



HABITECH PRO

## CASE STUDY

# ROXY LANES, BRISTOL

Major UK leisure group is bowled over by the easy high performance of Netvio AVoIP at Bristol's newest all day/night bowling and games venue



Located on Union Street at the heart of the city centre and on the site of a former gym, Roxy Lanes bowling alley and sports bar is the latest addition to Bristol's vibrant entertainment scene. It's the newest development by Roxy Leisure Group, which has opened similar venues across the UK in cities such as Manchester, Birmingham, Nottingham, Liverpool and Leeds.

Created primarily as a state-of-the-art ten-pin bowling destination, Roxy Lanes Bristol offers its customers the choice of eight full-size bowling lanes, as well as a wide range of other activities such as batting cages, shuffle boards, duck-pin bowling, full size pool tables, basketball shooting hoops, beer pong, arcade games, ice-free curling and karaoke rooms for up to twenty people. Beyond Roxy Leisure's widest selection of games, the entertainment experience is complemented by a house sound system and as many as twelve TV screens showing live sport around the venue and over a large sports bar.



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For the AV, Roxy Leisure turned to local integrator Media-Frenzy North Ltd with a very specific brief. Media-Frenzy North's Managing Director Rob Woodhouse takes up the story: "we started in 2003 supplying TV and film services. In 2004 we were awarded a large contract to install interactive white boards in schools, which led on to installations in boardrooms, colleges and churches. Hospitality and the leisure industry followed on from this. Prior to the Roxy Lanes job, we'd built a good reputation for delivering large installations on schedule and on budget with comprehensive customer care, so were asked to pitch, with the emphasis on functionality, scalability and ease of use for the staff at the venue. "They wanted a video switching system, which made switching sports and signage to displays intuitively easy. "So, we asked Netvio to get involved."

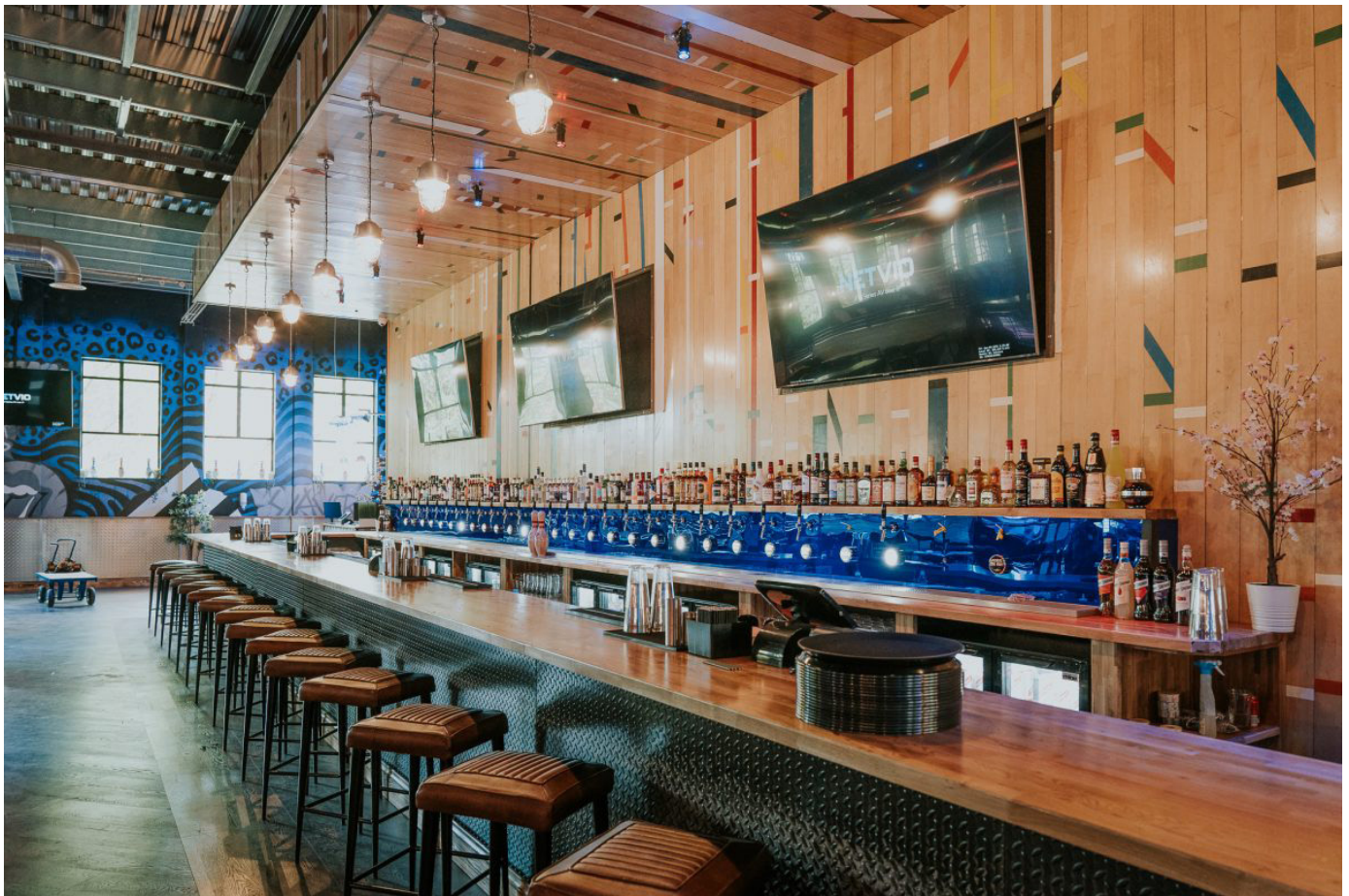
"Netvio is a new networking tech company with a fresh approach to system design and configuration, removing a lot of the comms hassle that comes with traditional brands. "Its powerful app-based tools introduce simple drag-and-drop design (Netvio 360) and easy end-user control with live preview streams (Netvio Go) that's so cost effective; it's simple to install and gave our client exactly what they wanted at the price they wanted it at. "What's more, because Netvio's JP4 IP is so modular and versatile, the client is able to change screen content and quality at any time, and programming and commissioning was completed in a single day, with time left to start handing over."

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Three large displays over the bar area and nine further screens are driven and controlled by Netvio JP4 AVoIP

## The Installation

"The system at Roxy Lanes involved distributing six sources, including Sky HD+ and signage players to twelve screens of various sizes from manufacturers LG, Samsung and Hisense in six zones, including three large 85" displays over the bar and nine further screens covering front of house locations as well as various games areas near the ice-free curling, pool tables, shuffleboards and bowling lanes for instance."

"The Netvio components comprised six IP-JP4-TX-10 encoders, twelve IP-JP4-RX-10 decoders and an IP-JP4-CL-10 controller: it was plug-and-program, literally. "We used Ubiquiti switches for the Netvio and Ubiquiti APs for the Wi-Fi. The Netvio was programmed and setup to switch CEC screen and Sky HD box control."

*"This was our first Netvio install with the JP4 series, but Netvio's support was fantastic...From now on I will just use Netvio – it's just so simple, why would I use anything else."*

## The challenges?

"Because the customer was very keen to see the product in action and discover the practical uses and cost benefits of a sophisticated video distribution setup, we had to deliver a powerful yet easy to control solution for the lowest cost possible. "We needed to prove the concept for this venue and any others that may happen in the future. "Netvio obliged versus all the alternatives, which are too complex and expensive. "This was our first Netvio install with the JP4 series, but Netvio's support was fantastic. "Their help in demonstrating the system and explaining the benefits to the client helped us to win the project – Netvio's remote and onsite support were first class."

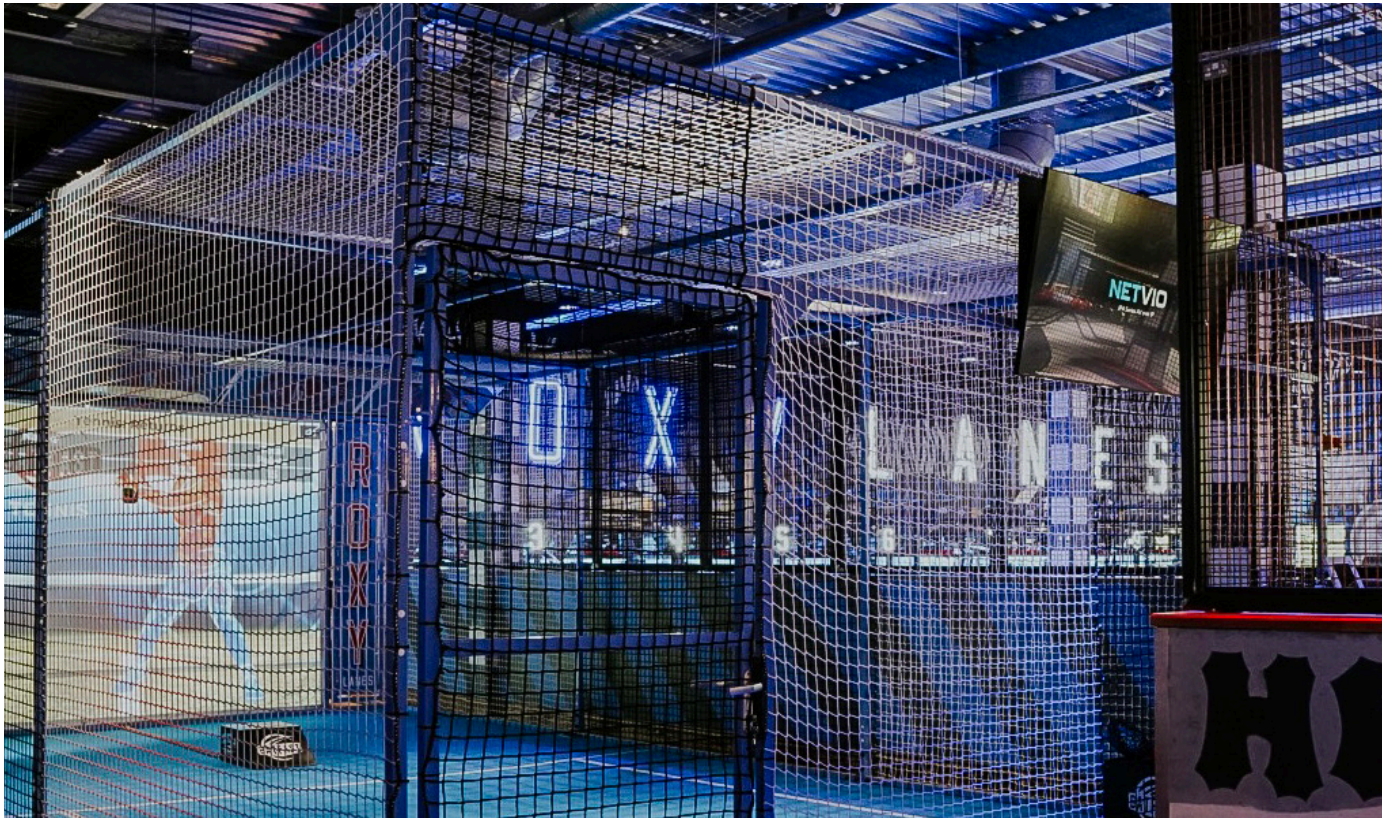
## The results

"The quality of the Netvio Go control app blew the customer away. "The live preview streams in the app make it so easy to switch the right content to the displays even for new staff. "Roxy Leisure are really happy with it; they tell me that the app is "amazing".

**"It's like the future, it just works."**

"From now on, says Rob "I will just use Netvio – it's just so simple, why would I use anything else"



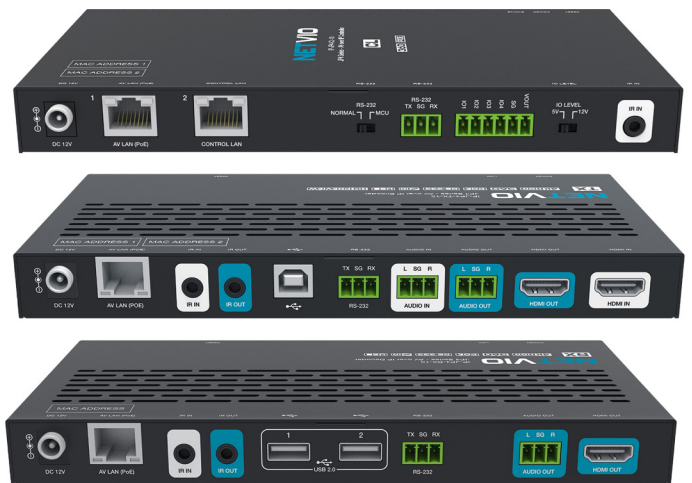


## Equipment

Netvio IP-JP4-CL-10 controller

Netvio IP-JP4-TX-10 encoder (x6)

Netvio IP-JP4-RX-10 decoder (x12)



Watch the Roxy Lanes video

