



CASE STUDY

# Key Digital Creates Unparalleled AV Experience at Whiskey Row Restaurant & Music Venue

Dierks Bentley and Riot Hospitality Group choose Key Digital's Compass Control® Pro to create a user-friendly interface that entire restaurant staff can confidently operate.

Dierks Bentley, the Grammy-nominated country singer and Arizona native, partnered with Scottsdale-based Riot Hospitality Group to create Whiskey Row, a modern country restaurant and music venue with fresh southern-tinged comfort food cuisine and stimulating nightlife.

After celebrating their first two successful restaurant openings using Key Digital equipment and HAVPro's installation expertise, it was

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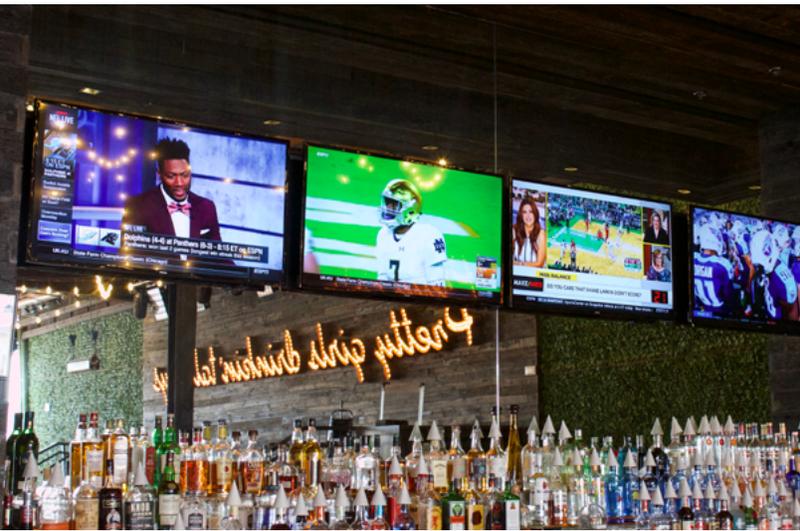
time to expand and open yet another notable destination. For the construction of their third Whiskey Row location in Gilbert's restaurant-rich downtown Heritage District, the restaurant pioneers knew they needed to pull out all the stops to further boost their legacy as a restaurant with unparalleled entertainment options. With an impressively large space secured they again turned to HAVPro, a commercial audio video installation company located in Scottsdale, AZ, with a project of this magnitude.

While an 8,700-square-foot restaurant and music venue with high ceilings and reclaimed wood and steel would be the dream of most entrepreneurs, those same elements have the potential to be the nightmare of audio video installers. Fortunately, HAVPro knows that Key Digital gear and concepts come complete with the tools necessary for a seamless and smooth installation process. The Key Digital staff and product lines were more than equipped to tailor fit the ambitious audio video desires of the striking venue.

Whiskey Row needed intelligent hardware solutions and a control software customized for their fun and efficient restaurant, and Key Digital, the award winning manufacturer of professional AV and Control systems, has the equipment to showcase and boast their understanding of full-circle audio, video, and control integration.



## Case Study - Printers Alley



A KD-MC1000 complete with Compass Control® Pro, the first fully integrated control system built from the ground up to use iOS & Android devices to replace traditional control interfaces, was programmed to control the audio video components within the various zones in the restaurant. Using Compass Control® Pro, HAVPro was able to deliver a user-friendly control system that meets Whiskey Row's demands of configuration and design layout.

From the very first use the restaurant employees fell in love with the intuitive iPad GUI. Thanks to macros and Compass Control® Pro's limitless design options HAVPro was able to fashion the iPad to control all zones and televisions at once, or to control the various zones independently. At any point the staff can manage the audio and video in the main bar, dining room, patio, dance floor, game court, video wall, stage, and green room with a few simple button presses. Managers and staff in the restaurant are able to focus on the customers and not on managing the technology of the building.

Key Digital's Enterprise AV™ over IP system with PoE support made an otherwise challenging video matrixing system consisting of 16 video sources and 60 displays is made easy. Additionally, Enterprise AV meets the needs of any project size in the most cost-effective way possible.



Encoders and decoders are integrated to the system as needed, and multiple managed switches from Key Digital technology partner Linksys manage distribution of the broadcast signals.

Creating a system to accommodate 60 video displays in such a large space presented a unique installation challenge at this Whiskey Row location. Each of the network switches were in various locations in the building with the requirement that each be connected via single cat6 cable. Other HD over IP systems would not support such a demand, but Key Digital's KD-IP1080 system utilized low bandwidth compression technology that overcame the challenge via traditional copper instead of fiber wiring.

From the staff, first-time patrons, regular customers, or award-winning musicians that grace the stage at the abundant restaurant and venue, everyone at Whiskey Row is treated to the best-in-class audio, video, and control needs. Key Digital is proud to be the powerhouse supporting this ambitious and happening scene.

