

HDBaseT for a No-Hangover Installation

End Customer: Sedibeng Breweries

Vertical: Hospitality & Retail

About the End Customer

Sedibeng Breweries is located South of Johannesburg, and it brews and bottles a range of premium beers for the local market, including Amstel, Heineken and Windhoek Lager. The brewery is a joint venture between Heineken, Diageo and Namibia Breweries (Pty) Ltd., a leading South African distributor of premium alcohol beverages. The brewery consists of 21 production plants over an 83 hectares site.

The Challenge

Besides investing heavily in state-of-the-art production equipment, the brewery realized the importance of efficient administration systems, including the need for an advanced, distributed high-definition audio/video system. Management required a tried and true, easy-to-use control system to manage all digital AV operations.



About HDBaseT

HDBaseT technology, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6 cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.

The system would enable high-definition audio & video signals to be distributed to seven different zones, and ultimately streamline multimedia functions in all boardrooms.

The Solution

HFX Systems, a local system integrator, planned and designed the digital infrastructure. In each of the seven zones – reception area, three 8-seat conference rooms, two 12-seat boardrooms, and a large entertainment area for employees and visitors, HFX Systems installed a Crestron DigitalMedia Room Controller, connected to the core of the system – the HDBaseT-enabled DigitalMedia 8x8 Switcher – through Cat5 cable and multimode fiber. Each zone is connected to the relevant sources, which can be controlled through either Crestron’s button keypads or touchpanels.

Results

Sedibeng’s new HDBaseT-enabled DigitalMedia system is free of the problems that plagued traditional AV systems, such as switching delays and incompatible formats. Sources and displays are connected seamlessly over regular Cat5 cable or fiber, allowing for a range of analog and digital signal types. The brewery offers an unprecedented multimedia experience to visitors, employees and management, with ease of operation and headache-free configuration. Crestron’s HDBaseT-enabled DigitalMedia system also means the system is future-proofed for expansions and/or the additions of new sources or displays.