



NOR-COM

Gets Reds' Home Ready for All-Star Closeup

The Handlebar Restaurant premium club is among many enhancements to the Great American Ballpark in anticipation of this year's Midsummer Classic.

By D. Craig MacCormack



BEST BAR & RESTAURANT: THE HANDLEBAR CLUB

3 INTEGRATOR TAKEAWAYS:

1. When you're working with professional sports teams or other large clients, they're going to eventually need something else new and exciting.
2. Suggest new ideas to gauge clients' interest.
3. Install like the whole world is watching.

3 END USER TAKEAWAYS:

1. Find a partner you can trust.
2. Talk to the integrator about potential next phases and new projects as the latest one is wrapping up.
3. Embrace the free publicity.

The attention of the baseball world will be focused on Cincinnati's Great American Ballpark in mid-July when the 2015 All-Star Game comes to town, preceded by popular events like the Home Run Derby, Futures Game and celebrity game.

That means the work of Nor-Com Inc. from the past three baseball offseasons will be on full display for all to see. The crown jewel of that work is the Handlebar Restaurant premium club, where Nor-Com installed a 3 x 6, 8196 x 2304-pixel resolution video wall with 55-inch Sharp displays, covering the entire backdrop of the bar.

The wall allows for almost unlimited selections of source or content, including cable, broadcast, scoreboard feeds, instant replay, bullpen camera, pitch speed and Kiss Cam.

The Handlebar Club is a tip of the cap to the period when many players were decked out in fashionable mustaches resembling those of a handlebar. The handlebar logo is featured on many pieces of Reds memorabilia.

Nor-Com also wrapped two columns on three sides inside the Handlebar with LG 55-inch 5760 x 5400-pixel resolution displays, which are used for broadcasting MLB TV, digital signage, special

effects, scoreboard feeds, bullpen camera, gameday announcements and events.

There are LED neon event lights throughout restaurant, which can change to any color and add effects, controlled by Crestron and iPads, says Nor-Com sales engineer Barb Hollman. BYOD support allows visitors to show content from their phones or laptops.

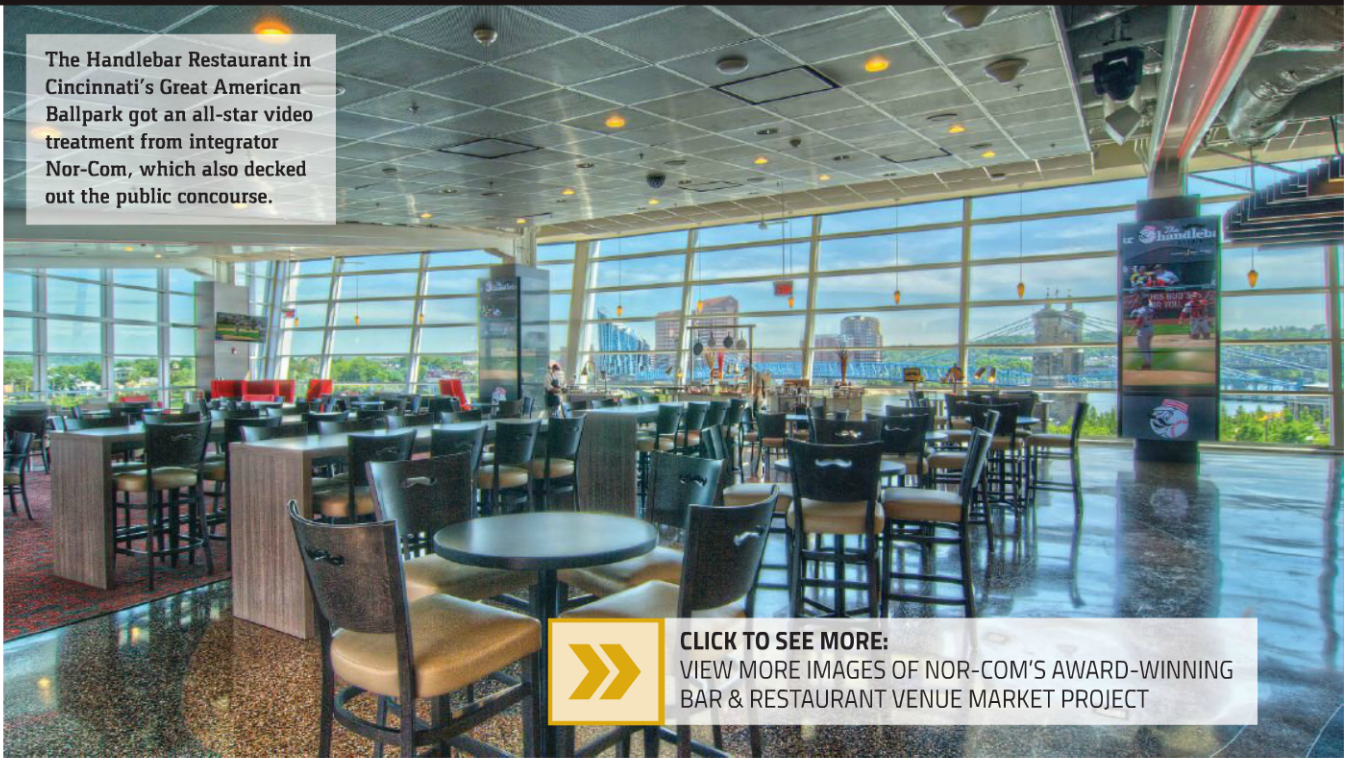
In addition to the Handlebar Restaurant, Nor-Com also installed a 4 x 5 social media wall with 50-inch Sharp

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LCD displays in the public concourse, near the café tables and charging stations. In this area, dubbed the Connect Zone, fans can see and post promotions, tweets, Instagram photos and sponsor announcements.

Nor-Com, the club's primary technology

The Handlebar Restaurant in Cincinnati's Great American Ballpark got an all-star video treatment from integrator Nor-Com, which also decked out the public concourse.



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BAR & RESTAURANT VENUE MARKET PROJECT

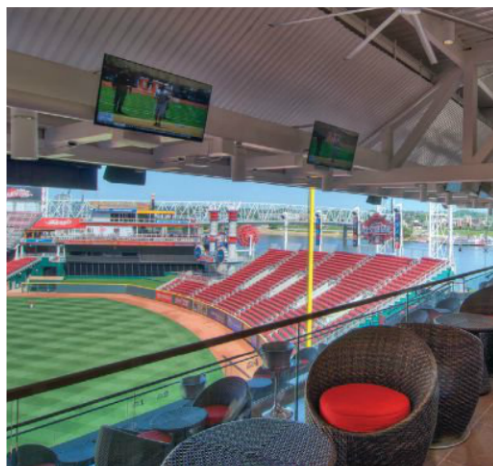
designer and integrator, collaborated with other design professionals to incorporate trending technology throughout the stadium. That includes work on restaurants, eateries, and themed venues including Bowtie Bar, Reds Brewery District, Champions Club and luxury suites.

The Reds Hall of Fame and Museum, which is the largest in all of baseball, underwent its third technology reinvention since its initial completion by Nor-Com in 2004. 



EQUIPMENT HIGHLIGHTS

- Displays: Sharp and LG
- Display Mounts: Peerless
- Audio: JBL and QSC



In addition to the Handlebar Restaurant, Nor-Com also installed a 4 x 5 social media wall with 50-inch Sharp LCD displays in the public concourse, near the café tables and charging stations.