

It's Showtime

A look inside Crestron's newest Experience Center.

By Don Kreski

Crestron's newest demonstration showroom, called the Crestron Experience Center (CEC), opened with fanfare late last year in New Jersey—about 30 minutes northwest of LaGuardia Airport. One of 11 Crestron showrooms in the nation, the 8,000-square-foot space is the company's largest demo facility to date, and it's open to dealers, integrators, interior designers, architects and homeowners.

"We want to make all of our showrooms available for your use," says Crestron's Dave Silberstein, who's in charge of the Rockleigh, NJ, facility. Designed to replicate a comfortable, home-like environment for demonstrating Crestron's portfolio of products, the facility features five venues: It showcases home theater technologies in a proper home cinema, a full home-automation system, commercial audiovisual systems, as well as digital

signal-processing and distribution systems.

"Most people have never seen a well-designed theater or a home-automation system," Silberstein continues. "We want you to bring your clients here because once they see what a high-end system can do, they're going to want one for their own home."

The facility boasts a digital infrastructure that's wired with Crestron DigitalMedia cable and components. This set-up allows

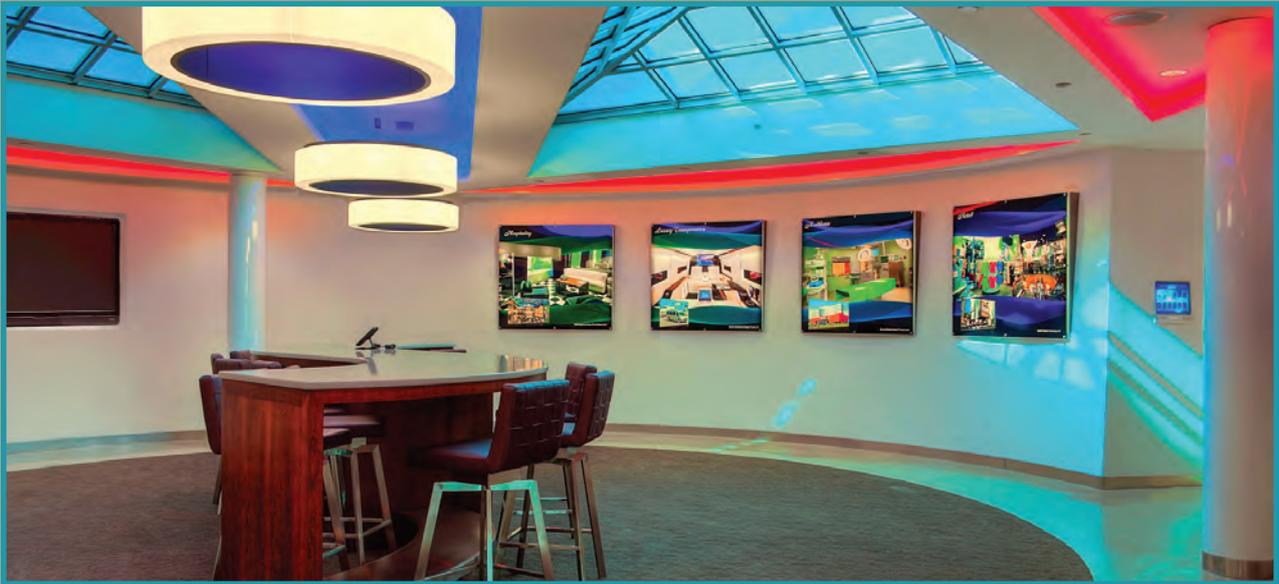
visitors to see, hear and experience the digital quality of Crestron's many products.

The CEC also has seven zones of distributed stereo audio, all of which can be accessed from any room. Other audiovisual sources include a Crestron iServer network audio server, and a Crestron DVPHD-PRO—a multi-window digital video processor that offers native touchpanel control and annotation of computer and video sources.

CRESTRON
Experience
Center

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THE GRAND SALON

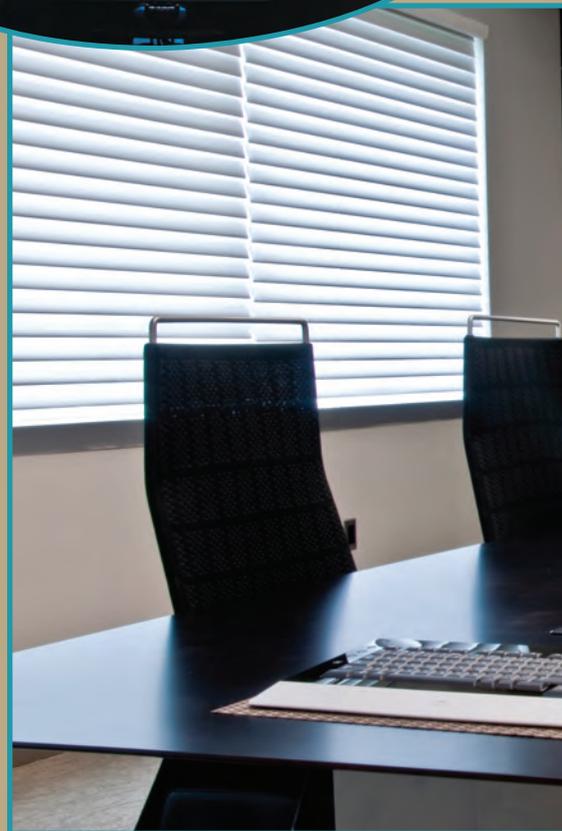
This bright, open space functions as a meeting room and a discussion area, and it's the kick-off point for facility tours. Designed to resemble a home kitchen or bar area, it's also the locale for Crestron's many special events and receptions. The space includes:

- a projection system with a Digital Projection HD projector and a 106-inch Stewart Filmscreen StarGlas screen;
- a 7.1 surround-sound system with in-ceiling speakers by Revel;
- a Crestron CEN-IDOCV-DSW in-wall iPod dock that's connected to a Crestron iServer audio sever in the equipment room;
- a Crestron handheld TPMC-3X WiFi touchpanel and a Crestron TPS-15L wall-mount touchpanel, which controls all systems in the Grand Salon;
- a Crestron TPS-17L wall-mount touchpanel, which serves as the facility's command center;
- Hubbell chandeliers, Philips Color Kinetics 3-color LED chase lights and Renaissance Lighting LED downlighting

INNOVATION DESIGN LAB

The space offers visitors a chance to test drive and evaluate more than 500 fully programmed and integrated Crestron products—from entertainment and presentation systems to touchpanels, remote controls, lighting and HVAC systems. The lab is valuable for customers who want to compare a touchpanel with a button controller, for example. Just about every Crestron control unit is on hand for customers to try out.

Media servers, switchers, amplifiers, processors and other systems are also on display. There's even an exhibit that outlines the differences between the various cabling options available for a home or commercial installation. Visitors at any knowledge level can expect to receive a thorough education in the art and science of home automation.



THEO KALOMIRAKIS DIGITAL HOME THEATER

Next on the CEC tour is the fully equipped demonstration theater. Crestron commissioned Theo Kalomirakis—who's known as the "father of home theater"—to design this special 456-square-foot cinema. The theater includes:

- a Crestron PROCISE PSPHD 7.3 surround-sound processor with a 400-watts-per-channel amplifier that drives seven wall-mounted Revel speakers and three subs;
- a Crestron ADMS Intermedia Delivery System with an ADC-200BR 200-disc Blu-ray changer, and 4TB of additional network storage;
- a Crestron DVPHD high-definition digital video processor (this equipment allows multiple sources to feed into the projector in independently scalable video windows);
- a Digital Projection TITAN Reference three-chip 1080p DLP projector, which is renowned for its vivid contrast and color depth;
- a 143-inch CineCurve CC135C screen by Stewart Filmscreen;
- RPG acoustical room treatments;
- Murano leather theater chairs by AcousticSmart with motorized mechanisms, heated massage, three-cushion back support and built-in dual cupholders;
- Renaissance Lighting's dimmable LED downlighting along the walls;
- a Crestron V15 V-Panel touchpanel display and a Crestron TPS-6X wireless touchpanel for source, drapery and lighting control

EXECUTIVE BOARDROOM

The next room on the tour is the executive boardroom, which features the ultimate in meeting room technology. The board room includes:

- a Crestron Green Light photocell daylight harvesting system, which controls the Hunter Douglas motorized shades and the lighting-system that includes dimmable LED downlights by Renaissance Lighting;



PRESENTATION SUITE

Just beyond the boardroom is a fully appointed meeting room/lecture room/classroom space, equipped with digital audiovisual presentation technology. The equipment includes:

- a Marshall podium with a Crestron V15 V-Panel touchpanel display, which allows the presenter to access all of the sources in the central equipment room (the DVPHD video processor enables a user to write or draw over a live computer screen or full-motion high-definition video image from the touchpanel);
- a wall-mounted Crestron MP-B20 button panel, which provides basic classroom control of PCs, Macs, projector and lighting;
- a Digital Projection d-vision 30-1080p projector and a 123-inch Luxus Deluxe screen by Stewart Filmscreen (with quicksnap grayhawk RS G3 Microperf fabric);
- a dedicated PROCISE PSPHD 7.3 surround-sound processor used for 7.1 surround sound and microphone support



- a 50-inch Pioneer Elite flat-panel display;
- a Crestron C2N-FT-TPS4 flip-top touchpanel control center mounted within the conference table;
- a Crestron under-table DM-TX-200 transmitter that accommodates laptops requiring a VGA or Display-Port multimode connectivity;
- a PROCISE PSPHD 7.3 surround-sound processor used for 7.1 sur-

- round sound (the system can also accommodate 7.3 surround sound);
- seven in-ceiling loudspeakers and two JBL Control 40CS/T in-ceiling subwoofers;
- a Crestron ADMS Intermedia Delivery System;
- an ADC-200BR 200-disc Blu-ray changer;
- a multi-window Crestron DVPHD-PRO digital video processor with on-screen annotation



RESOURCES

Appointments: *Crestron Experience Center of Rockleigh, NJ (800.237.2041, ext. 10316; crestron.com/features/experience_center)*

Interior Designer: *Andres Escobar & Associates of New York, NY (212.219.9810, escobardesign.com)*

Theater Designer: *Theo Kalomirakis Theaters of New York (tktheaters.com, 877.TKTHEATERS)* ●