



VIDEO OVER IP AT BOSTON PIZZA

CASE STUDY

VIDEO WALL & A/V DISTRIBUTION
AT CANADA'S NO.1 SPORTS BAR CHAIN
Midland, Ontario

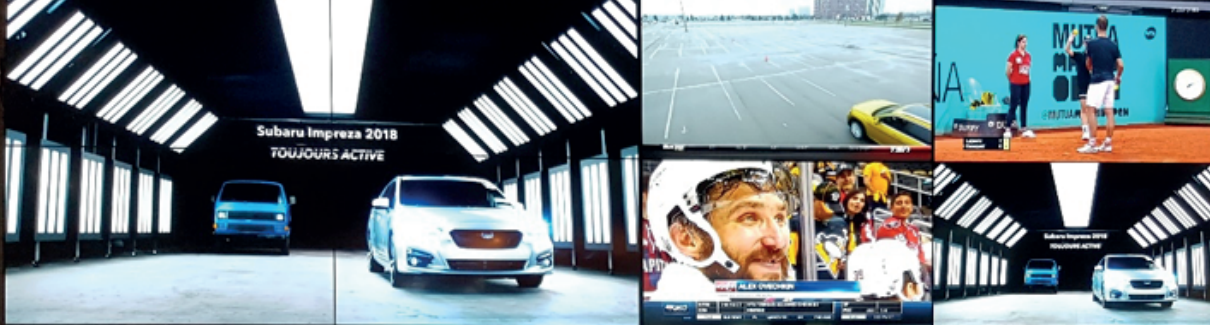


INTRODUCTION

Canadian-based integrator **Northern AV** was brought on by **Boston Pizza** in Midland, Ontario to complete the installation of a video over IP solution that would drive the entertainment system in this restaurant & sports bar chain.

Northern AV provides design, integration, and installation services for commercial applications specializing in video wall, video over IP, and multi room distribution solutions. With more than 30 years of experience, Northern AV has the knowledge and expertise to effectively accommodate any project.





THE COMPANY

With over 380 locations nationwide, Boston Pizza is Canada's #1 casual dining brand. Annually, Boston Pizza serves more than 40 million guests, and in 2014 achieved system-wide sales that surpassed \$1 billion.

First established in Edmonton, Alberta in 1964, Boston Pizza has offered two guest experiences under one roof - a family-friendly casual dining restaurant and a separate sports bar with a lively atmosphere. Boston Pizza has been recognized as one of Canada's 50 Best Managed Companies since 1994, achieving Platinum Member status since 2001.

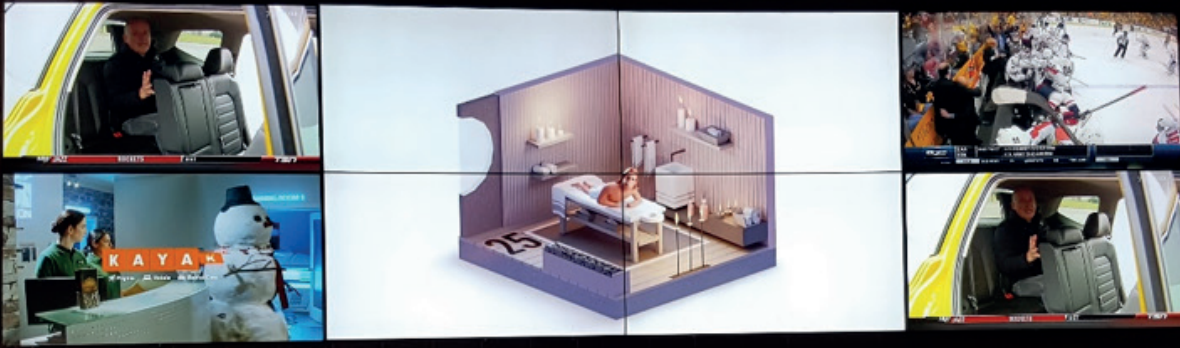
THE CHALLENGE

Andy Staffen, owner and operator of Boston Pizza Midland, wanted to lead his location with the most effective entertainment system possible. With multiple sources, a 2x4 video wall, as well as a variety of displays located around the restaurant, Staffen needed a comprehensive yet easily managed A/V distribution system. Video wall processing and device management, all through a wireless control interface, were key requirements for the new system.

THE SOLUTION

PureLink's PureStream line of video over IP solutions was selected to provide maximum flexibility. The [VIP300H-U](#) distribution system together with the [VPX IP Management Software](#) with [WallMaster™](#) provided A/V distribution throughout the facility, as well as advanced video wall processing and management. PureLink's [VIP-NET-4804-1G](#) managed network switch, purpose designed for PureStream video over IP systems, was also at the core of the system's design.

"We needed a video wall where we could change the layout at any time with the press of a button" said Staffen. "Being able to use an iPad and easily see the status of our displays and instantly change sources was exactly what we were looking for. We just simply could not find [this type of] solution from anyone else but PureLink," he added.



SUMMARY

PureLink's VPX IP Management Software provides a browser-based user interface giving users access to the program on virtually any wireless device. VPX offers advanced system tools that simplify setup, operation, and management including automatic discovery of VIP-200 and VIP-300 transmitter and receiver modules, preset and automation schedule creation, external control API, detailed diagnostic reporting, and more.

"What was a major value for Boston Pizza is the WallMaster plugin for VPX" said Dennis Madison, owner of Northern AV. "My first time using this powerful tool, it took only minutes to design my video wall, create layouts, and assign different looks to presets," said Madison. "It was easy, works perfectly, and the client is ecstatic they have achieved exactly what they wanted," he added. PureLink provided a complete A/V distribution solution that has kept everyone pleased, Madison concluded.

“

**[VPX] was easy,
works perfectly,
and the client is
ecstatic they have
achieved exactly
what they wanted.**

”

UHD/4K OVER IP

VIP-300H-U IP VIDEO SYSTEM

Build a customized HDMI matrix and distribute Ultra HD/4K content over CAT/FIBER networks



FEATURED PURELINK PRODUCTS

VIP-300H-U Transmitter/Encoders

VIP-300H-U Receivers/Decoders

VIP-NET-4804-1G Network Switch - 48 port

VPX Video Over IP Management Software

WallMaster for VPX

About PureLink

Focused on innovation and quality, PureLink is the leading provider of digital connectivity solutions to commercial audio/video and IT markets worldwide. PureLink has pioneered a powerful line of matrix-switching, format conversion, signal distribution, and long-distance extension systems that are optimized to support any consumer or commercial application.

For further information on all our product offerings, please visit www.purelinkav.com.

Contact Us
(201) 488-3232
sales@purelinkav.com