

## Shannon Brewing Company Implements Complete AVIoT Solution

### BACKGROUND

Shannon Brewing Company is proud of their one-of-a-kind, award-winning fire-brewed beer. Made with pure Texas spring water, whole grain, and whole flower hops, the beer is sure to satisfy the palate with its rich, malt flavor.

Shannon wanted to optimize its bar and taproom, outfitting it with an easier way to distribute video to any TV without the hassle of a different remote for every TV, and also to monitor its brewing operation equipment for temperature, humidity, and other environmental factors to keep the beer production flowing without any waste.

The brewing company was looking for a solution to be able to keep tabs on their brewing equipment at any time, from any location, as well as ways to keep the entertainment engaging for customers. Shannon reached out to Black Box because we could provide an overall solution addressing both taproom and brewing operations from one source.

### CHALLENGE

The brewing company faced two challenges: enhancing the video entertainment in the customer-service area and transitioning the monitoring equipment from the analog age to the digital age in the brewing area. Previously, they attempted to install media players behind each TV that used the in-house Wi-Fi® system. This proved to be very difficult to use in multiple ways. The Wi-Fi could not handle all the video downloading and there became way too many remotes. This made it challenging for Shannon to reliably provide video entertainment and details about the products, events, and other real-time business information for the brewery patrons. In addition, they needed the ability to remotely track key brewing environmental parameters of the facility for safety measures and to help ensure the highest level of product quality control.

The prior technology limited the ability to distribute video content to various displays and did not use a convenient user interface for dynamic control. The brewing company desired a reliable AV solution to ensure that brewery patrons would have the best experience to compel them to extend the duration of their visit, maximizing the potential revenue for the business.



**CLIENT:**  
SHANNON BREWING  
COMPANY

**REGION:**  
US

**INDUSTRY:**  
HOSPITALITY & LEISURE /  
MANUFACTURING

**SOLUTION:**  
MCX AV-OVER-IP, CON-  
TROLBRIDGE, ICOMPEL,  
ALERTWERKS

**SERVICES :**  
PROJECT DESIGN





Specifically, the solution needed to address the requirement for multiple 2 x 2 video walls, with several additional individual displays, and the ability to distribute/switch multiple sources to any display or video wall. Also, the employees wanted to be able to quickly control the video from a simple touchscreen interface. For the IoT environmental monitoring of the brewing equipment, all parameters must be accessible via a web interface with customizable dashboards.

## TAPROOM SOLUTIONS

The new AV system must replace the current video distribution system that is comprised of media players and doesn't use the in-house Wi-Fi system.

The Black Box AV solution was simple. Create a video matrix system to combine the eleven TVs and eight media sources to be able to send any source to any TV, at any time. The eleven TVs consisted of two 2 x 2 video walls, two 65" TVs and one 55" TV. These TVs are scattered all over the brewery. The eight sources were four media players for sports and normal TV, two for use of a Mac Mini for PowerPoints and menus, one for an Apple® TV, and one for a digital signage player for ads.

Black Box's MCX-AVoIP video matrix system is a perfect solution for Shannon. MCX is a next-generation AV-over-IP solution from Black Box. It distributes and extends 4K 60 Hz video and audio over IP. Via uncompressed 4K 60 Hz, 4.4.4 video, MCX delivers the video quality high-end AV applications require to display eye-catching content. Last, there is zero latency with this system. This robust video distribution system's encoding and decoding happen in real-time (0.03 milliseconds). This means you never deal with annoying lag or video delay – you get seamless switching between video sources in less than 100 milliseconds with no artifacts or screen blink. This ensures that you can switch video content super-fast without any noticeable distortion to your image.

Black Box also has a solution to control this next-generation AV system with a simple touchscreen panel. Black Box's ControlBridge® touch panel features a clean, modern design

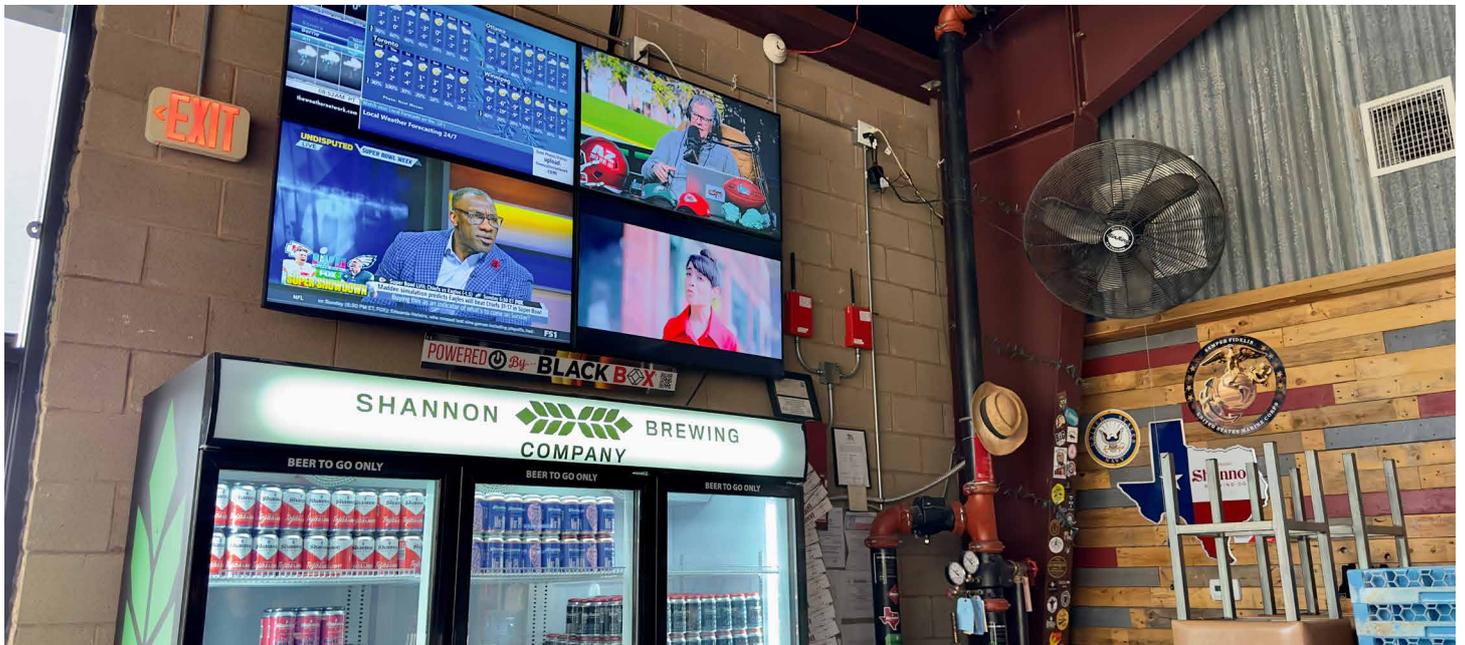
with an edge-to-edge glass front. The slim, low-profile aluminum body includes a tabletop stand. It's designed to sit on tables without obstructing views. The color touchscreen panel offers stunning true-color images. The projected capacitive touch overlay enables the panels to be used in any light setting. And it's easy to keep clean. A single Ethernet cable connection provides easy network integration, and PoE+ eliminates the need for separate power cables.

The last AV solution to tackle is the digital signage player. Black Box offers the iCompel® lineup. iCompel is also easy to use, giving you the flexibility to create attention-getting digital signage without a lot of creative or technical know-how. Ideal for small- to large-scale places, the iCompel appliances work right out of the box with all software preinstalled. And there are no recurring licensing fees to deal with later. Because iCompel supports many media formats, you can combine video with scrolling text, photos, Flash, and Web content. In addition, it handles PDF, MPEG, AVI, QuickTime®, and PowerPoint® media; JPEG, GIF, and TIFF images; and WAV and MP3 audio. Scaling from a standalone installation to a multichannel network with many screens is a matter of simply adding more iCompel units to your IT network configuration.

## BREWING OPERATION SOLUTIONS

As for the IoT solution, the brewing operation system must move beyond aging analog gauges and data, and move to new digital technologies that enable seamless information integration with internet-based solutions for ease of access, analytics, and trending. Black Box is deploying their AlertWerks wireless IoT solution, which consists of the AW3000 Wireless Gateway and various LoRaWAN wireless sensing devices including temperature, humidity, door operation, pressure, motion, and air quality.

The Black Box solutions are installed throughout the entire production facility including the cold storage locker, office, and brewing area.



## RESULTS

Debuting with the biggest football game of the year, the brewery rolled out the new, comprehensive AVIoT solution from Black Box. Their patrons enjoyed the thrill of the big game on the clear, pixel-perfect video walls in the bar and taproom and outside patio. Business owner Shannon Carter commented, "The AV system put in the bar and taproom is incredible. The amount of control we have over our content is amazing, our customers love it. We can show a lot of content split into many TVs or all on one."

Shannon was confident that the equipment in the brewing operation room would function efficiently so he could keep an eye on environmental factors, maintaining the quality and taste of the beer brewed on-site. He said, "If you ever wanted to check a temperature in the evening or set a temperature in the hot liquor tank... you have right there on your phone all the data you need to make sure that it's working. I can't tell

you how easy that is and how much peace of mind it brings to be able to know that your business is operating correctly, effortlessly, and efficiently while you are away."

If any equipment stops operating correctly, Shannon knows the AlertWerks AW3000 solution can address that, too. He remarked, "If it's not, I have all sorts of alerts that go off. I can't tell you how much better I sleep at night knowing that this stuff is going and working the way it's supposed to work."

Going forward, other companies may adopt similar solutions from Black Box to maximize their business potential, customer experience, and profitability. The Shannon Brewing Company case sets the precedent for possible installations in other breweries, restaurants, and bars.

## ABOUT BLACK BOX

Black Box® is a trusted IT solutions provider delivering cutting-edge technology products and world-class consulting services to businesses across the globe in every industry. The breadth of our global reach and depth of our expertise accelerate customer success by bringing people, ideas, and technology together to solve real-world business problems.

