Before and after infrastructure update

Redesigning the existing A/V infrastructure had to accomplish two goals. First, it had to be easy for the staff to use and maintain. Second, the live video featuring their 20 plus beers on tap had to be displayed for everyone on the patio to see. A MuxLab Audio and Video IP streaming solution provided the flexibility and usability for the staff. With the click of a few buttons on a standard Android tablet, they can effortlessly route audio and video anywhere in the spaces. Plans are also in place to expand and they will be adding a few new endpoints which will be extremely cost efficient.

MuxLab's HDMI over IP H.264/H.265 PoE Extenders (model 500762) were used alongside the brain of the system; MuxLab's ProDigital Network Controller (500812). The MuxControl App gives users complete control of their AV systems based on IP-connectivity from any iOS or Android smart phone or tablet. According to Brown, the Brunswick Bier Works team still can't believe how easy it is to change

video sources from their menu on a media player to a Rogers cable box. Previously they were literally re-patching HDMI cables and hoping their Chromecast feed wouldn't fail.

Two NEC10K laser projectors were selected to provide live video projection on to the exterior glass, visible in daylight to those seated on the patio. Using a mix of professional tools, combined with common, user friendly interfaces, Brunswick Bier Works has everything they need to continually impress their guests and grow their live events business.

E.C. KAI GROUP has worked with MuxLab and our AV over IP products for a few years. Dwayne Brown is a supporter of our technology and is very adept and an expert at formulating and implementing AV projects for his clients. Brunswick Bier Works is a testament to his professionalism. It is a pleasure working with Dwayne and his organization.

Peter Justiz, Canadian Sales Manager for MuxLab.

Brunswick Bier Works is dedicated to local and global brewery partners producing high-quality beer for the Canadian and International markets. https://www.brunswickbierworks.com/

Crew Supply is a technical and production staffing company serving the live events and corporate audio-visual industries in Toronto and the GTA.

About E.C.KAI GROUP: With over 25 years of experience, we bring capabilities and expertise to help solve some of your greatest challenges. We combine our insights and understanding of technology with your skills and knowledge of your own business to transform your processes, strategies, and in turn, your company. We're proud to have worked with some of Canada's most recognized names in business and entertainment. We'd like to add your name to that list.

**MuxLab offers a complete line of AV over IP solutions.
Visit our website to see the complete line.**