

## Case study

### **Walkabout Attracts New Clientele Following Interior Refresh**

*Wow factor video walls perfectly aligned using Peerless-AV mounts*



#### **The challenge – from outback to cosmopolitan**

Australian-theme bar chain Walkabout has always been known for its Down Under charm; appealing to students, party goers and sports fans alike. In spring 2014, owners of the Walkabout brand iNTERTAIn Ltd. commenced roll out of a new cosmopolitan design refresh across 11 of its 24 venues in the UK, including Newquay, Sheffield, Swansea, Solihull, Lichfield, Bristol, Lincoln, Liverpool, Blackpool, Birmingham and Manchester.

iNTERTAIn's vision for the refurbished venues was to create a unique indoor-outdoor space based on the new vision of Australia comprising sleek finishes and modernistic, reclaimed elements. Less focused on the evening party trade and more female-friendly, the bars have an emphasis on food, coffee and lounging to create a welcoming atmosphere and engaging brand experience. An integral part of the project was the lighting and audio visual integration, delivered by AV specialists Sound Power LTD.

#### **The solution**

Newcastle-based Sound Power has 20 years' experience in supplying sound and lighting to many of the UK's biggest bars, pubs, clubs, restaurants and hotels, and is also a leading supplier of AV design, installation and commissioning, and support services. For Walkabout, Sound Power was hired to bring iNTERTAIn's vision to life with the latest 'feel good' AV technology.

"AV spend in UK pubs and bars may not compare to the big corporates but the level of creativity and desire to utilise the latest innovative technologies makes it an inspiring and rewarding market to be in," said David Ridout, Director at Sound Power LTD. "We had an exciting brief for the Walkabout project and we were able to deliver a lighting and AV solution that meets the needs of the brand and its customers, on a limited budget."

Replacing the old style of lighting, which was controlled by a dimmer pack, Sound Power installed a specialist, PC-controlled lighting system to recreate the natural light outside. So in the day, customers relaxing in the new seating booths see daylight from the faux sky above them and at night stars appear above their heads. Neon lighting fixates attention on the bar area, but by far the most

impressive feature is the 5x2 'wow factor' video wall at the rear of the bar. Highly visible as customers enter the venue and captivating with its stunning Australian lifestyle imagery, the video wall is the centre of attention.

### **Peerless-AV - the Installer's choice**

For supply of the screens and mounts, Sound Power called on AV distributors Owl Visual who specified Samsung DB48 and DB40 (48" and 40") Slim Direct-Lit LED Displays and DS-VW765-LAND Full-service Video Wall Mounts from Peerless-AV. The Samsung displays addressed all the performance requirements in terms of full HD resolution, brightness, versatile connectivity and sleek design, at an affordable price. When it came to the mounting solution, both companies agreed on Peerless-AV without hesitation.

Carol Jarman, Account Manager at Owl Visual, commented, "We've worked with Sound Power for a long time and know how they work. David Ridout paints the picture and we make it happen. We're also a long-term distributor of Peerless-AV products and always recommend their full-service video wall mounts. Installers know not to scrimp on mounts and they know they can rely on Peerless-AV for ease of installation to ensure a successful end result."

The DS-VW765-LAND Full-Service Video Wall Mount is easy to configure, quick to install and simple to maintain. Installers can create any configuration imaginable, leaving the tedious calculations to the custom wall plate spacers. Innovative timesaving features include no-tools-required 8 points micro-adjustments and easy access to any display for quick serviceability. The mount supports displays ranging from 40" to 65" in size with a maximum load of 57kg (125lb).

"Peerless-AV's video wall mounts have 100% lived up to expectations, said David Ridout. "Using their custom spacers and intuitive adjustments saved us precious time on site, no messing around, and if we need to service or swap out a display, the pull out action makes life so much easier. We can be in and out of the venue without any disruption."

The Walkabout video walls have been a great success, giving the chain a differentiating factor, new lease of life and contemporary edge that is driving more footfall and helping to increase revenue.

Roll out was completed in August 2015 with a view to implementing a phase two later in the year.

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[www.samsung.com](http://www.samsung.com)

[www.soundpower.co.uk](http://www.soundpower.co.uk)

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