

SAVVY

audiovisual technology at work in the design/build world
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Hilton

HILTON ANAHEIM

Making a grand entrance into upscale AV

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Getting the Green Light with Crestron

Biamp Takes A Sound Approach to the
Future of Audio



Enhanced sound, lighting and presentation capabilities add to the impressive ambience of the Hilton's twin ballrooms, which combine for 57,000 square feet of meeting space.

WHERE UPSCALE AV AND SOPHISTICATED HOSPITALITY MEET

The Hilton Anaheim Offers
A Host of Possibilities
to Guests and Meeting
Planners Alike

Situated near the Anaheim Convention Center and Disneyland, the landmark Hilton Anaheim is Orange County's largest hotel. A world-class reinvention would be key to revitalizing hosting capabilities, and capitalizing on its attraction as a prime locale. Owners Makar Properties, LLC sought to present the Hilton as the ultimate hospitality destination, one in which guests could enjoy a more productive, relaxing experience, blended with impressive ambience and sophisticated technology.

In late 2007, Makar Properties officially commenced their \$60 million renovation effort. The newly-designed, \$1.2 million AV system now offers more robust, versatile solutions to meeting planners and guests. Our AV solutions now fully enhance the 14-story hotel. Upgraded AV features have been added to the Hilton's twin 28,542 square feet ballrooms, three outdoor garden decks and 51 individual meeting rooms, which may be used for groups ranging anywhere from 10 to 3,000 people.

FINDING YOUR WAY WITH EASE

With new digital signage and "way finding" features, guests can quickly and easily find the

location of their next meeting or event. "Our digital signage solution for the meeting and ballrooms includes 20- 15" displays outside of each entrance, and at various locations on the second floor," notes Account Manager John Sublett.

"Content on the individual monitors may include the meeting or company name, a promotional video and/or advertisement created in software provided with the system. This system has been approved to interoperate with the Hilton Delphi system so that updates are automatic based upon Delphi data," he adds.

"We sought to update the look, sound and feel of our technology systems to exceed client expectations," says Julie Carter, director of Events for the Hilton Anaheim. "This has become one of our most popular features," she adds. The "way finding" requirement for this property includes eleven sites, with 22-40" LCD monitors in portrait mode dispersed throughout. The displays provide a list of the meetings in each particular wing or corridor. This configuration effectively allows the Hilton Anaheim to determine when, where and how content is to be displayed.



From ballrooms to guest services, meeting rooms and more, the Hilton Anaheim offers a seamless blend of sophisticated interiors, matched by superior and accommodating AV technology.



Additionally, Samsung's 40" LCD displays are structurally mounted at designated locations within the meeting planner areas. At the registration/meeting planner desk, a computer and video input plate allow the display of information from laptop and video devices. When not in use, these monitors can display advertising or Hilton Anaheim provided content.

"We use the feature to display the company names and logos of our future clients for their site visits," notes Carter. "This is a nice personal touch. We are able to successfully promote this feature to the groups in house -- our planners like the flexibility offered when it comes to posting event information. The technology provides a much more modern look than the traditional displays of foam core signage."

A GRAND ENTRANCE

Located on the second floor of the hotel, the twin Pacific and California ballrooms offer event planners a host of possibilities. Completed as part of the first phase of the renovations, both rooms have been upgraded with new wall coverings,

carpeting, and lighting and sound equipment. Combined, the ballrooms provide approximately 60,000 square feet of presentation space.

The requirement for the two ballrooms consisted of an audio and video system capable of supporting a multitude of environments. Each ballroom is capable of dividing into four individual rooms; five combinable rooms or into one large room. Each ballroom's audiovisual infrastructure includes the ability to support typical presentations, as well as large show services.

As part of the immense audio installation for this project, both ballroom upgrades include Atlas flush-mounted ceiling speakers zoned into six configurations, allowing the Hilton Anaheim to combine/divide the room audio system with the touch of a button. House audio for background music, and individual

microphone inputs reside on the input plates and allow for speech reinforcement.

"At various strategic locations, a connectivity plate routes to the AV fiber backbone and fiber switches," says Sublett. "This dedicated AV fiber network allows the routing of 'show service' audio and video throughout the ballroom to any

"The 'way finding' requirement for this location includes eleven sites, with 40" LCD monitors in portrait mode dispersed throughout."

of the other connectivity input/output plates and/or to the pre-function areas." This fiber connectivity allows cables to always be hot, and does not require manual patching from one location to another. "Additionally, the new configuration minimizes the tripping hazards



that hotel staff and end users have to currently work around,” Sublett adds.

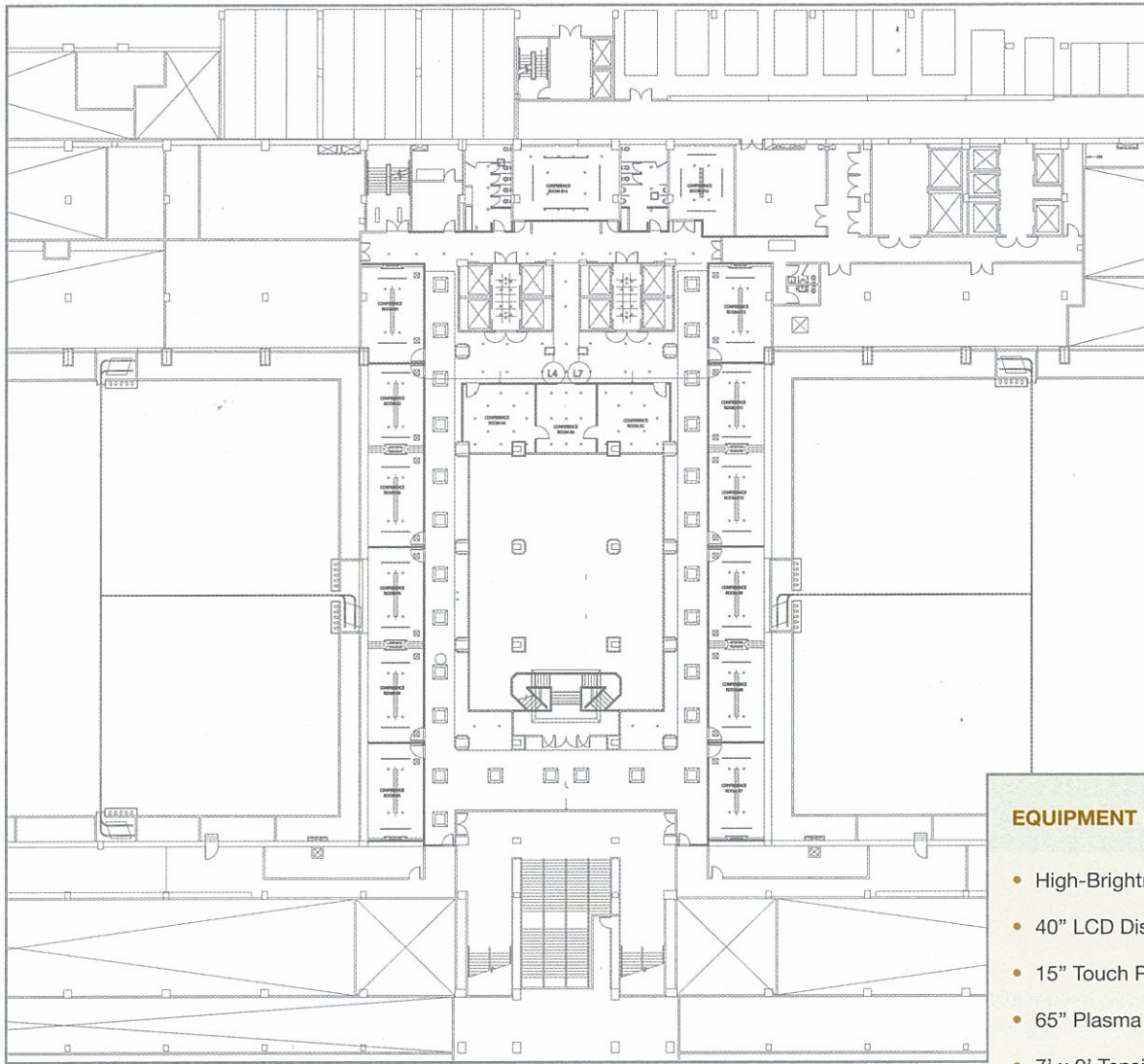
Each ballroom contains AMX control panels for the easy manageability of the audio volume, fixed lighting and input selection for that individual space and/or when in combined mode. The “control room” section of this space also features remote management capability. Each of the 10 control panels have been password protected so that only authorized end users/staff are able to make changes to the room environment. As with the other control panels installed throughout the Hilton, this system offers remote management capabilities.

EVENT PLANNING JUST GOT A LITTLE EASIER

Upgrades to the Hilton’s 51 meeting areas would take place during the second phase of renovations. As with the ballrooms, each meeting room contains touch panels that allow for volume control of the audio system in the room. This touch panel is connected to a shared master control system, allowing for remote management by the Hilton Anaheim.



Our digital signage solution includes 20 – 15” displays. Content on the individual monitors may include the meeting or company name, a promotional video and/or advertisement.



THIRD FLOOR PLAN

Upgraded AV features have been added to the Hilton's twin 28,542 square foot ballrooms, three outdoor garden decks and 51 individual meeting rooms.

Several of the Hilton's meeting spaces are combinable, allowing for the presentation of one larger room. To accommodate these flexible requirements, each room has a "zoned" audio system that allows the rooms to operate independently when separated, and as one when combined.

THE TOTAL PACKAGE

"Prior to AVI-SPL upgrading this facility, large bundles of cabling/wiring running across the floor were needed to connect point A to point B. A flexible fiber optic audio, video and data system was designed to allow for high bandwidth to easily be connected," notes Sublett. AVI-SPL upgraded the house audio system throughout the second, third and fourth floors to allow for multiple sources and multiple zones.

Ceiling speaker and new cabling now replace the existing ceiling speakers throughout the second, third, and fourth floor. Additionally, the garden deck audio systems feature a total of 24 OWI rock speakers dispersed throughout designated locations, as well as four OWI landscape garden speakers. All audio systems are tied into a single zoned amp and used for background music. Two microphone input plates allow microphones to be connected to the system for speech reinforcement.

The lighting system, audio routing, source selection and audio zoning are all managed via wired and wireless routing to the AMX control system. This set up allows the hotel staff to easily maintain multiple points of management over the newly-installed AV technology. ■

EQUIPMENT LIST

- High-Brightness Multimedia Projectors
- 40" LCD Displays
- 15" Touch Panels
- 65" Plasma Displays
- 7' x 9' Tensioned Projection Screens
- 6' x 8' Recessed Projection Screens
- Motorized Pop Ups
- Lighting Controllers
- Wireless Microphones
- Ceiling Mounted Speakers
- Videoconferencing Codec
- Digital Signage Server
- Content Players

PROJECT FACTS

Project Name:
Hilton Hotel Anaheim

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