

Case Study

Weaving Art, Life & HDBaseT



End Customer: Elma Arts Complex Luxury Hotel
Vertical: Cultural & Event Centers



About the End Customer

The Elma Arts Complex Luxury Hotel was originally the Mivtachim Sanatorium, built in 1968 in Zichron Ya'akov, Israel, and designed by renowned architect Yaakov Rechter. In 2005, the building was acquired by arts patron Lily Epstein and renovated into a world-class center for the arts and boutique hotel.

The Challenge

The iconic building won the 1973 Israel Prize for Architecture for its innovative design and smooth integration with the surrounding environment. Once redesigned as a center for the arts, the challenge was to provide top-of-the-line AV installations without interfering with the building's architecture and displayed art. The 7,750 sq.m. (83,420 sq.ft) facility now boasts concert halls, amphitheatres, art galleries, bars and restaurants, in addition to guest rooms.

The Elma Arts Complex Luxury Hotel contracted with Barkai Ltd., AV system integrators and Crestron's representatives in Israel, to address the AV needs in three main facilities within the complex: a concert hall, a performance venue (known as the "Cube"), and a main meeting room. In addition to attending to each facility's specific requirements, Barkai needed to make sure that all were interconnected and able to transmit content from any room to any room. Barkai joined forces with Artec/Arup Consultants Inc., the global leader in the design and planning of innovative performing arts facilities, to provide the best results in terms of AV installation.

The Solution

Utilizing Crestron's Cat7a Ultra cable and fiber for the installation, Barkai installed Crestron DigitalMedia HDBaseT 32x32 switcher in the main concert hall, a Crestron DigitalMedia HDBaseT 8x8 switcher in the Cube, and Crestron DMPS300 HDBaseT Presentation System in the meeting room. Crestron's HDBaseT transmitters and receivers were also deployed.

The whole system is controlled and managed through Crestron's software, for ease-of-use. Content sources are placed out-of-sight so as not to interfere with the art and performances in the spaces. In addition, content being recorded or projected in any of these rooms can be distributed to any or all rooms, with no degradation in performance, as the switchers in each room are connected to each other.



Results

HDBaseT's ability to distribute content over long distances allows the integration of AV into the Art Complex without extra cables or equipment interfering with the overall elegance of the place. In addition, it provides the flexibility necessary to transmit, record and distribute content in any of the rooms as necessary, with the ease of use provided by the system.

About HDBaseT

HDBaseT, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6a cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.