

ENTERTAINMENT

Case Study: Event Control

Event space installs Elan control system.

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When a fire swept through the downtown area of Walnut Ridge, Ark., in 1915, only one building survived but it remained vacant for nearly a century—until September 2014 when local business owner Fran Cavanaugh purchased and transformed it into just what the town needed: The Studio, a premiere space for residents and businesses to host private events. As the only communal event space in Walnut Ridge, The Studio needed an AV system that was both efficient and easy-to-use. Ryan Heringer at Sound Concepts suggested an Elan control system.

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PRODUCT AT WORK

Elan g!



Elan g! is a versatile controller and OSD extender that features integration of up to 16 zones of security; two door locks; media that that can control one AVR, 32 displays, and an unlimited number of ELAN zones; as well as controls for lighting (24 devices and up to 24 custom g! keypads), climate (three stats), video (three IP cameras), and irrigation (16 groups and 256 zones).

www.elanhomesystems.com

“Fran Cavanaugh came to us with a single-floor 7,100-square-foot space and the dream of turning downtown Walnut Ridge into a lively hub for local parties and events,” Heringer says. “We knew that we had to unify this massive space with technology that’s conducive to orchestrating a successful event. That’s why we chose Elan to serve as the central backbone so that one large room turned into a cohesive entertainment venue for any type of

event.”

Heringer worked with Cavanaugh to conceptualize and install a complete AV system that provides

renters with the crucial elements of any event, including AV components. “We host all different types of events, from wedding receptions to class reunions to local business meetings,” Cavanaugh says. “We needed the technology to be versatile to cover a wide range of uses depending on the renter.”

Heringer installed six 70in. 1080p Hz Sharp LED TVs, an Apple TV, and a Samsung BD-H6500 smart Blu-ray player so renters can stream content onto multiple screens. For audio, he installed 10 different speakers, two of which are outdoors. “With the new audio system controlled by ELAN, hiring a third-party music provider isn’t necessary,” Cavanaugh says. “We can simply link up our company’s Spotify account and let them control what music plays from which speaker.”

The Studio’s management staff controls the system from a mounted Apple iPad and an Elan remote; Cavanaugh can use the Elan g! app on her smartphone to troubleshoot any issues remotely.

The two outdoor speakers are used to create a new ambiance in downtown Walnut Ridge with a free soundtrack. “As part of a revival of downtown Walnut Ridge, we like to supply music for people walking by,” Cavanaugh says. “During the Christmas season, we flood the streets with familiar tunes to enhance the experience for tourists and local residents alike. We love that we’re helping set the tone for downtown Walnut Ridge.”

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