

Crestron Experience Center

Rockleigh, New Jersey

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Serving both commercial and residential markets, Crestron Electronics designs and manufactures over 1,100 products that include control and automation systems, user interfaces, and multimedia signal processing and distribution. Crestron designed and built the ultimate immersive environment, providing a space to demonstrate its award-winning technology and serve as a powerful sales tool for dealers. The Crestron Experience Center represents the company's commitment to the AV industry and growing its dealers' businesses.

"The Experience Center is perfect for hosting meetings and events, for conducting product demonstrations and illustrating the innovation and leadership of Crestron," says Crestron Executive Vice President, Randy Klein. "We want our dealers and partners, architects and consultants to think of it as an extension of their company or showroom, and make this their home away from home."

The Crestron Experience Center provides integrators, architects and designers with fully functional rooms to bring end users and demonstrate the latest Crestron products. It's a space to introduce end users to Crestron, meet with executives, collaborate with system designers and see the latest cutting-edge technology. The mixed theme suite features an atrium-style grand salon, multimedia HD presentation room, digital boardroom, Theo Kalomirakis Home Theater and a comprehensive, interactive design studio.

Vincent Bruno, Crestron Director of Marketing observes, "These aren't simulated or mock applications. These are actual installed systems in fully-operational rooms – right down to the modern designer restroom, which also has Crestron controls."

The entire facility has a digital infrastructure, fully wired with Crestron DigitalMedia™ (DM) Cable and components installed throughout, allowing visitors to experience the only complete digital solution available today.

Equipment Room

The whole facility's lighting and climate controls, as well as the majority of control processors and AV sources, are in a centralized equipment room on display behind smoked glass doors. An AMS-AIP and CNAMPX-7X200 7-channel surround



sound amplifier feed audio to the grand salon. The AMS-AIP also supplies the center's seven zones of distributed stereo audio, along with an AAE audio expander. Other centralized AV sources—which are accessible from every room—include an ADMS Intermedia Delivery System™, ADC-200BR 200-disc Blu-ray changer, Crestron iServer™ network audio server and the DVPHD-PRO-GB, a multi-window digital video processor with native touchpanel control and annotation.

A Crestron Green Light® Architectural Dimming Cabinet (GLPD) holds the dimming modules that control 48 lighting zones. Advanced DMX lighting control is driven by five QM-RMCs, very compact 2-Series Ethernet control systems being used especially for this specialized IP-based control application. A Crestron GLA-BMS serves as the communication link between the building's Johnson Controls HVAC system and the Crestron control system, enabling control of 10 zones of heating/cooling from selected touchpanels throughout the center.

Designed by world-renowned interior designer Andres Escobar, the Crestron Experience Center space gracefully combines the finest fixtures and furnishings with cutting-edge technology. Guests walk through the terrazzo entranceway and are transported from a typical corporate reception area into the bright, open grand salon with rounded walls and a high ceiling that features geometric skylights.



Grand Salon

The salon can draw from all the central equipment room AV sources to pipe 7.1 surround sound from in-ceiling speakers and feed digital video to a Digital Projection HD projector and Stewart Filmscreen StarGlas screen. Local devices include a CEN-IDOCV-DSW, the in-wall audio and video interface for Apple® iPod®, a TPMC-3X handheld WiFi touchpanel and a TPS-15L wall mount touchpanel. A TPS-17L wall mount serves as the command center panel for the entire facility. Philips Color Kinetics three-color LED chase lights provide an ever-changing collage of color overhead, supplemented by Hubbell Lighting fixtures and Renaissance Lighting LED downlights. LEDs are installed throughout the center, dimmed and controlled from touchpanels to establish the desired ambiance for various occasions, such as a sales meeting or corporate event.

Presentation Room

An MP-B20 wall mounted media presentation button panel is located behind the podium in the presentation room, providing basic classroom control of PCs, Macs, projector, and room lights. A dedicated PROCISE™ 7.3 HD surround sound processor (PSPHD) enhances the room with 7.1 surround sound and mic speech support. A V15 V-Panel touchpanel display in the podium utilizes the DVPHD for multi-window processing and annotation, and Guidebar technology provides the DVPHD with separate outputs for a presenter's touchpanel and up to three audience displays. All outputs display the same full-resolution HD image, while only the presenter sees the "guidebar" containing touchscreen controls for AV, lighting, annotation, and other functions.

Home Theater

Often referred to as the "father of home theater," Theo Kalomirakis designed the elegant theater space. The most immersive environment in the center, you feel as much as hear the 7.3 surround sound audio, and with the 1080p video's vivid contrast and depth of color, a powerful realism dominates the senses. The technology creating this experience includes a quad 1-to-2 HDMI™ distribution amplifier feeding a PSPHD and multi-window DVPHD, which makes it possible to feed multiple sources in independently scalable video windows to the Digital Projection TITAN projector. An ADMS, 200-disc Blu-ray changer plus 4TB additional network attached storage are accessible from a KB-RFUSB wireless keyboard that enables users to search for music, movies, and HDTV – even surf the Web, from any seat in the room. All audio, video, curtains and lighting are controllable from a TPS-6X wireless touchpanel and a V15 V-Panel touchpanel display. Dramatic colored LEDs and dimmable lights add to the atmosphere, and eight luxurious seats from AcousticSmart™ home theater interiors are mounted on risers to provide optimal viewing of the Stewart Filmscreen 143-inch CineCurve screen.

Boardroom

The digital boardroom has a 4" flip-top touchpanel control center mounted in the conference table, and a DM-TX-200 transmitter under the table, enabling the use of laptops that require VGA or DisplayPort multimode connectivity. Another dedicated PSPHD delivers 7.1 surround sound plus side and rear channels for audio conference support. A Crestron Green Light® photocell works with Hunter Douglas motorized shades to facilitate daylight harvesting.



Design Studio

The interactive design studio features more than 500 Crestron products on display, where clients can examine, compare and evaluate working entertainment, lighting, and HVAC systems plus touchpanels, remote controls, keypads, Crestron Certified Wire and Cables, and a wide selection of accessories.

The center is a compelling destination location and one of the highlights of a complete tour of the Crestron campus, a small city dedicated to innovation, engineering and client support. In addition to the Experience Center, Crestron will open its doors to business partners and guests for an inside look at the state-of-the-art Research Center, where hundreds of engineers are developing the products and technologies of tomorrow; the manufacturing plant; the pre-production facility, and the worldwide distribution center. These appointment only tours provide a compelling, in-depth look into the world of Crestron, to fully understand and appreciate the company's level of commitment, investment and expertise, and why it's the global leader in digital HD technology and control solutions.

