

Phoenix, AZ



Photo courtesy of Clean Media

Understanding the Territory

Integrator's utilize AV & restaurant experience to enhance newest Twin Peaks franchise in Phoenix

Challenge

Provide quick, easy control of a large restaurant and sports bar with six audio zones and over 70 TVs.

Solution

Crestron control using a 22" touch screen and iPad® for the user interface.

How well do you know your customers?

Do you know them as well as Dylan Vicha? Vicha and his partner, Jared Allen, own five restaurants and sports bars in the Phoenix area, as well as Clean Media, an AV integration firm which specializes in the design of audio, video, and control systems for restaurants and night clubs.

"We got into the integration business in 2008 after hiring a home audio firm to help set up our first restaurant," Vicha explains. "It was a bad experience, but we realized that this would be a crucial technology as we opened up more properties. We thought we could learn to design these systems ourselves and bring what we learned to other restaurant owners."

Vicha says he and Allen understand firsthand how important it is for restaurant owners to be able to create the atmosphere they want for themselves and their guests. The music and television set the tone for each property, and the Crestron control systems they install make it possible to manage that tone effectively.

"What really got us into the control system side was the realization that, once you're busy, it's not efficient to have managers running around tweaking the system. They need to spend their time taking care of their patrons, the staff, and the kitchen. They need to be able to switch a channel or adjust the volume as the night goes on – but it's an absolute disaster to have to spend ten minutes in the back trying to find a channel on a satellite tuner.

"This was a piece of the puzzle we had to find to be successful as integrators or as restaurant owners," adds Vicha.

The Twin Peaks on Camelback Road in Phoenix

The newest Twin Peaks restaurant in Phoenix, for which Clean Media designed and installed the audio, video and control systems, is a good illustration of what Vicha and Allen have come to understand.

Twin Peaks is one of the nation's fastest-growing franchise chains, known for American-style comfort food and for the depth and variety of pro and college-level sports shown on their TVs.

Clean Media, according to Vicha, uses a narrow range of audio and video components that they've gotten to know and trust. They like Samsung® televisions, Ashly amplifiers, which include an integrated digital signal processor, and the new Crestron ceiling and wall-mount loudspeakers. "We tried them in one of our own restaurants and just love them. The sound is amazing, they look great, and they're fast and easy to install."

At the new Twin Peaks at 20th Street and Camelback Road in Phoenix, they installed more than eighty 43 – 65" Samsung plasma TVs plus one 80" Sharp®. A commercial DIRECTV® dealer, they also installed ten DIRECTV satellite receivers to provide the property with virtually unlimited sports and news coverage.

For background music, they like the PCMusic service, which allows the restaurant owner to download a variety of playlists and individual songs plus music videos to a rack-mounted server. "We always use this service because they offer everything you need for your establishment, with the licensing already taken care of," Vicha explains. "There are commercial streaming services with the same capabilities, but the Internet is subject to interruptions. This is a much more reliable option."

For audio distribution, Clean Media uses Crestron CNX-PAD8A audio distribution processors, which may be combined to provide up to 32 zones of background music or television audio. For video distribution, they use a digital RF solution from THOR Fiber.

According to Clean Media project manager John White, the key to the whole concept is a Crestron CP3 control system. At Twin Peaks they used a 22" ViewSonic® touch-sensitive monitor for the user interface, tied to a computer running Crestron XPanel software. There's also an iPad® running the Crestron mobile app which duplicates the larger touch screen. "We installed all the gear right at the entry to the restaurant," White explains. "The hostess greets you, and behind her are three half-height equipment racks in a cabinet, the 22" touch screen and two 22" Samsung preview monitors above them. The set-up forms a command center that they can show off."

White says Clean Media programmed the Crestron system so that the opening manager can touch one button to turn on all the TVs. The system automatically resets the TVs to an array of sports and news channels and the audio to selections appropriate for the morning. The manager can then move on to help the staff and the kitchen get ready for the day.

"Sports programming changes daily, so DIRECTV emails their customers a list of the main events and channels which the managers print out every day," White explains. The Suns/Bulls game might be on satbox #7, so they can make sure they have it, and they can customize the setup depending on the day and the crowd. "Sometimes you get a group of Chicago Bears fans in the bar and Packers fans on the patio. They each want to see and hear their game."



Photo courtesy of Clean Media



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Clean Media created an extremely simple user interface for the touch screens based on a floor plan of the restaurant. It includes an image of each TV with a number that corresponds to a number they affixed to each TV cabinet. The floor plan is color coded as well to show each of the restaurant's six audio zones. The interface is so simple that Twin Peaks managers delegate operation of the AV system to the shift hostess, who typically has few technical skills. If a patron asks to see a specific game on a TV near his table, the hostess just touches the image of the TV on the floor plan, and that brings up its controls.

Since the floor plan is duplicated on the iPad, the hostess can walk around the restaurant to change channels and volume levels, or she can hand the iPad to a waitress who has had some minimal training.

Selling the experience

Vicha and his partner Jared Allen like to compete on signing up clients for Clean Media projects, but Allen is hampered in that effort by his other career, as defensive end for the Minnesota Vikings. Vicha says the partners use Allen's famous name extensively in marketing their restaurant and integration businesses, but most often it is the fact that they own their own restaurants that is crucial to landing AV projects. "Our customers understand that we have the same challenges that they have, and they trust us. They know that we would not sell them anything that we would not use ourselves."

In addition to the restaurant business, Clean Media installs AV systems in commercial and residential projects. Among other things, they design and install home automation systems

at no charge as part of Jared Allen's Homes For Wounded Warriors, a charity that builds handicapped-accessible homes for severely wounded veterans.

This was the first time that a local Twin Peaks franchise installed an AV system not designed by corporate. "The existing Twin Peaks restaurants have great audio video systems, as you will find if you visit any of their locations," Vicha explains. "We had to meet their very high standards, but we were able to make the system even better with products, designs, and programming that we have developed from our own experience."

White says the Camelback Road location's owners love the new system. "Their staff is very young, but it's so easy to operate they can pick up everything they need to know within a couple of hours. Patrons have been raving about the video and audio, and it works flawlessly."

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