

Bloomin' Brands Restaurant Meeting Spaces



CHALLENGE:

Flemings - a new dining concept created by Bloomin' Brands - sought to create a unique dining and meeting experience that fulfilled a diverse set of client requirements in its restaurants.

They needed an AV system that could be implemented companywide with the goal of standardization and remote supportability to support large private meetings and large buy outs.



SOLUTION:

The first step when working with a high-end meeting and dining space is to examine the requirements necessary to accommodate the target clientele. Knowing the space would be used for both large- and small-scale meetings allowed us to determine the appropriate equipment so as to not overbuild the distributed AV system.

We knew we would need to include speakers capable of outputting a comfortable decibel level, following gain structure best practices to properly set input and output levels on all microphones and sources. All levels were set up to be metered to prevent any volume issues.

The space was also set up to be an independent and combined meeting space solution. The complexity of this room required outside-the-box thinking to accommodate for private areas as well.

The finished project enabled them to use one large space, three individual spaces, or whatever configuration was needed all separated by partitions. This was set up to make sure they would not lose any functionality or quality regardless of configuration they chose.



SYSTEM:

EQUIPMENT USED IN THE INSTALLATION INCLUDED:

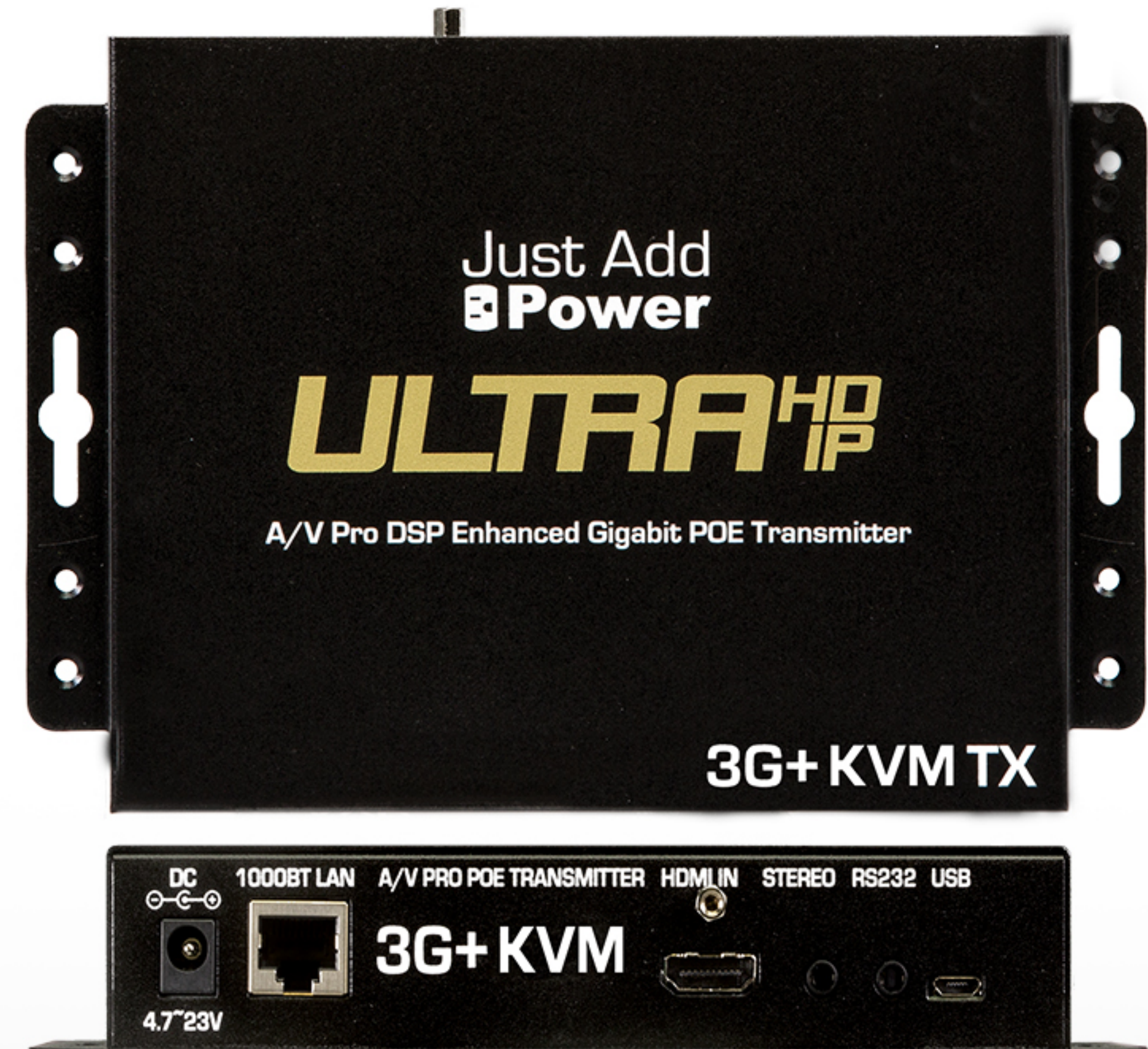
Cisco Room Kit: used to implement video end points and added the necessary peripherals to create a seamless experience for the operators.

QSC S-SYS audio environment: used to handle the digital signal processing and throughput from the amplification to the various speaker types in the private rooms.

Shure wireless micro flex system: used to allow the use of wireless microphones for both voice lift and microphone reinforcement to the codec when using room combine.

Just Add Power video distribution system, AV over IP: used to handle the video signal flow from the Cisco codec, DirecTV boxes and laptop input plates to the commercial grade monitors. This was also used as the content ingest of the Cisco codec itself.

4 series Crestron control processor: used to tie in all the automation aspects in a compact and easy to use GUI. This was also used to reduce complexity to the operator and is fed through a Cisco Touch 10 touch panel.





THE IMPACT:

The management team gained the ability to quickly combine and uncombine rooms with a single touch of a button for their high-end private meetings.

They also gained the ability to fully control the room settings with minimal effort – saving them time and hassle.

The seamless experience for operators was so well received that we have since done 15 other similar projects for the client, with more in the pipeline across the country.

METRICS:



60%

increase in efficiency and
ease-of-use



35%

Increase in revenue from
private meetings.

