



CASE STUDY

El Media & Key Digital® Bring Downtown Nashville to Times Square with Printers Alley

Printers Alley features live music, traditional southern dishes, and the latest AV technology for the best customer experience this side of the Mason-Dixon Line

Opening a much anticipated bar and restaurant in NYC is no small feat. Add in the high-traffic and even higher expectations that come with opening any business in Time’s Square and the already large feat turns into a situation requiring precision with flawless electronic hardware and control system performance.

Host Restaurants, owner & operator of Printers Alley and other iconic NYC dining destinations, required the highest quality and most reliable

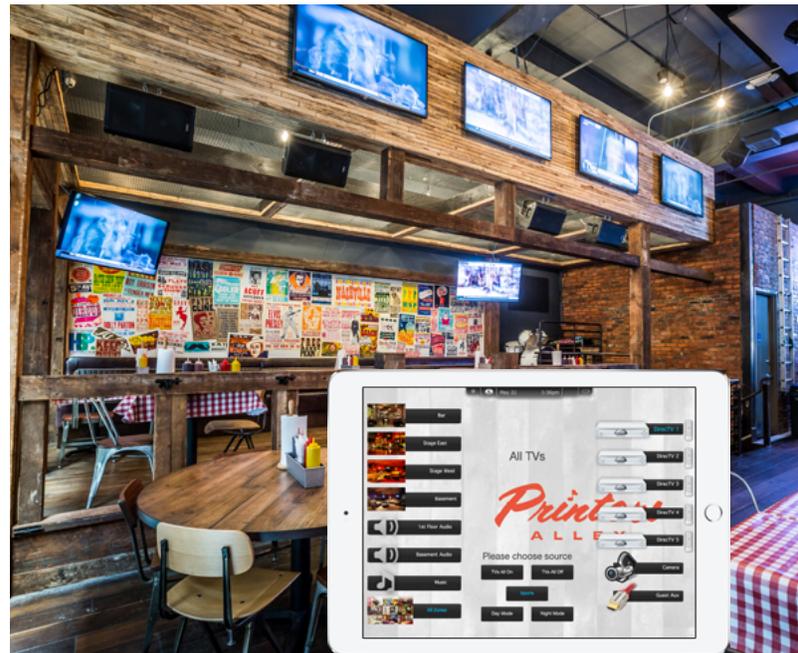
hardware for their AV system. They also required a control GUI built exactly to their specifications. When searching for industry leading hardware and software needs, the installers at El Media Group turned to Key Digital. Since 1999 Key Digital has lead the constantly evolving AV industry with a suite of the most flexible and functional hardware and software products. Compass Control Pro has elevated the company into a literal one-stop-shop for AV distribution and control needs.

The AV equipment blends seamlessly with décor inspired

by Nashville’s iconic Printers Alley. 17 displays are installed in two levels of bar and dining spaces. Each of the displays has full independent matrix selection of the sources playing sporting, news, signage, and more. Private and semi-private dining rooms share and view content on the central AV system, making Printers Alley the ideal venue for hosting events for NYC’s countless corporate and private organizations.

When asked their thoughts on the authenticity of Printers Alley, one guest commented, *“I have never been to Nashville but now I don’t know if I should even bother, because [Printer’s Alley] seems like it can fulfill that bucket list visit for me!”*

“Key Digital has become our go-to offering for our bar and restaurant customers. With Key Digital hardware and Compass Control, we give our client a reliable system with a custom-fit controller at the most cost-effective price possible”, said Ernie Lake of El Media Group. “In every bar and restaurant that I’ve install Compass Control, I have not yet run into any GUI design request that the software couldn’t accommodate.”



Case Study - Printers Alley



El Media's Compass Control Pro installation delivers a user-friendly GUI that makes controlling the distributed video and audio system easy. Bartenders, servers, and management pick up their iOS devices and enter a single page to control content on each screen or change the channels of the satellite boxes. Each audio zone is able to listen to a customized music channel from El Media's El Music Player. Volume is set for each zone through Compass Control Pro's IP driver for Symetrix audio DSP products. To maximize efficiency, the Compass Control Pro GUI for Printers Alley features an assortment of customized buttons that completely configure Printers Alley with a single press, automating a process that would otherwise take 20 minutes to complete.



Whether customers are popping in to the bar for a drink in a place with flair, sliding up to the table to enjoy the amazing traditional southern menu, or taking the elite route in the private party spaces, the only thing they're going to notice about the equipment and control system is that it works precisely and that the staff spends virtually no time controlling the displays - and that's exactly how it should be.