



AV Network Streaming solution attracts visitors helping to drive up sales

CHALLENGES

The Dolphinaris facility in Scottsdale, Arizona was a new build and a new project. The challenge was to install a high-quality video wall that would capture and hold visitors' attention as they entered the main reception area.

With just a few moments to attract visitors, Dolphinaris needed a reliable and robust multimedia streaming solution that would display the different dolphin experiences which visitors can enjoy, plus the associated costs, and drive them to obtain more information from Dolphinaris Front Desk employees, ultimately leading to increased sales.

CLEARONE SOLUTION

“As an entertainment venue it was imperative that the multimedia streaming solution deployed by Dolphinaris was robust and would deliver the highest levels of audio and video quality,” said Anthony Falzon, Project Manager, Technology Providers Inc (TPI). “So we conducted an extensive review of solutions from the leading AV manufacturers but chose to work with ClearOne as we have a long-standing relationship with them, are fully aware of the quality of the solutions it delivers and had recently successfully worked with them to install a similar multimedia display,” added Falzon.

Dolphinaris has deployed ClearOne’s VIEW Pro E120 encoder and VIEW Pro D210 decoders as they deliver the highest-quality multimedia streaming over an existing IP network and enable visitors to the venue to experience the ultimate 4:4:4, true-colour digital media distribution, which is unmatched in scalability and ease of deployment.

BACKGROUND

Dolphinaris (www.dolphinaris-arizona.com) is one of the world’s leading providers of dolphin experiences, with dolphin habitats in Cancun, Cozumel, Riviera Maya, Tulum, Barcelo, and now Arizona. Unique in design with an emphasis on providing animals variable enrichment and habitat, the Arizona facility is the company’s first in the United States.

Dolphinaris Arizona hopes to amaze, educate, and empower guests, encouraging them to become stewards of the oceans and its inhabitants. It hopes to deepen respect for dolphins and the natural world, and encourage visitors to take actions, large and small, that can make a difference.

Dolphinaris Arizona strives to provide fun and educational experiences for all ages, from families to school groups, from young singles and to senior citizens.

ABOUT CLEARONE

ClearOne is a global company that designs, develops and sells conferencing, collaboration, and network streaming & signage solutions for voice and visual communications.

The performance and simplicity of its advanced, comprehensive solutions offer unprecedented levels of functionality, reliability, and scalability. More information about the company can be found at www.clearone.com

Additionally, VIEW Pro supports all types of AV sources to be distributed through existing Ethernet networks to all types of endpoints from video wall screens to single, large display screens, laptops or mobile devices.

Dolphinaris also understood that one of the key benefits and differentiating factors of the VIEW Pro solution is the ability to create compositions and video walls without requiring a potentially expensive video wall processor.

Eliminating the need to purchase a video wall processor not only reduces the cost of a video streaming solution but also means that ClearOne clients have one less piece of hardware to manage and maintain.

The deployment of ClearOne's incredibly flexible and scalable VIEW Pro PANARAMA software allows multiple images to be laid out on screens so that Dolphinaris can install video walls which can be created and managed with assets spread across the screens in any combination.

A ClearOne Layer 3 Managed Switch ensures that Dolphinaris can handle the high demands of networked audio/video distribution products.

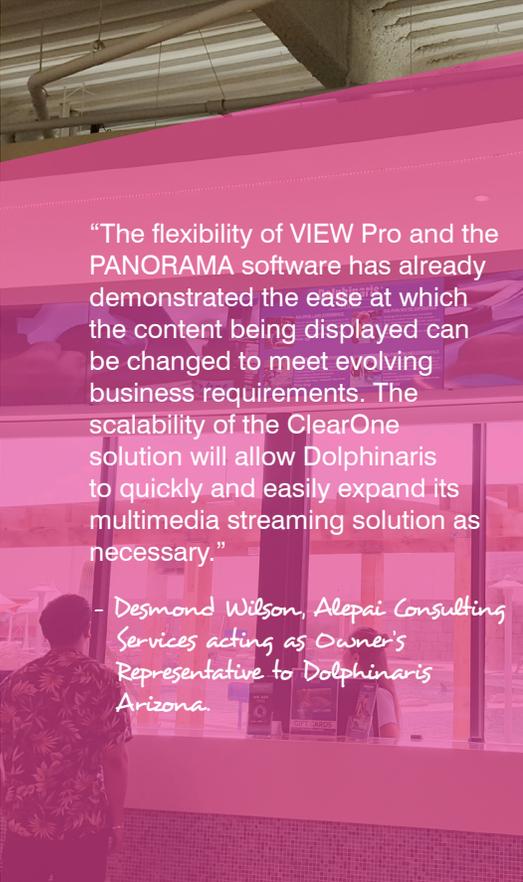
CHOOSING CLEARONE OVER OTHER VENDORS

TPI had recently successfully installed a similar streaming display for another client, using a ClearOne solution, and was very pleased with how easy it had been to set-up. ClearOne had provided exceptional levels of support ensuring that TPI was able to meet its customer's expectations. TPI was happy to recommend ClearOne to Dolphinaris and was confident that working together with ClearOne its solution would once again meet the customer's requirements.

ABOUT THE INTEGRATOR

Technology Providers Inc (TPI) is a full-service audio visual (AV) integration company that provides a variety of solutions to a diverse portfolio of customers. Servicing the southwest region area for more than fifteen years, TPI values the allegiance and trust its customers have instilled in the company during that time and continues to be proud to service and support the region with its AV expertise each and every day. The strength of TPI's reputation is built on exceeding its clients' expectations in the timely delivery of engineered solutions for all their low-voltage needs.

For more info visit: <http://tpi.cc/>



"The flexibility of VIEW Pro and the PANORAMA software has already demonstrated the ease at which the content being displayed can be changed to meet evolving business requirements. The scalability of the ClearOne solution will allow Dolphinaris to quickly and easily expand its multimedia streaming solution as necessary."

- Desmond Wilson, Alepai Consulting Services acting as Owner's Representative to Dolphinaris Arizona.

RESULTS AND BENEFITS

ClearOne and TPI have delivered a robust, cost effective high-quality multimedia streaming solution that meets the needs of Dolphinaris.

The six video wall displays are arranged side by side to form a ribbon and the original installation featured the same aquatic video image across all six displays. However, Dolphinaris then decided to provide more information for visitors by displaying a static 'menu' of the costs relating to each entertainment option.

The adaptability of ClearOne's VIEW Pro PANORAMA software enabled the format of the video wall displays to be easily and quickly changed to show:

Displays 1, 2, 4 & 5– aquatic video

Displays 3 & 6 – static image: menu board of costs

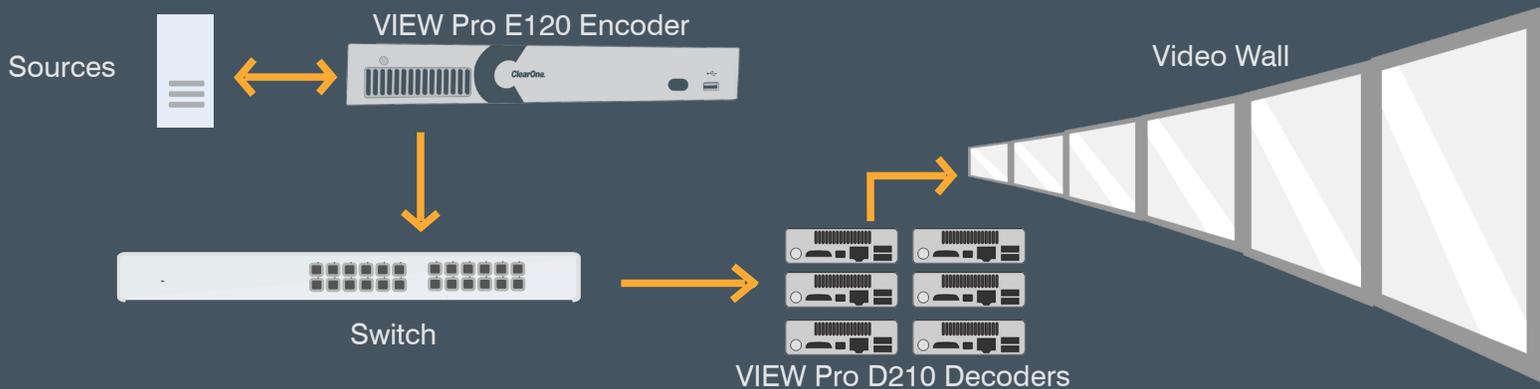
“ClearOne has provided outstanding customer and service support to ensure that we overcame any technical challenges, which was critical considering Dolphinaris Arizona was just starting up. It was refreshing to install a solution that worked,” said Desmond Wilson, Alepai Consulting Services acting as Owner’s Representative to Dolphinaris Arizona

“There is no question that the video wall attracts the attention of visitors. They watch the videos and then engage with Dolphinaris staff to obtain more information around booking a dolphin experience. The ClearOne multimedia streaming solution is playing a role in helping to increase revenue,” added Wilson.

EQUIPMENT LIST

- » 1 x VIEW Pro E120 encoder
- » 6 x VIEW Pro D210 decoders
- » VIEW Pro PANAROMA software
- » 1 x Layer 3 Managed Switch

VIDEO WALL OVERVIEW



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