



# Hospitality Case Study

Dining & Themed Lobby

## THE FORCE HAS AWAKENED...

...in Nebraska of all places. The Alamo Draffhouse cinema chain has just opened a new venue in Omaha, complete with an immersive themed lobby, and adjoining sports bar and restaurant.

## CHALLENGES

Alamo Draffhouse cinemas are striving to change the way its patrons spend their night at the movie theater by creating themed attractions and pairing that experience with hip dining and sports bar atmospheres. For their latest creation, they decided to create an immersive audio-visual experience that pays geeky homage to the **Star Wars** movie franchise. "We wanted our brand and our city to have that recognition and for us to become a haven for movie lovers," said Derek Dillon, creative manager for the cinema.

In addition to running the themed lobby, the owners also needed a centralized audio and control systems for the adjoining restaurant, sports bar, restrooms and kitchen.

Accepting the challenge was Kip Coleman of *ELEVATIONarchitects* who envisioned and designed the venue, John Weston of *Unified Network Consulting*, who was lead consultant, and *AVI Systems*, who was appointed as the integrator on the project.

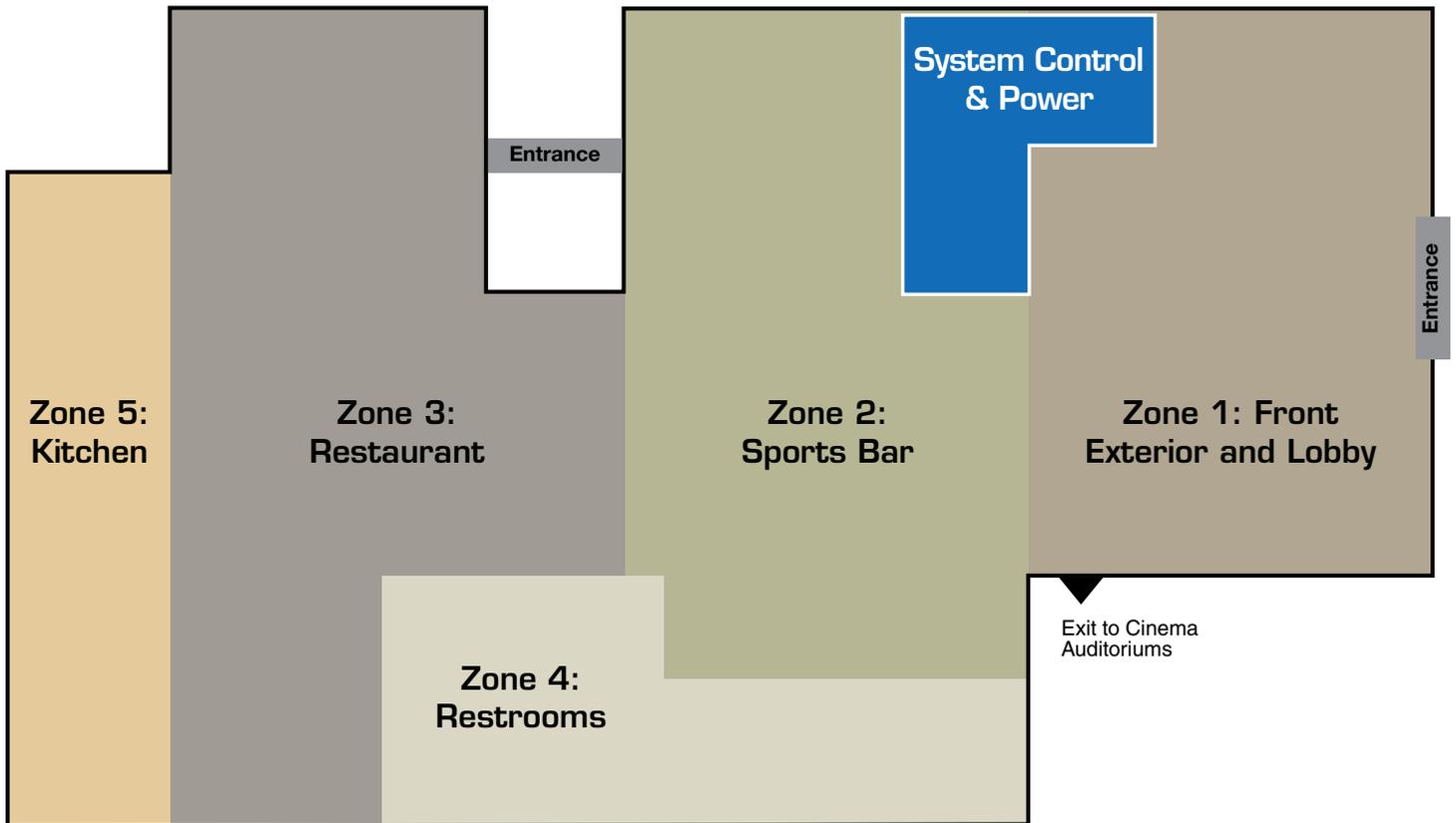
## ALAMO DRAFTHOUSE

Cinema and Restaurant, Omaha Nebraska

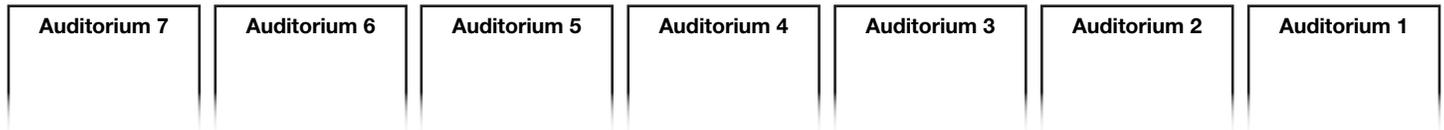


Q-SYS was the clear choice for routing audio and control in this installation.

**John Weston, Unified Network Consulting**



◀ Auditorium 8



## SOLUTIONS

### System Control and Power

“Q-SYS was the clear choice for routing audio and control in this installation,” said Weston. His team used the Q-SYS platform to transport audio and control over a standard Layer-3 network to the different zones of the installation.

The audio system was processed by a **Q-SYS Core 250i** and powered by **CXD4.3Q** four-channel networked configurable amplifiers. The included analog inputs on CXD-Q Series networked amplifiers allowed the integrators to eliminate all but one of the input cards on the Core 250i. This software-based DSP Appliance, driven by Intel processors, allowed the designers maximum flexibility to create the venue’s unique AV experiences in each zone without fear of ever running out of DSP horsepower.

The entire Q-SYS system is easily monitored and controlled on an iPad via **Q-SYS UCI Viewer for iOS**. Additionally, Q-SYS allows the team to route the audio from their wireless microphone kit for use in general announcement throughout the venue.

### System Control and Power

- (1) Q-SYS™ Core 250i DSP Appliance
- (1) Q-SYS I/O Frame
- (3) CXD4.3Q 4-Channel Networked Amplifiers
- Q-SYS Control App for iOS

## Zone 1: Front Exterior and Lobby

As moviegoers approach the venue, they are greeted by integrated background music on the exterior of the building. Inside the lobby, patrons are immersed with the full galactic experience with interactive, theme-based attractions and rich audio reinforced by **QSC AcousticDesign™ Series surface mount (AD-S) and ceiling mount (AD-C) loudspeakers**. Both surface mount and ceiling AcousticDesign models were designed with matching sonic characteristics, which allows installers to mix them both form factors in the same installations.

Weston used **Q-SYS Administrator** to program scheduled theme music to play at different times of day throughout the lobby, restrooms and other zones in the installation.

## Zone 2: Sports Bar

In the sports bar, patrons watch and listen to sporting events on a 10-foot screen or any one of the 25 LCD monitors, reinforced by AD-S loudspeakers. Simple **Q-SYS UCI controls** allow the bartender or manager to adjust any volumes and even route any TV audio source to any zone in the sports bar and patio. Q-SYS also drove all of the **paging requirements** for the restaurant.

## Zone 3: Restaurant

The restaurant was architected with an open ceiling along with the sports bar. **QSC AD-S loudspeakers** hang from pole mounts at the same level as the lighting. And because AD-S enclosures and grills are paintable, the installer was able to make them blend into the rest of the installation.

## Zone 4 & 5: Restrooms and Kitchen

Program material for the restrooms could be played using the Core's included **Multitrack Media Players** and built-in hard drive storage.

The kitchen was equipped with a wall-mounted analog input into the Q-SYS network which allowed kitchen staff to listen to their own music while working. Q-SYS was used to set fixed volume limits to ensure there was no audio bleed between zones.

### Zone 1: Front Exterior and Lobby

- (1) AD-C42T (4-inch) ceiling speakers
- (3) AD-S6T (6-inch) surface mount speakers
- (2) AD-S8T (8-inch) surface mount speakers

### Zone 2: Sports Bar

- (2) AD-S6T (6-inch) surface mount speakers
- (8) AD-S8T (8-inch) surface mount speakers

### Zone 3: Restaurant

- (5) AD-S6T (6-inch) surface mount speakers
- (7) AD-S8T (8-inch) surface mount speakers

### Zone 4 & 5: Restrooms and Kitchen

- (7) QSC 4" AD-C42T ceiling speakers
- (4) AD-S8T (8-inch) surface mount speakers





## RESULTS

Weston uses QSC solutions for all his hospitality and cinema installation projects because his clients are always extremely pleased with the outcome. “Everything QSC does just makes it so easy to get it right. Also, every time I spec a new project, QSC’s price comes in within budget. The customer is never surprised.”

Weston added, “The system was so intuitive that the client just started using it. They didn’t need to ask any questions. With QSC, there were absolutely no issues.”

This installation was an important long-term investment for Dillon, so the team wanted to give high priority to support, service, and remote diagnostic features. The entire QSC system can be remotely accessed so that out-of-state team members from AVI Systems can monitor and listen to the entire signal path and diagnose any issues.

Dillon emphasized the value of working with a complete system solution provider. “Our vendors have been super supportive of this whole project, and the amount of collaboration and execution by everyone, especially QSC, was greatly appreciated.”



## ABOUT QSC

QSC is a globally recognized manufacturer of audio systems for huddle rooms to large outdoor venues —and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect. This is AV built for IT, and it means more than workaround-free network connections. It means compatibility with IT systems that use LDAP and SNMP protocols. It means easily scaling to meet changing customer needs and supporting centralized management and monitoring. And it means producing meeting experiences users did not know were possible.



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