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Planar Margay Monitors and a Mondo Matrix Distribution System Take Centre Stage with Greenbank RSL

Summary

Organisation:
Greenbank RSL

Challenge:

Implement a scalable and futureproofed high definition video distribution and display solution throughout the club's premises

Industry:
Club

Solution:

- 22 x Planar Margay 50-inch monitors
- Magenta Research Mondo Matrix Distribution System

Key Benefits:

- Increased membership attendance for special televised events
 - Greater sell-through opportunities in the club's restaurants
 - System scalability to grow with the club
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In barely 15 years from its foundation in 1991, Greenbank RSL Services Club has grown to become Queensland's leading club, with over 70,000 members. Much of this success is due to the club's firm commitment to providing members with facilities that are arguably among the best in the world.

It was therefore little surprise to members that in 2005 the club announced a multi-million dollar refurbishment project that would see major improvements to a club environment already regarded as being of the highest calibre.

As part of the refurbishment project, the decision was made to introduce new high definition video display facilities throughout the club's premises.

According to Greenbank RSL General Manager, John Limbrick, the goal was to provide members and guests with video display facilities that would be a major drawcard during special televised events, such as Anzac Day services, football grand finals and in-house promotions.

"We wanted the 'wow' effect," John says. "A video display facility that made people really stop and look at quality and size of the display."

The high definition solution

With high definition being one of the "must have" features of the new video facilities, Greenbank RSL accepted tenders from numerous AV system solution providers.



Ultimately, though, it was IDT partner Club AV that proved it had the capabilities, skills and products to deliver the best possible solution.

Club AV's solution, which included 22 Planar Margay 50-inch DLP displays and a Magenta Research Mondo Matrix high resolution video distribution system, provides Greenbank RSL with video display facilities that actually exceed initial expectations.

In commenting on the solution, Club AV Project Manager, Andrew Wood, says: The club was looking for a video solution with real impact – video walls consisting of 3-by-3 and 2-by-2 display matrixes and incredibly bright and clear high resolution images.

“One of the advantages of the Mondo Matrix distribution system is that it can distribute high resolution video over standard Cat-5 cable, which supports substantially greater cable lengths as opposed to composite video/RF,” Wood continues. “Added to this is that with traditional coaxial cable, you end up with five terminations for each signal, as opposed to a single ending for the one Cat-5 cable.

“Another feature of the solution is the very thin gap between the edge of the Planar Margay chassis and its active display area. The result is that we're able to construct video wall matrixes with only a minimal gap between each of the matrix displays.”

Standing room only

The positive impact on the club's business resulting from the new video system has been substantial – a fact that bodes well for a short term return on investment. John discusses the televised memorial service for Steve Irwin, saying that in the club's lounge areas, it was a case of standing room only.

“People knew that we were going to be showing the service, and the place was absolutely packed,” John says. “The majority of those people would probably have stayed at home to watch the service. Instead, they came to the club, watched the event and then most stayed on to have a meal and a few drinks with their friends. That's business we wouldn't have otherwise gained.”



That is far from being an isolated example. The Planar Margay video matrix displays are now such an important feature of the club, that its regular mailouts to members delivers early notification of upcoming televised events.

“It used to be a case of people staying at home to watch football grand finals and boxing matches, simply because their home televisions were every bit as good as our legacy systems,” John explains. “Now, with huge high resolution displays that can be seen from almost anywhere in the club, they’re coming here in big numbers.”

Futureproofing

In implementing the new high definition video system, Club AV met one of Greenbank’s prime objectives for the refurbishment

– futureproofing. John explains: “With the video system, we wanted something that would serve us reliably for the next 20 years.”

System scalability is definitely one the key factors in the new system’s futureproofing capabilities; and the Mondo Matrix Cat5 Switcher can be quickly and easily configured for a total of 256 inputs and 256 outputs. “This is a major point in the switcher’s favour,” John says. “While it’s unlikely we’ll need to scale up to that extreme over the next few years, Club AV’s solution has ensured that regardless of our needs in five, ten or twenty years, we have a system that can meet them head-on.”

Gaining on the sell-through

One of Greenbank’s features is its range of dining facilities, including a café and two restaurants; and in the restaurant industry, it’s the sell-through items, such as an extra bottle of wine or staying for dessert that delivers the real profits.

“We’ve found that with video walls placed in our restaurants, patrons are taking their time over meals and ordering that extra bottle of wine for the table,” John says. “Right across the board, our new video system is delivering benefits both to the club and to our members.”

