

Gauteng, South Africa



## Crestron DigitalMedia™ Provides High Definition AV Recipe for State-of-the-Art Heineken, Amstel Brewery in South Africa

### Background

Located south of Johannesburg, the new multibillion dollar Sedibeng Brewery in Gauteng, South Africa brews and bottles a range of premium beers for the local market including Amstel, Heineken and Windhoek Lager.

The state-of-the-art brewery is a joint venture between Heineken, Diageo and Namibia Breweries Ltd, a co-op of brewers which is a principal stakeholder in Brandhouse Beverages (Pty) Ltd, a leading South African distributor of premium alcohol beverages. Tom de Man, Managing Director of Heineken Africa, described the new brewery as “one of the most advanced in the world.”

The brewery invested heavily not only in advanced production equipment but also in its corporate administration building and systems. Prior to the facility’s construction, management stated its requirements for an advanced, distributed high definition audio/video system.

Crestron DigitalMedia™ technology was selected to meet these requirements.

### The Challenge

Sedibeng’s mission was to install a tried and true, easy-to-use control system to manage all digital AV operations throughout the new administration building. The new system would enable high definition audio and video signals to be distributed to multiple zones, and ultimately streamline multimedia functions – including corporate presentations, teleconferencing and training – in all boardrooms.

### The Solution

Sedibeng turned to systems integrator, HFX Systems, to plan and design a new digital infrastructure. Within a short period, the unique performance benefits of DigitalMedia technology made it the obvious choice for controlling and distributing all digital HD and analog AV signals throughout the brewery’s corporate offices. This ground-breaking digital AV design became the first DigitalMedia implementation in South Africa.



This 12 seat boardroom offers complete finger-touch control from a Crestron TPS 6L touchpanel which operates a Panasonic 58" Plasma, an AV receiver, Sony PXS HD video conferencing unit, a video scaler, and room lighting.

More than just an HDMI switcher or extender, DigitalMedia has proven itself in hundreds of commercial installations worldwide as the only complete HD signal routing solution for the digital age. DigitalMedia seamlessly manages, controls and distributes all analog and uncompressed HD digital content over twisted pair or fiber, including embedded data such as HDCP, EDID and CEC.

#### **Systems at a Glance**

The heart of the system is based on a Crestron AV2 Dual Bus Control System, DigitalMedia 8x8 Switcher, Crestron touchpanels and keypads, Sony video conferencing unit, Marantz BD5004 Blu-ray players and an HD PVR MultiChoice Satellite TV decoder.

High definition audio and video signals are distributed across Crestron DigitalMedia Cat5 Cable and CresFiber® multimode fiber to DM Room Controllers located in each of seven zones – the reception area, three 8-seat conference rooms, two 12-seat boardrooms and a large entertainment area for employees and visitors.

“The wiring is totally different than standard wiring, but once you know how it works, it is much quicker and a lot easier,” said Ryno Breedts, HFX Systems’ lead programmer.

#### **How the System Works**

Media sources and displays in the reception area and conference rooms are controlled via Crestron CNX 8-button keypads. From any keypad occupants can control basic functions of the Samsung 40” LCD screens and switch between DSTV (satellite TV), DVD and a LAN connected PC. Conference rooms are equipped with local VGA and audio connections provided by flip top units in the tables for easy laptop connectivity, while making presentations a snap to prepare for.

The 12-seat boardroom on the lower level offers complete finger-touch control from a Crestron TPS 6L touchpanel which operates a Panasonic 58” Plasma, an AV receiver, Sony PXS HD video conferencing unit, a video scaler, and room lighting.





Sedibeng Brewery executives celebrate Grand Opening



PC connectivity is also provided from the boardroom table via a tabletop flip-top unit, which provides an HDMI connection, local VGA and audio connection. A second VGA and audio connection feeds data back into the Crestron system for display throughout the building.

The boardroom on the first floor is a duplication of the lower level boardroom, with the exclusion of videoconferencing capabilities.

The entertainment area is easily controlled from a Crestron TPS 4L touchpanel. With a tap on the 4" color screen, occupants can choose from a selection of media sources such as Satellite TV, DVD, iPod, USB, local PC and a LAN PC, and route them to any or all four displays. The touchpanel also enables one-touch control of three Samsung 40" LCDs, an AV receiver, video scaler, an Optoma EX785 Projector and a Grandview 92" motorized tab tension screen.

#### Results and Benefits

Sedibeng's new DigitalMedia system now manages critical HDCP content protection, EDID resolution management and CEC device control, to deliver high-quality HD presentations, teleconferences and magical entertainment experiences in each meeting room and common areas. Gone are the annoying switching delays and incompatible formatting common with standard HDMI switchers when switching HDMI signals to different displays.

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Also, the hi-tech brewery was able to integrate and future-proof all AV sources into a single, reliable and scalable platform that supports a complete range of analog and digital signal types, all over a single CAT5 cable or fiber. And, the installer-friendly setup/troubleshooting tools included in DM Tools software enabled headache-free configuration of the complete system, saving substantial time and expense.