



Photo courtesy of Jay Peak Resort

Vermont's Jay Peak Resort adds massive Crestron DigitalMedia™ network

Challenge: Revitalize a well-known but dated ski resort

It might have been the setting for White Christmas. For more than 50 years Jay Peak has been the archetypical Vermont ski resort, with more snow than any other property on the East Coast and 78 powder-covered trails guaranteed to satisfy the most accomplished skier or snow boarder.

Yet it's hard to support a business today on skiing alone, no matter how ideal the conditions. So a few years ago the resort's management began looking for ways to grow the property into a year-round destination.

Solution: A world-class video system

Their plan, still being implemented, includes a beautiful new hotel and conference center, one of the nation's largest and wildest indoor water parks, as well as a championship golf course, year-round ice arena and improvements to the ski lifts and ski trails themselves.

"Our new facilities are really beautiful, and our technology is far beyond anything in any other conference center I know of – certainly any in this part of the country," says Erica Wilson, Conference Sales Manager for Jay Peak Resort. The technology includes an audio/video network based on the Crestron DigitalMedia™ platform. Like the new resort, it's more than a little over the top.

"We first got involved with the Crestron system about two years ago, when Jerry Davis at DEW Construction Corp.® asked us to help with the new Hotel Jay and its Pump House Water Park," says Mike Guy, Senior Systems Designer and hotel AV provider at PSAV® Presentation Services. "Jerry said the owners were looking for a state-of-the-art, facility-wide digital system that would provide high-definition video switching and DSP audio. They wanted a system that could send any source to any display and any audio zone throughout the building."

Guy says the property's standards are very high. The water park's FlowRider, one of only 50 in the world, uses 260-



Photos courtesy of Jay Peak Resort

horsepower motors to create standing waves where guests can surf or bodyboard. The Pump House also includes La Chute, a 282-foot water slide with the only indoor AquaLoop in the Western Hemisphere. Riders plunge down a 60-foot free fall that propels them to more than 40 miles per hour, then go head over heels through a 360-degree loop. There's a lazy river in the water park as well, but Jay calls it an "action river." It can produce Class III rapids when they crank up the power.

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Above the FlowRider is a 15.6-foot by 8.6-foot Jumbotron®, which the resort can use in many ways. When they host a flowboarding competition in the USA FLOW Tour later this year, they'll be able to send video to the Jumbotron, to four HDTVs in the water park bar, and to displays in the hotel's restaurants, bars and conference center. They can implement similar setups for golf tournaments and concerts held on the property, as well as HD routing for business events.

The standards for the conference center are equally impressive. For example, the Foeger Ballroom, which can accommodate up to 425 guests, has three sections and seven projection systems. Depending on how the room is set up, presenters may use single or dual screens at the front or, if the space is combined into a single room, a large screen at the front and one or two more about halfway back, just to make sure they don't miss any details. With the facility-wide switching system, Guy explains, "they not only can use the other conference rooms for overflow of, say, a keynote presentation, but they can run presentations into the restaurants, bars, or even into the water park."

Building the systems

Guy says the heart of the video and audio systems is contained in four AV and data equipment rooms, one serving the conference center, one serving the water park, and two serving the restaurants and bars in the new facility.

All of the video and program audio is handled by Crestron DigitalMedia technology carried on fiber optic cable, with a DM16X16 or DM32X32 switcher in each equipment room. These switchers can be used in combination to create a massive 96-input by 96-output switching matrix. Since the DigitalMedia platform uses standard Ethernet wiring and Internet Protocol, the resort's IT department can support the media network with the same best practices they use for the data systems on the property.



More than 20 zones of background music and paging are handled by BSS London BLU digital signal processors, and all of these audio signals are also transported on fiber using CobraNet® protocols. “We worked with Craig Russell, IT Director for the resort, to create two VPNs (Virtual Private Networks) within the resort’s network system,” Guy explains. Doing so helps them provide the necessary bandwidth to the video and audio signals without interfering with other key systems on the property.

The resort’s catering and IT staff can control all of the signal routing, the DIRECTV® receivers, sound systems, video recorders and Blu-ray™ players from 9-inch Crestron touch screens installed in each meeting room, 15-inch Crestron touch screens installed in the equipment rooms, or from an iPad® running the Crestron Mobile Pro® app that they carry with them. “It’s a sophisticated system,” Wilson says, “yet it’s really easy to use.”

Guy says PSAV has long standardized on Crestron technology, as has the programmer, Tom Fischer of Phoenix-based Kore Logix. DigitalMedia makes it possible to put all of a client’s audio, video and control devices on an IP network using

economical, easy-to-install twisted-pair and fiber optic cables, and to support that network using the same best practices that IT departments normally use. The platform is extremely versatile, supporting current and proposed high-definition standards at full resolution without compression. Crestron control makes it possible to provide intuitive, simplified control of the most sophisticated systems.

“We’re very impressed with all of these capabilities,” Guy explains. “And when you’ve had consistently good support from a company, you rely on them. Why risk disappointing a customer when you have a proven product?”

The unusual flexibility of the switching system, as well as the remarkable quality of the high-definition projectors and the sound have surprised and delighted clients, Wilson says. “They’re in awe. The majority have never seen anything like this.”

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