

# Cowboys Stadium Luxury Suite Dallas, Texas

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## Crestron DigitalMedia™ Transforms Luxury Suite into an All Star Entertainment Venue

### Background

From the moment the client entered the new Cowboys Stadium, there was a buzz in the air. Subcontractors and employees were talking about the Crestron-controlled luxury suite located on the Hall of Fame Level.

As the owner of Traxxas, a highly successful radio-controlled hobby company, the client's passion for electronics and control automation technology was no secret, and the vision was big. Originally furnished with only three small TV's, and a support pillar in the middle of the space which obstructed view of the field from a large portion of the suite, the owner wanted a little more than the basic suite provided.



### The Solution

Dallas-based AV integrator, Elliston Systems & Design, was retained to make the audio, video and environmental systems look, feel, and perform in a manner fitting its location within the \$1.2 billion stadium of the future. "The client is very technology savvy. He wanted an advanced system that was easy to operate and manipulate," explains system designer and owner, Steve Elliston.

Crestron DigitalMedia™ (DM) technology was implemented as the foundation for a true high-definition signal routing solution, enabling reliable and seamless distribution of many disparate digital and analog sources. Multimedia sources include three secure stadium network video feeds, the stadium PA feed, DVD/Blu-ray player, any guest's personal iPod®, three Cisco digital media players, two PCs, internet music, PTZ camera, and digital photos stored on a USB media player.

One major challenge was time. "We were given seven days to be fully functional before the Cowboys' home opener," explains Elliston. "That challenge actually came fairly easily since we construct, test and verify every rack before delivering the system. Plus, DM Tools made configuration and setup of the DigitalMedia system easy, which saved us tons of time."

All sources are routed to nine Samsung 1080p HD TV's and seven hidden speakers, with DigitalMedia handling the heavy lifting behind the scenes. A Crestron PRO2 control system serves

**"Crestron DigitalMedia™ technology provides the foundation for true high-definition signal distribution, transforming this suite into the model for luxury entertainment."**

So he hired a contractor, architect, interior designer and electronics designer to create the best environment for his family, associates and clients to experience events in the grand new stadium.

Now featuring nine LED TV's, multi-zoned distributed audio, multiple digital media feeds, Internet, a PTZ camera, team logo water feature, fireplace, and much more, this suite is the model for luxury entertainment - and it doesn't even belong to Jerry Jones.



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as the brains that integrate all systems, allowing simple touchpanel control of every aspect of the suite's environment.

The obstructing pillar was wrapped with two 46" flat screens and a Crestron 6" touchpanel, creatively blending it into the overall layout.

### The Crestron Advantage: DigitalMedia™ Makes it Easy

Why was Crestron technology selected for the ultimate in luxury suite entertainment? "DigitalMedia, and the overall high performance of Crestron products," says Elliston. "The owner knew Crestron's reputation for reliability; that, along with the ability to distribute all media content at the highest level, was assuring."

Producing a pure high-definition experience, a DM-MD8X8 DigitalMedia Switcher provides true HD signal management, serving as the backbone for the fully-integrated digital solution. The DM-MD8X8 performs flawless routing, switching and distribution of uncompressed digital and analog signals - over DM cable - to the nine displays and five audio zones, reducing cabling runs substantially.

DM-MD8X8's advanced HDCP support, EDID resolution management, and CEC signal management reliably supports the suite's numerous digital sources - including the stadium's secure video feeds which access all cable networks, sports channels, and NFL Sunday Ticket - creating optimal display resolutions of protected content, and a jaw-dropping viewing experience.

Crestron CEN-IDOCV allows guests to dock, sync to iTunes®, and access content from their iPod®, iPod Touch® or iPhone®. From any touchpanel, guests have complete iPod navigation, and can search, select and route any song, video or podcast to any audio zone or display.

### Touch This!

Pantech Design (Grapevine, TX), created touchpanel GUIs that provide an intuitive user experience to control every component down to precise details. "With the owner's passion for technology, we were tasked with creating a system that would stand out as top of the line, even in this technologically advanced setting," said programmer, Paul Balcombe. "It had to be simple, yet have enough power and flexibility to control all systems, sources and displays."

The easy-to-use interface enables one-touch recall of a variety of custom 'scenes' to match any event. Whether watching a game, concert, or just entertaining clients, the host can create the perfect setting with a button press.

From the TPMC-8X WiFi or TPS-6L Wall Mount Touchpanels, the owner can adjust lighting, audio, video and cameras to desired settings, then press and hold a 'favorites' button to name/rename



the scene to "pregame", "halftime", or "concert", for example. To instantly create the perfect ambiance, five lighting zones and a Cowboys waterfall are controlled with touchscreen simplicity. Guests can also turn the cozy fireplace on/off, and adjust the heat level, the brightness of the ember bed and flame height, right from the touchpanel!

To satisfy everyone, any video source can be routed to any display and every TV can show a different game simultaneously, creating the consummate private sports bar. From a "list view" or "floor plan view" on either touchpanel, users can see which media source is routed where, and select a display, source, or audio zone of their preference.

To prevent tampering with custom system settings, a security feature was built in using TPMC-8X's biometric finger swipe technology. Along with a pass code prompt, an authorized fingerprint swipe is required to gain "administrator" access.

### Convenient Remote Control

The Dedicated Micros 30X PTZ camera mounted in the suite not only gives guests a closer look inside the huddle, but also provides a secure remote login to monitor inside the suite or around the stadium from any PC.

When an event is over, the host can easily shut down the system with a single button touch, or set a sleep timer to automatically shut the system down after a preset time.

If someone forgets to shut down, only to remember when they get home, Crestron XPanel enables a secure remote connection to the suite. From any Web browser, authorized users can login remotely and gain complete control of the suite from a virtual touchpanel which replicates the touchpanel GUI.