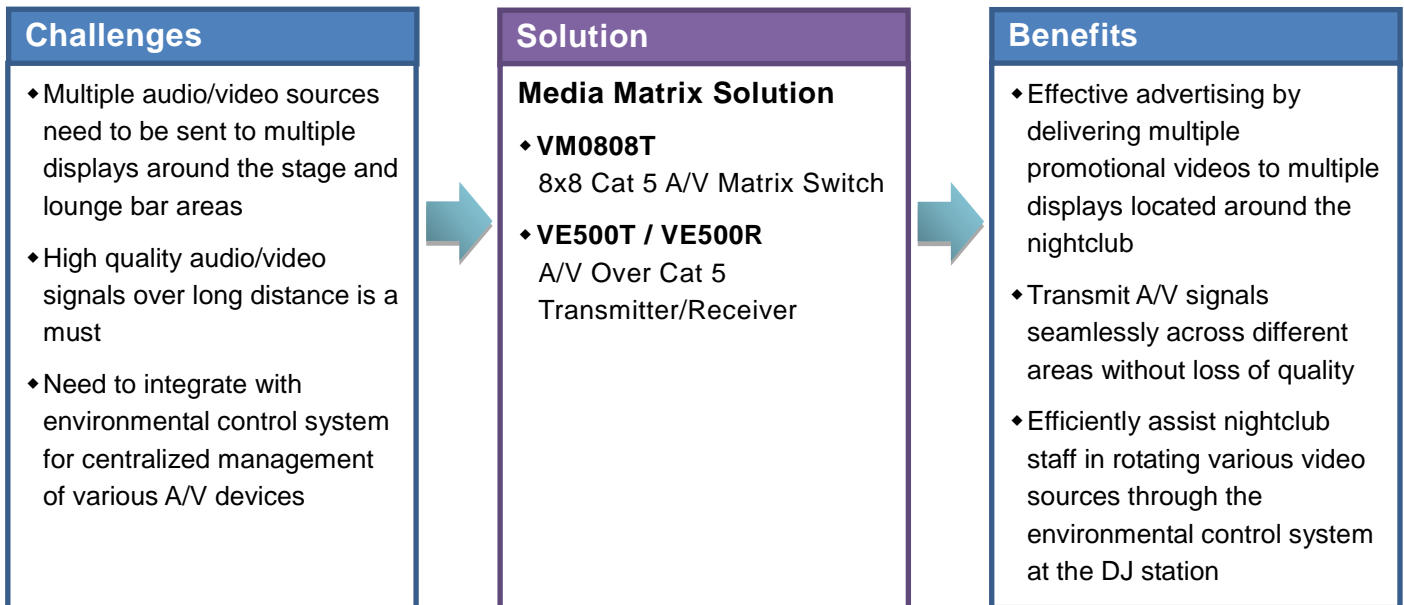


Boosting Multimedia Entertainment and Audiovisual Effects with ATEN Media Matrix Solution



Customer: Myst

Myst is a popular nightclub in Taiwan, located in Taipei's Xinyi district, with an unobstructed al fresco view of Taipei 101. The club has a first-class entertainment management system and provides customers with the best audiovisual effects. Myst represents a new landmark development in the Taiwanese entertainment and hospitality industry.



Challenges

Multiple displays are installed in Myst's seating area around the main stage and adjacent lounge bar for screening club promotional messages, commercial advertisements and music videos, which enhance the club's audiovisual effects and interior decoration. Due to the sheer number of source devices and servers, Myst placed all of the equipment in a server room for ease of maintenance. To simplify equipment operation, Myst also deployed an environmental control system to centrally control the switching and playing of all source devices. What Myst required is a solution that would deliver the A/V signals from the server room to the displays in the main stage seating area and lounge bar. Such a solution also has to be easy-to-integrate into its existing environmental control system.

Solution

ATEN Media Matrix Solution delivers multiple A/V signals over long distances to multiple displays in different areas, and is easily integrated with the environmental control system for conveniently switching between different content sources



VM0808T
8x8 Cat 5 A/V Matrix Switch



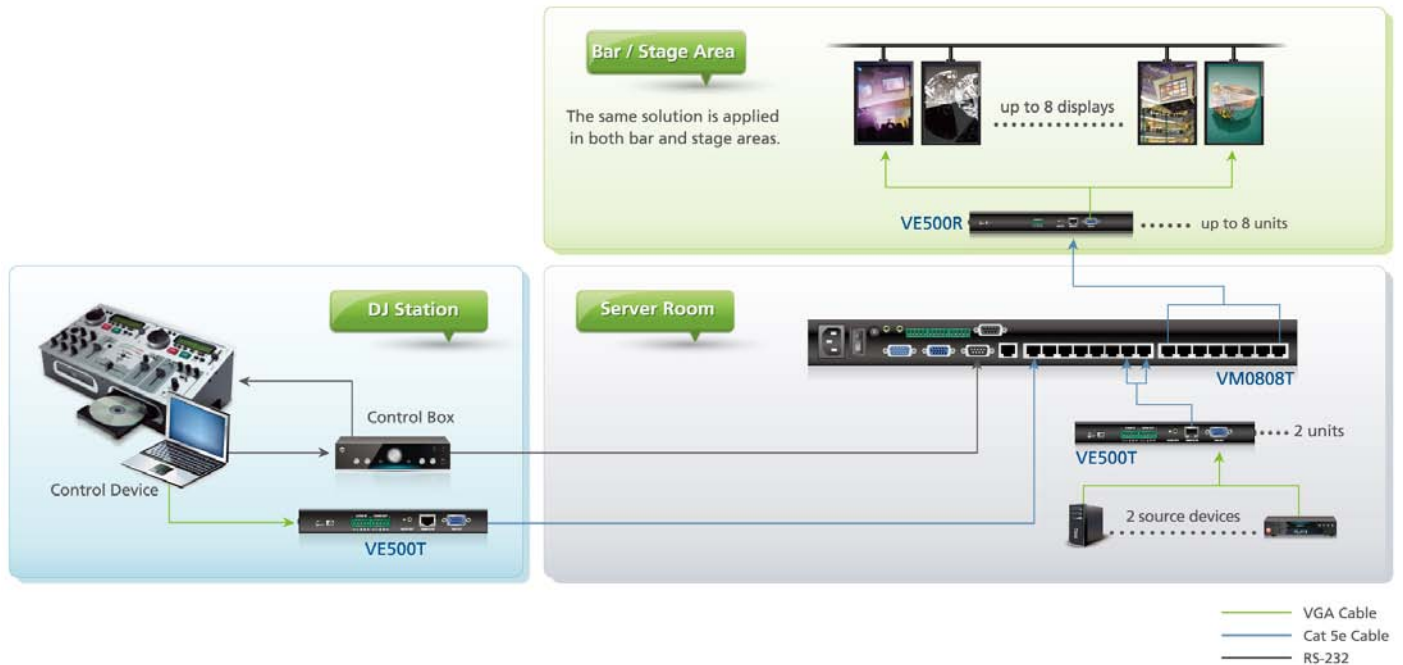
VE500T
A/V Over Cat 5 Transmitter



VE500R
A/V Over Cat 5 Receiver

ATEN Media Matrix Solution supports 8 input and 8 output signals. Using Cat 5e cabling, various signals can be delivered to multiple displays over distances of up to 300m. The solution also supports RS-232 serial connection

allowing it to be integrated with other systems, such as high-end environmental control systems. The VM808T supports a number of switching methods: apart from being integrated with environmental control systems over a RS-232 connection, the front panel pushbuttons and web GUI can also be used to easily control all connected equipment.



Benefits



Easily transmit multiple audio/video sources over long distances to multiple displays in different areas

Myst utilizes ATEN Media Matrix Solution to transmit multiple A/V signals to multiple displays in the stage and lounge bar areas. The multimedia content can be switched at any time to achieve a wide variety of video effects. The use of the VE500T and VE500R maintains video quality over long distances. Even though the signals travel more than 50m from the server room to both stage and lounge areas, transmission quality remains unaffected.

High compatibility and integration with environmental control system gives DJ full control of live media playback

In addition to being able to play standard commercial advertisements through ATEN's Media Matrix Solution, Myst has also set up a DJ station in the stage area to create rich audio, video and lighting effects. To simplify the control of various systems, Myst integrated ATEN's solution, an environmental control system and a DJ station. The DJ can now control all of the club's multimedia equipment and monitor the audio/video playback through the environmental control system from the DJ station. Myst said that ATEN's Media Matrix Solution is easy-to-install and highly compatible, allowing it to be easily integrated with other systems. With long distance transmission and real-time switching between videos, it meets the club's multimedia switching requirements. The fast and comprehensive after-sales service from ATEN meant users can have complete faith in the equipment as well.

