



MuxLab Helps Nearly 200 Year Old Private Club Update its AV for the 21st Century

Success Story

TORONTO, CANADA – Dating back to 1827, the Toronto Cricket, Skating and Curling Club tasked Dwayne Brown, principal of E.C. KAI Group, with moving the needle on their well-established organization by upgrading their Sports Bar.

Updating a private and influential club that has hosted and trained the highest caliber of sporting legends including Olympic gold winning skaters takes a little bit of finesse. This is where the sensitivity of Brown, a system integrator for the club, came into play.

“When the Cricket Club project came along, I reached out to Thorvin Electronics, a Canadian digital signage and AV distributor, and asked if MuxLab would be appropriate for my design due to the perfect blending of cost and unique product features that made them ideal for this particular venue. Jean-Marc Langevin, President, verified this and off we went.”

Brown handled the back-end infrastructure with MuxLab AV over IP equipment and controls, combined with front of house NEC displays and standard network cabling. Working with a team that included construction professionals, a local design firm and in-house facilities management, Brown was able to fully digitize the Sports Bar on the lower level of the Club.



Prestigious Toronto Cricket, Skating and Curling Club Strikes Perfect Balance between Traditional Roots and Technological Advances

“While it was already a desired location to hang out, they wanted to make it a real destination within the club,” explained Brown.

To do this properly required a new back-end infrastructure that would utilize today’s AV over IP advances. Not only would this be the backbone of the new digital experience in the Sports Bar, it would also be future-proof for a seamless expansion throughout the club in future projects. While this sounds somewhat simplistic, the physical structure of the building proved challenging.

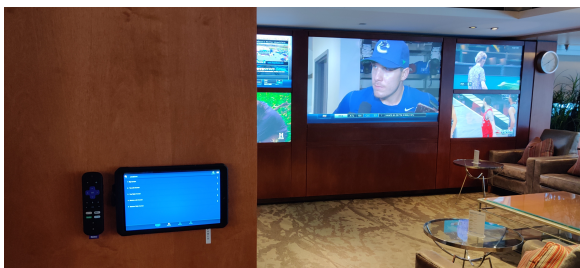
“It is a very old building and we had to assume that there was no reusable infrastructure,” explained Brown. “All of the cabling, electricity and the IT network switch were newly installed. This is a classic older building with very few open paths to run new cabling through. Thankfully it was only CAT network cabling that was run and not HDMI cables.”

Another unexpected challenge involved being sensitive to the memberships’ deep history. Many of the members have been involved for decades and have a lot of strong opinions about what constitutes an impressive Sports Bar experience. They wanted an exceptionally elegant solution that was innovative but not ostentatious.



Brown and his team decided to use this one part of the club, the Sports Bar, as the test case to showcase their abilities and the system's performance, its ease of use and the kind of functionality that members of all ages can appreciate.

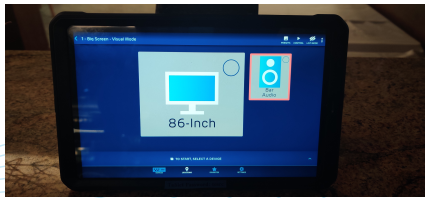
To bring the AV system to life, Brown installed eight HDMI over IP H.264/H.265 PoE Transmitters (500762-TX) and six Receivers (500762-RX) that stream multiple HDMI sources to five displays at Full HD resolutions. The 6th RX receiver was configured for enhanced audio. AV can be delivered in nearly countless configurations via a local Ethernet network. Video wall setups and multiviews are all supported in a low bandwidth and expandable solution that allows for streaming content over a local network, WiFi, and the Internet. MuxLab's ProDigital Network Controller (500812) and the MuxControl App control the entire system.



"MuxLab's robust H.264/H.265 streaming capability along with the MuxControl App were the killer features," said Brown. "Plus, not having to design a whole different part of the system for IR control was a major bonus for a solution like this. It needed to be intuitive and impressive and yet simple because this is a club with limited personnel. Being able to easily push AV streams over the existing network is also a big bonus because the IT manager did not want a second network running just video."

What really stood out from an end user perspective was the MuxControl App. It gives remote access to the MuxLab ProDigital Network Controller interface providing smart device access to all the control capabilities of the entire AV system. Users can pre-load connections and control commands by location or in general and execute them with a touch of a button. Displays can be powered on and sources can be assigned to displays instantaneously. These are but a few of the series of control presets that are typically supported by RS-232 and IR interfaces.

MuxControl also allows users to create their own unique, virtual remote controls with custom commands. Buttons can be tailored by size, color, placement and shape to make a remote control created by the user, for the user. All of this is managed by a visually appealing GUI that can be configured exactly to the environment. Users can use a room template or simply take a photo of their location and upload it. Next, they select their equipment and place it on the image, which vastly simplifies system control. For those managing AV systems in different rooms or installations on the same network, a new feature allows users to swipe right between rooms that have been created in the app. It is excellent for quickly accessing different systems. While MuxControl is designed to be accessible to the average user, AV integrators can also pre-program the app and hand it over to their clients as a value-add for greater mobility and system control.



Brown also states, "I really have to give kudos to MuxLab's engineering team for their MuxControl app. So many similar systems are needlessly complicated, which limits our ability to support it. With MuxControl, we have a consumer-driven control system that is elegant in its simplicity. We had a lot of fun configuring it and expressing our creativity with the control buttons, the layouts and everything. The bar staff love it! With their input, we rearranged the buttons; 15 minutes later, we had a new remote. It's out of the box operational and just fantastic."

Though the Sports Bar is completed, next phases are already in discussion. They are seeking new digital ways to integrate the historical components of the club with their stellar sports reputation to drive membership.

Brown concludes, "They are extremely happy with the installation. The Sports Bar has indeed become a new destination demonstrated by the packed seating in front of the video wall, with a lively crowd watching two or three different sporting events every night."

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.

About Toronto Cricket Skating and Curling Club : This private sport and social club is located in Toronto, Ontario, Canada. The Club offers a variety of sporting and social programs including aquatics, cricket, croquet, curling, figure skating, fitness classes, lawn bowling, squash and tennis. The Club also provides additional services including daycare, children's camps, health services, and social events for adults and children.

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.



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