

ATEN



Hospitality



ELEVENS  
BAR & GRILL

Elevens Bar & Grill

Wales, U.K.

## Elevens Bar & Grill, Hospitality/Digital Signage




### About Elevens Bar & Grill

Elevens Bar & Grill, the new sports bar partnership between Wales and Real Madrid footballer Gareth Bale and the country's biggest hospitality company, S.A Brain & Co Ltd, opened in Cardiff in May 2017. Located on Castle Street in the heart of the Welsh capital, Elevens Bar & Grill offers guests an unparalleled sports viewing experience in a stylish and modern setting, with 20 flat screens over two floors which broadcast the biggest live sporting events from around the world in stunning 4K. It is only the second bar in the UK to house BT Sport's 4K ultra HD service with Dolby Atmos sound system.




Soon after Bale and S.A Brain & Co teamed up to bring this exciting and unique sports bar to showcase the best of Wales, ATEN was contacted to install the 4K control and distribution system for the twenty screens across the two floors. S.A. Brain & Co. desired a state-of-the-art solution that was unproblematic to use for staff at the venue, yet with the option to expand at a later stage should expansion is required to facilitate a potential increase in the number of video sources or displays. The system also needed to be installed in an extremely timely fashion in order to be ready for the bar's star-studded Grand Opening.

## Customer / SI Testimony

A circular inset image showing the entrance to Elevens Bar & Grill. The entrance features a red door and a black sign with the "ELEVENS BAR & GRILL" logo and "ULTRA HD SP" text.

“ Now we have the ability to show varied entertainments across numerous different screens with the option for our guests to change channels should they request it. And for the staff, the most important benefit is the flexibility that the system offers. ”

Henry  
Assistant Manager, Elevens Bar & Grill

The PSG Audio Visual logo, featuring the letters "PSG" in a large, stylized font inside an orange oval, with "AUDIO VISUAL" in a smaller font below it.

“ The ATEN kit was ideal for this project. We were given a brief, we were asked to have simplicity for the staff, and to have as much sport channels on at one time and on as many screens as possible, and that suited the brief. ”

Christopher Pearce,  
PSG Audio Visual





## Key Customer Requirements

- ✓ 4K video for up to 20 screens with synchronized sports channels shown at any one time across the two floors
- ✓ Simplicity and ease of operations and control for staff
- ✓ Low cost yet effective switching solution in restricted timeframe





# The ATEN Solution

ATEN provided the perfect solution with one 32 x 32 Modular Matrix Switch with selected modular HDBaseT I/O cards paired with the ATEN Control System, an Ethernet-based management system, comprised of Control Boxes and Configurator software, which connects hardware devices and centralizes control of all of them. The Matrix Switch and the Control Box were located in a rack on 2F along with the HD video input devices – six Sky Sports Boxes and two BT Sport 4K Ultra HD Boxes with Dolby Atmos sound. By integrating four HDMI HDBaseT-Lite Transmitters and 20 HDMI HDBaseT Receivers using Cat 6 cable, the ATEN solution was able to distribute 4K content to the eleven flat screen displays on 2F and the nine displays on 1F, while also allowing the staff to take full advantage of the Control System that offers easy access to its simple content control and distribution capabilities for non-technical users via iPad.



## Smooth Switching and Reliable Video Streams

One of the most important benefits is the ability to smoothly switch live broadcasted sports and news channels between the two floors. The ATEN solution delivers stable and reliable continuous video streams and quick channel switching.

## Future-Proof and Flexible Expandability

The VM3200's modularity paves the way for minimal cost and hassle-free expandability with a selection of modular I/O boards including HDBaseT, HDMI, DVI, 3G-SDI, and VGA boards that enable the bar to easily expand its HD sports and entertainment system in the future.

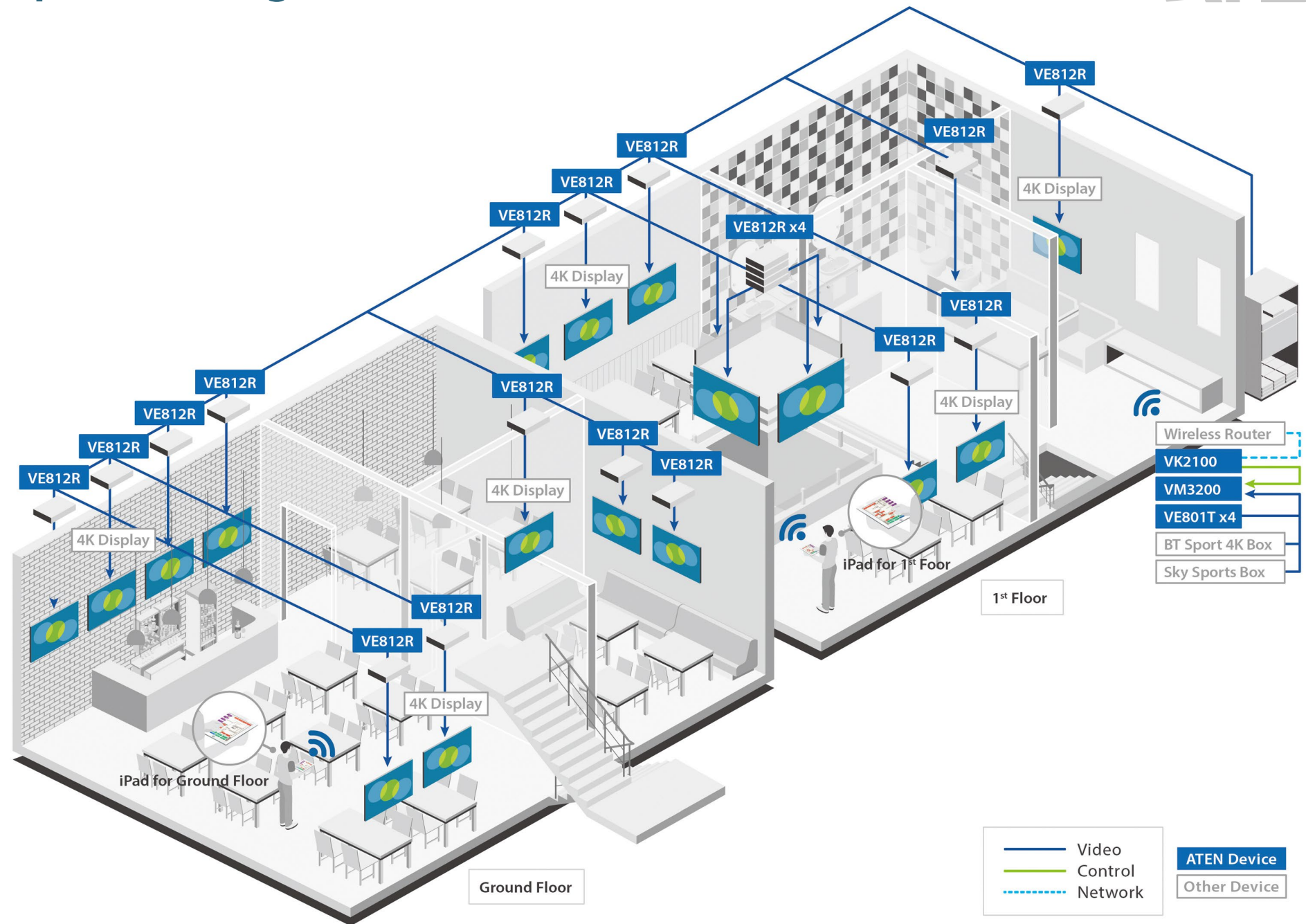
## Effortless, Centralized Control

ATEN's Red Dot Award-winning interface provides advanced access, while the Control System provides intuitive centralized control via iPads to give the staff the ability to quickly switch between channels to entertain customers. This ease-of-use aspect was vital to the customer and is a key advantage of this ATEN solution.

## Fast and Reliable Service

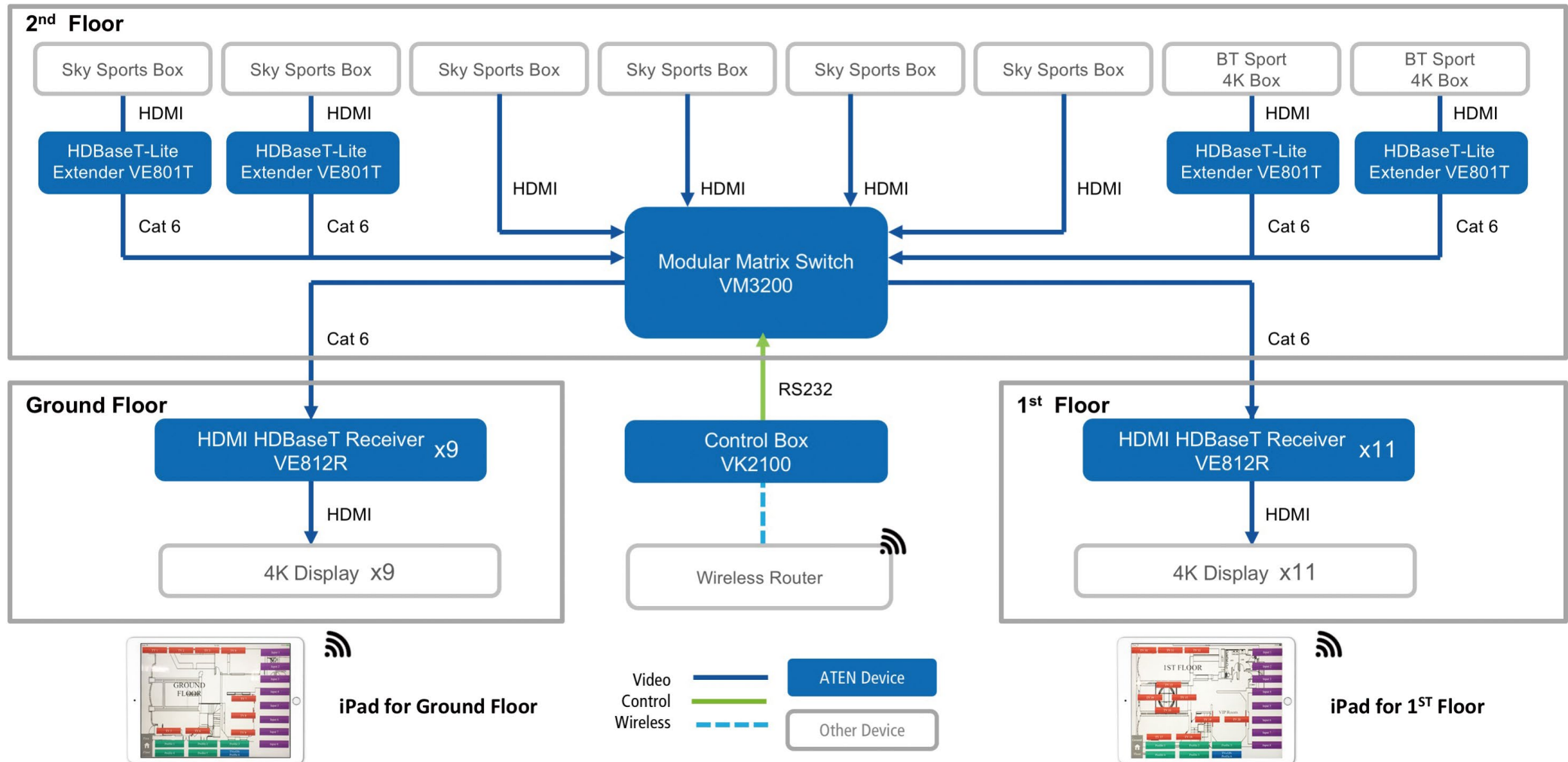
The delivery time for the installer was important as they work to very tight schedules. ATEN was able to deliver the requested products and complete the installation within two weeks.

# Perspective Diagram





# Solution Architecture Diagram



# Product



VM3200

## 32 x 32 Modular Matrix Switch

- Connects any of 32 video sources to any of 32 displays
- Video wall - allows you to create custom video wall layouts via intuitive web GUI
- Seamless Switch™ – provides continuous video streams, real-time switching and stable signal transmission



VM7514

## 4-Port HDBaseT Input Board



VM7804

## 4-Port HDMI Input Board



VM8514

## 4-Port HDBaseT Output Board





# Product



VK2100

## ATEN Control System - Control Box

- RS 232
- IR
- Relay
- Ethernet Protocol



VE801T

## HDMI HDBaseT-Lite Transmitter (4K@40m) (HDBaseT Class B)



VE812R

## HDMI HDBaseT Receiver (4K@100m) (HDBaseT Class A)





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