BJ's Restaurants enhance dining experience with Q-SYS Platform

With over 200 locations across the United States, BJ's Restaurant and Brewhouse is a restaurant chain that prides itself on its Chicago-style pizza, handcrafted beer, and the best casual dining experience around. With their sights set on location expansion, management at BJ's was looking for an audio system upgrade they could standardize on for all future BJ's locations. QSC was equipped to deliver on that upgrade with the Q-SYS Platform and its ecosystem of native amplifiers and loudspeakers.

# BJ's Restaurants

RESTAURANT BJ's BREWHOUSE

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Greg Lynds, Executive VP at BJ's

There is always something on at BJ's Restaurants - whether it's a sporting event or background music meant to create a casual, yet fun atmosphere for restaurant guests.

Premium sound

The team at BJ's required an audio solution that would deliver consistent, high-quality sound throughout the restaurant. Whether the game is on or music is in the background, sound is meant to be enjoyed by guests.

Multi-zone processing and control

There are three distinct zones in each restaurant – dining area, bar, and kitchen – each required settings based time of day and occupancy level. The system also needed to allow for paging and ducking between the kitchen and reception area.

Set-and-forget

Store managers need to focus on running the restaurant, not the AV system. They wanted a system that was easy to use and only needs minimal adjustment during business hours.

Architecturally pleasing

BJ's internal design team also desired a loudspeaker solution that would blend into the environment without distracting from the interior designer's vision.

Standardization

With more restaurants opening throughout the US, BJ's wanted to standardize its audio system for all new locations. It was important to select a solution that would provide the same consistent experience for guests across the US.
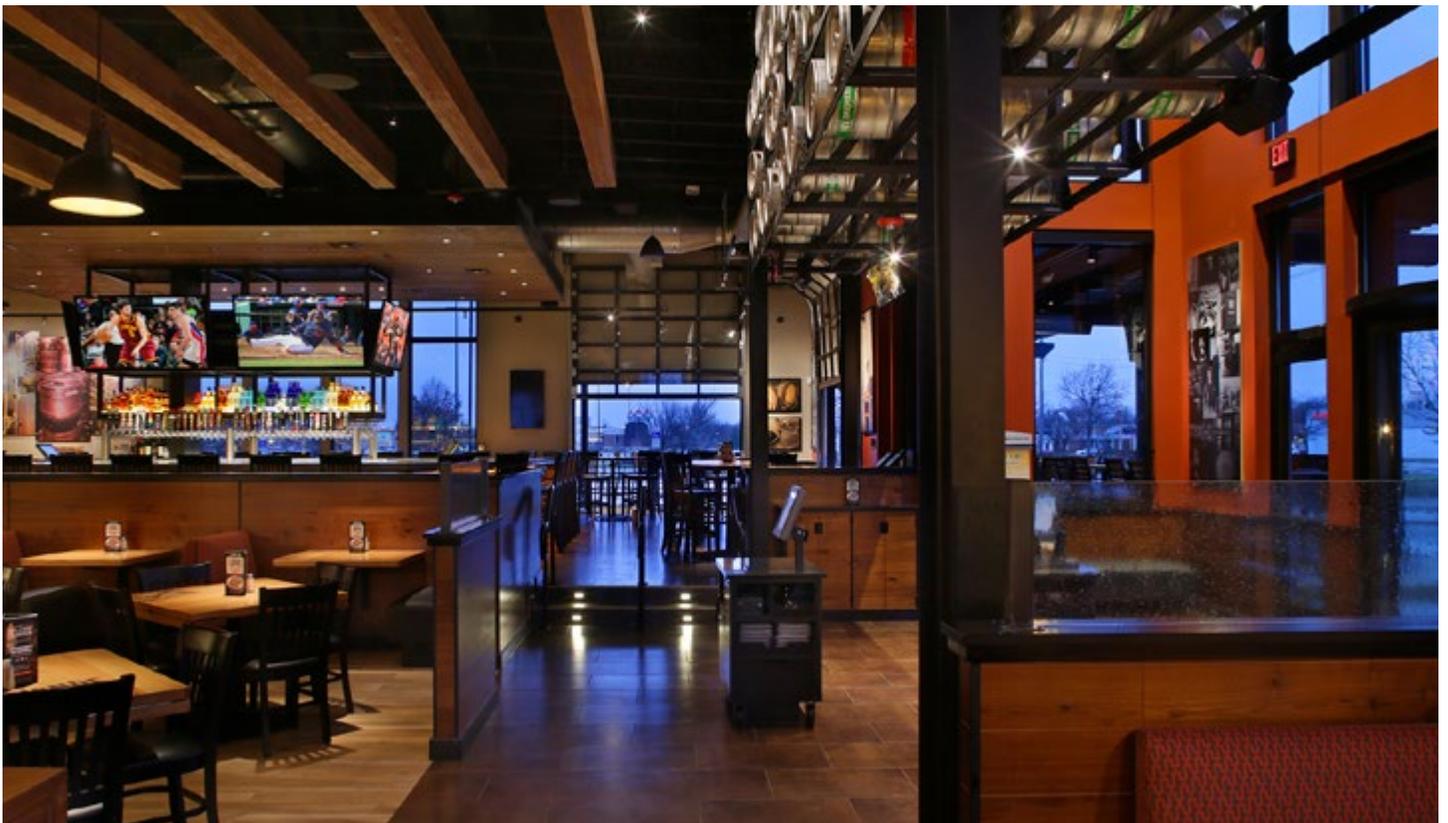
BJs was looking for an end-to-end audio solution that would enhance that experience for guests. For this project, they worked alongside premier audio integrator JAVI A/V, who deployed the Q-SYS Platform, along with a complete lineup of loudspeakers and amplifiers from QSC.

Fully Integrated Processing

A single Q-SYS Core 110f Unified processor manages all of the audio throughout the restaurant.

"The Core 110f was selected for a couple reasons," explained Jonathon Beitz, President of JAVI A/V. "It offers significantly more processing power than other DSPs, and its features are software-based. That means no additional cards or hardware needed to be installed, saving us installation time and money. This also puts us in a good position for the future. In the event of inevitable changes and additions to the system, we can simply take advantage of new features with a software upgrade"

Zones were also established within Q-SYS, allowing paging and foreground ducking to a specific zone or the entire restaurant. For this install, JAVI A/V utilized the open API architecture within Q-SYS to enable a third party control system.

IT-Friendly

BJ's IT team required an audio solution that they were comfortable maintaining, as this solution would be installed in all future restaurant locations. The Q-SYS Platform was the perfect choice – it utilizes Layer 3 networking protocols, enabling it to run on an existing IT infrastructure. This eliminates the need for a dedicated audio network.

The management staff also needed a simplified user experience. Q-SYS allowed for prescheduled volume level adjustments during the lunch and dinner rush. Additionally, the Ambient Noise Compensator within Q-SYS listens for an increase or decrease in crowd noise and makes overall volume adjustments accordingly before they become problematic. This frees up the staff from manually chasing the changing room noises.

Sonic and Aesthetic Consistency

The install uses a mix of QSC AcousticDesign Series ceiling-mount, surface-mount, and pendant-mount loudspeakers. JAVI A/V chose the AD Series for its ability to maintain remarkably consistent sonic characteristics regardless of enclosure type. These loudspeakers ensure that guests won't notice any level of audio transition as they move from one zone to another. The AD Series sleek and unobtrusive design also make these loudspeakers a perfect complement to the deep wood textures and color scheme of the contemporary brewhouse design.

True End-To-End Solution

Two QSC CXD-Q Series network amplifiers drive the loudspeakers throughout the install. Designed specifically for the Q-SYS Platform, these amplifiers route audio to and from the Q-SYS Core via standard Ethernet switch, while enabling total control and monitoring of amplifier functions within the Q-SYS Designer Software.

True Partnership

With QSC, BJ's found a solutions provider that could help deliver a truly premium foreground music system that their guests will continue to enjoy. Whether watching the game or enjoying a meal with the family, guests at BJ's' will now be able to experience the superior sound quality that QSC is known to deliver.

Delivering the right solution was one aspect, but it was also important to find the right partner for this project. Cory Schaeffer, Director of Systems Solutions at QSC worked closely with JAVI A/V and BJ's throughout the process.

"Partnering with QSC was an excellent decision," explained Greg Lynds, Executive VP at BJ's. "From our first visit to the QSC facility through the completion of the first build, Cory was available every step of the way making sure the install went smoothly. The whole team at BJ's is excited about the future with the Q-SYS Platform."

QSC loudspeakers, amplifiers and the Q-SYS software-based audio, video, and control platform now enhances the dining experience in eight of BJ's new locations, with plans to be the standard for any new restaurants and full retrofits moving forward.
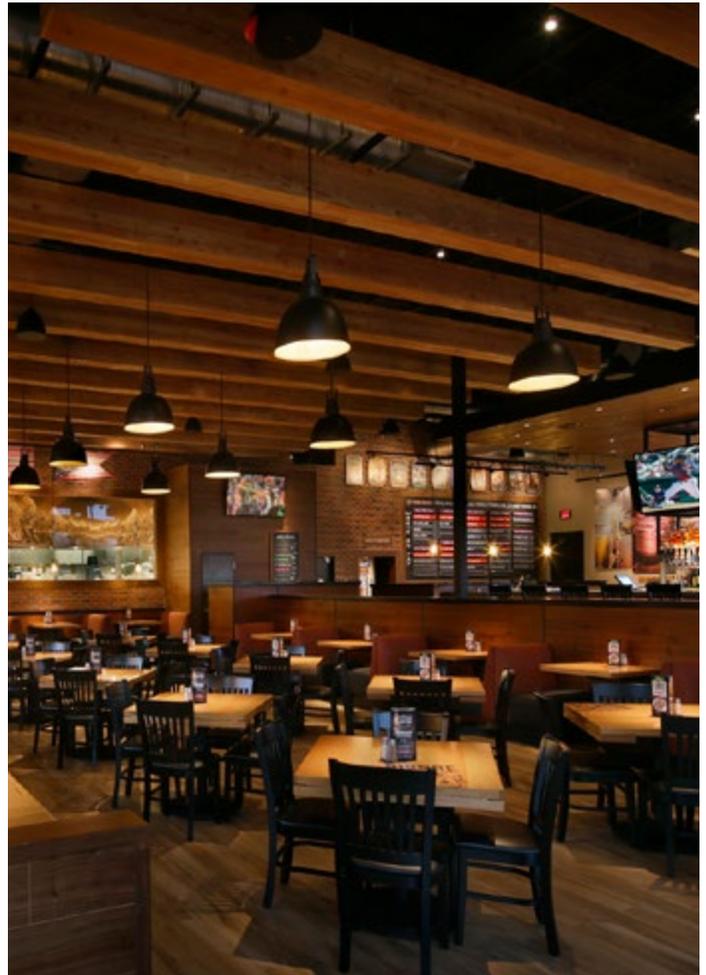
About QSC

QSC is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums–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.

Model	Pcs Used	Description	Image
Q-SYS Core 110f Unified processor	**2**	Q-SYS Unified Core Class leading onboard I/O includes 24 I/O + USB, POTS and VoIP, simultaneously, 128x128 network channels and 16 AEC processors	
CXD8.8Q	**1**	CXD-Q Series Networked Amplifiers Eight-channel Q-SYS network amplifier with 8 mic/line inputs. 1000 W/ch at 8 Ω	
CXD4.2Q	**1**	CXD-Q Networked Amplifiers Four-channel Q-SYS network amplifier with 4 mic/line inputs. 500 W/ch at 8 Ω	
AD-C4T	**16**	AcousticDesign™ Series Two-way Ceiling-mount loudspeakers, 4.5"	
AD-S4T	**2**	AcousticDesign™ Series Surface-mount loudspeakers, 4.5"	
AD-S6T	**4**	AcousticDesign™ Series Surface-mount loudspeakers, 6.5"	
AD-P6T	**18**	AcousticDesign™ Series Pendant-mount loudspeaker, 6.5"	
AD-S112-sw	**3**	AcousticDesign™ Series Surface-mount subwoofer, 12"	