



## INTRODUCTION: SOUND & VISION ARE ESSENTIAL

In a modern sports bar, crystal-clear visuals and immersive audio aren't just features - they're the foundation of the experience. When the newest venue in Newcastle set out to create a vibrant, high-tech environment, their brief was clear:

- 4K resolution screens
- Unobstructed lines of sight
- Powerful, zone-based audio
- A system that's easy for staff to use

Thankfully, Universal AV Services was right on their doorstep - ready to guide them through every stage of the process and provide ongoing support after installation.

### VISUALLY STRIKING SETUP WITH SONY 4K HDR SCREENS

To achieve exceptional visual clarity and performance, Universal AV installed 32 Sony 4K HDR displays - comprising 20 x 65" and 12 x 75" models - across the venue. These screens were chosen for their superior brightness, resolution, and reliability, critical in a high-traffic, commercial environment with varying light conditions.

The screens were mounted using custom-designed brackets, providing a clean, minimalistic look that seamlessly integrates with the bar's interior design. This ensures both a visually striking setup and practical functionality - every screen is positioned for maximum visibility, providing customers with a perfect view, regardless of where they are seated.

## SERVICES PROVIDED





### EFFORTLESS VIDEO CONTROL WITH BLUSTREAM IP50

Managing content across 32 screens might sound overwhelming—but not with Blustream's IP50 system. Universal AV simplified operations by providing an intuitive drag-and-drop interface that staff can access from tablets, smartphones, or desktop devices.

With just a few taps, the team can:

- Route any video source to any screen (or group of screens)
- Switch between live sports, music, or custom content
- Tailor the viewing experience to different zones or events

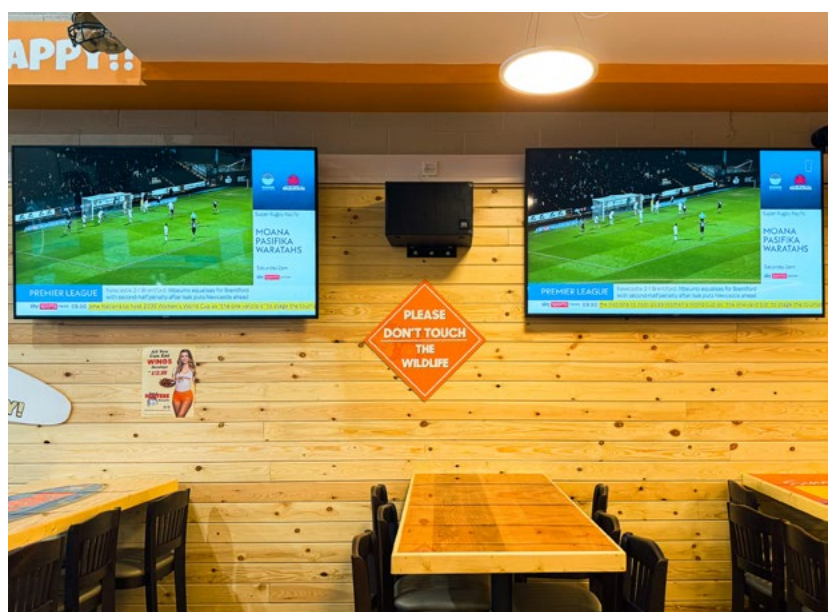
This level of control ensures a dynamic and engaging experience for every customer, tailored to the atmosphere of the moment.

### IMMERSIVE MULTI-ZONE AUDIO WITH OPTIMAL CONTROL

To match the stunning visuals, Universal AV installed a multi-room audio system using Optimal Audio speakers, subwoofers, and amplifiers. The audio setup delivers powerful, clear sound across the entire venue, with the ability to fine-tune volume and source independently in each area. At the core is the Zone8P amplifier, which enables:

- Zone-specific audio control
- Integration with sources like Sky TV and Spotify
- Easy microphone use for announcements, whether localized or venue-wide

The system ensures the sound experience is as dynamic and immersive as the visuals.







### USER-FRIENDLY DESIGN AND FUTURE-PROOF FLEXIBILITY

A key priority for the venue was ease of use. With simple zone controllers and a user-friendly interface, staff can manage all AV elements without needing technical training. Adjusting volume, switching inputs, or customizing zones takes just seconds.

Important for the client the system can grow with them, and as the venue grows or evolves, so can the system—thanks to its scalable design that allows for additional zones or sources to be added with ease.

### WHY IT WORKED: WHEN A TRUSTED INTEGRATOR LIKE UNIVERSAL AV MAKES THE DIFFERENCE

#### Simplicity

Everything was designed with the end user in mind. Despite the complexity behind the scenes, the interface remains intuitive and accessible for all staff.

#### Flexibility

Whether it's a packed sports night, a live DJ event, or quiet background music for dining, the AV system adapts effortlessly to suit the moment.

#### Reliability

Using trusted brands like Sony and Optimal Audio, the system is built for consistent, long-term performance in a high-traffic, high-energy environment.

### CONCLUSION: A SEAMLESS COLLABORATION FOR SUCCESS

This installation was more than just fitting tech - it was about crafting an experience. The venue now enjoys a high-performance, easy-to-manage AV system from trusted brands such as Sony and Optimal Audio that enhances every guest visit and supports any event or occasion.







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*Universal AV Services were absolutely fantastic to work with! The team were incredibly adaptable and ensured the entire process went as smoothly as possible. They made everything so easy, and I highly recommend them*

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**Julian Mills**

UK Business Partner

