



HK Diners Get the Mercedes-Benz Treatment

Case Study

Lightware Visual Engineering

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Market	Country
Entertainment	China

Lightware Equipment Used in Project

MX-FR17 matrix with HDBaseT TPS and HDMI boards

HONG KONG: When Mercedes-Benz opened a new retail and dining concept on Queen's Road in the heart of Hong Kong's bustling Central district, passers-by appeared mystified as to what it could be. Created in partnership with Hong Kong restaurant group Maximal Concepts, Mercedes Me, 'is about creating the ultimate personalised experience, developed organically around you and the products that you love,' the German car manufacturer explained. Visitors can absorb the latest news and events from the Mercedes-Benz world, in addition to fashion shows and Formula 1 live broadcasts.

Based on the same destination lifestyle concepts in Germany, the 480 sq-m space is a place to enjoy gourmet food, wines and cocktails, whilst engaging in cars, motor racing, design, art and fashion. Arriving patrons are greeted by a touchscreen welcome table highlighting the services that can be engaged with together with a panel to configure a customised car. The decor in the polished concrete shell resembles the interior of some of the brand's cars with dark blue upholstered seats, polished timber and a collection of black and white photos showcasing Mercedes-Benz's greatest models.



LSI Services Ltd was called upon to work with the design and install a bespoke A/V system into the fabric of the space. Technical director Cyrus Atefi attests time was against the company from the outset. Working closely with Bertrand Jenner for the A/V design, Mr Atefi also called upon expert advice of Music Group's Jason Rouzaire in his quest to complete the job within deadline.

The audio system, that has been integrated into the industrial open ceiling of the lounge bar, integrates six Tannoy OCV8 pendant speakers with two CMS1201 subwoofers, blending perfectly amongst the air conditioning vents and overhead metal lattice structure. CMS803DC

ceiling speakers have been fitted into the corridors and toilets whilst Sonance IS4 SST invisible speakers discretely take their place in the car showroom and entrance area. Powered by a Lab.gruppen C10:4X multi-channel amplifier, the DSP in the four zones is routed by a Biamp Nexia PM processor whose volume and pre-set controls can be managed from a RED1 wall panel.

A Lightware MX-FR17 digital matrix with HD-BaseT capabilities lies at the heart of Mercedes Me's video distribution system. Two Panasonic PT-RZ670W HDBaseT compliant projectors with special lenses together with two 200-inch Draper screens can be called upon to provide screenings in the entrance area and car showroom area. Two smaller Epson EB-G6900WU projectors have been installed in the bar and lounge areas for smaller events and presentations.

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Panasonic cameras in the restaurant and DJ areas also add content when required. 'It's the first direct fed HDBaseT (matrix to display) based installation in Hong Kong for such a venue,' explained Mr Atefi. 'All the sources such as Now TV and Apple TV are controlled using the MX-FR17 matrix over the HDMI and Cat-7 network and routed to wherever they need to go.'

The signage system consists of four Scala players and Samsung monitors with touchscreen capabilities and interactive videos. In addition, two Samsung LCD DM48E+ monitors with TD48 Touch overlay operate in the consulting and car area and a Samsung LCD DM55E+ monitor with Touch overlay was required for a focal picture wall attraction. The interactive welcome table incorporates an Eyevis EYE-LCD-6000 Touch (4K60 screen). The LED wall in the entrance was created utilising Martin P3-100 LED full HD controllers and 512 Martin VC strips to project the "Me" Image into the curved wall, also fed from the Lightware matrix. The duty manager has access to all the A/V parameters courtesy of the AMX NX-3200 control system. A wall-mounted AMX MET-13E push button can be easily used, but the iPad fitted with AMX TPCControl is preferred.



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