



Dazzle and Entertain Your Customers with Audio-Video (AV) Solutions from Black Box

No matter where you go to unwind after a busy day, you will see enticing video displays or video walls. If you own a bar, restaurant, or retail store, you may be wondering how you can make video displays work to drum up business.

BLACK BOX

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Attract, Engage, and Inform
Your Customers with Trending
Audio/Video Solutions



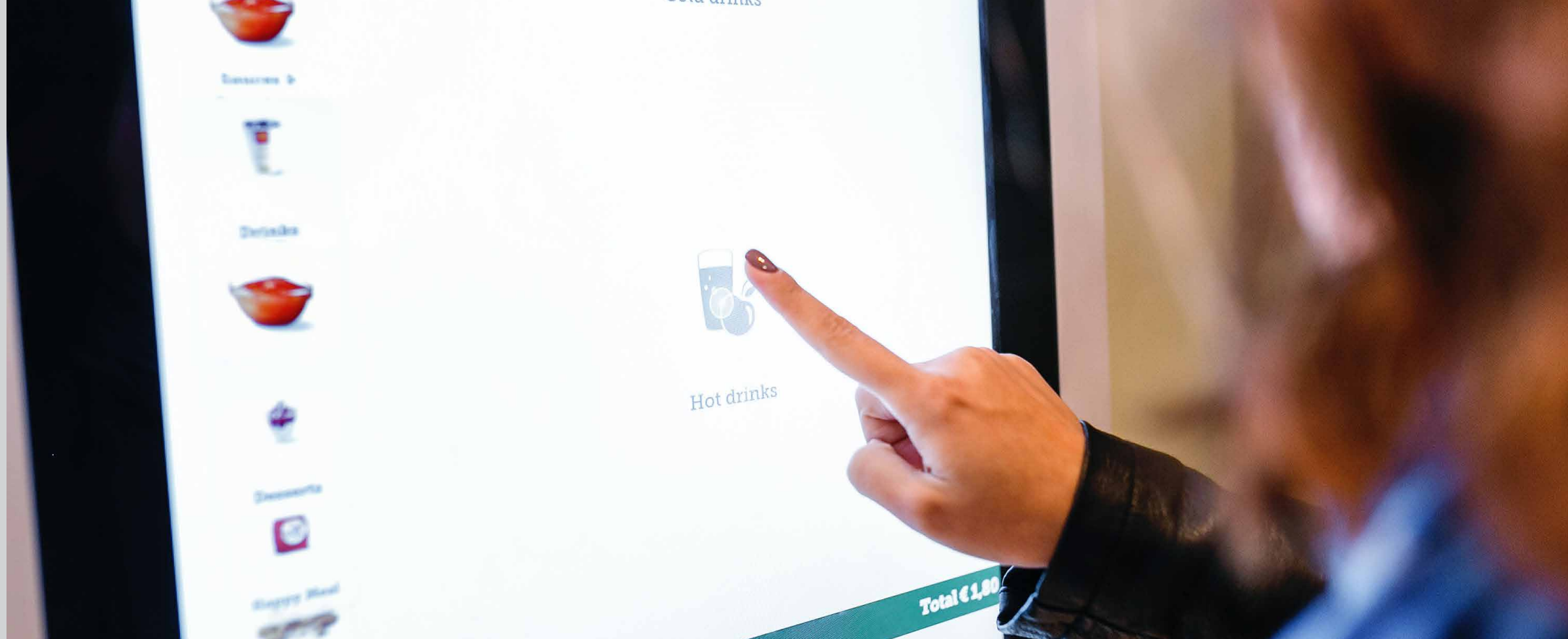


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AV Solutions Make the Hospitality Industry More Hospitable.¹





| All About AV

“With a growing trend of AV guiding on-site customer journeys, the hospitality industry is poised to be right on the cutting edge.”² Simply put, modern AV technology includes everything it takes to deliver content on screens or video walls to engage your customers.

Compare the examples described next to learn how you can keep pace with the trend and make the most of your business.

As a hotel, restaurant, shopping mall, casino, or other hospitality venue owner, what does this mean for your business? Read on for how you can integrate AV technology into your daily operations.



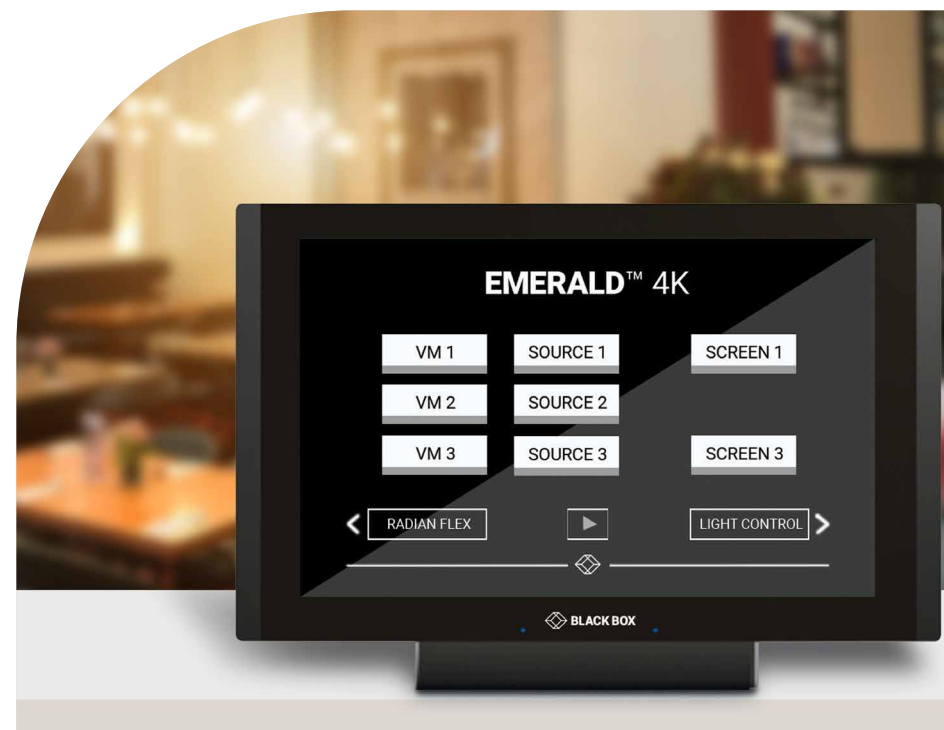


Business “A”: Stuck in the 20th Century

Business “A” has TVs everywhere and customers are demanding their favorite content. Employees struggle to keep up with customers’ demands to view the right content on the right TV. Each TV has its own remote control and receiver, and sometimes these get mixed up or misplaced.

Business “B”: Ready Now and for the Future

In Business “B,” high-quality content is delivered to TVs in perfect synchronization – all without the cost of extra receivers. Staff members interface via touch panel, tablet, or phone to control the content switching and distribution system from any location in your bar.





Business “A”: Not Reaching Its Sales Goals

Business “A” advertises food or drink specials and upcoming events and activities on a white board located at the entrance to the restaurant. These specials have to be updated manually, and since the board is located in only one place in the restaurant, customers may not see it.

Business “B”: Sales Are Booming and Everyone’s Talking about Business “B”

TVs in Business “B” promote food or drink specials, upcoming events and activities; and share fun facts, trivia, or other interactive content. As bonus, Business “B” makes money selling ad space to other businesses.



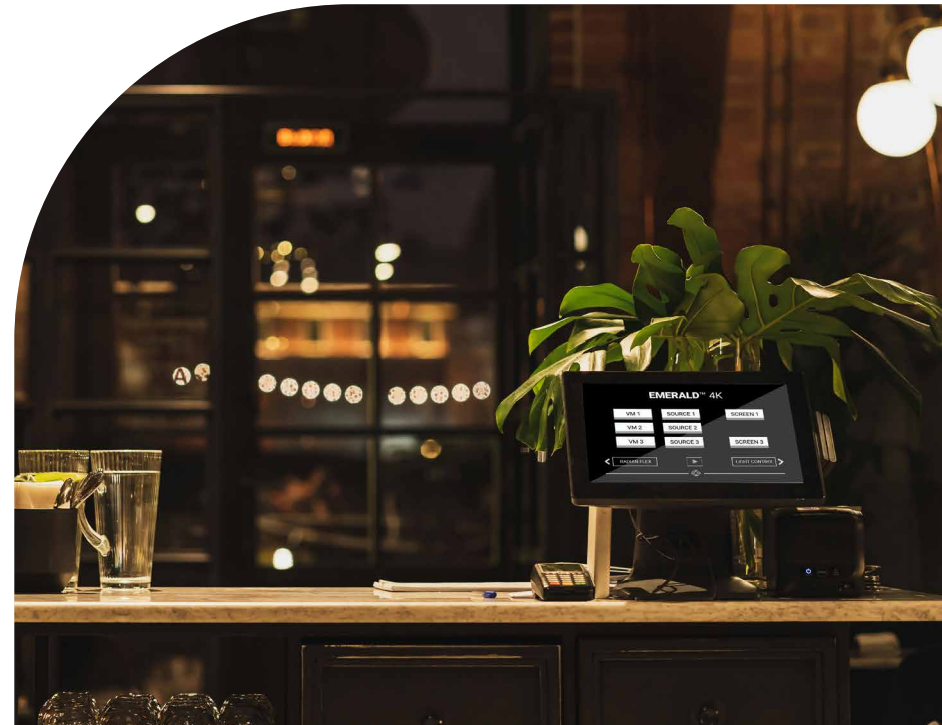
Business “A”: Which Control Controls What?

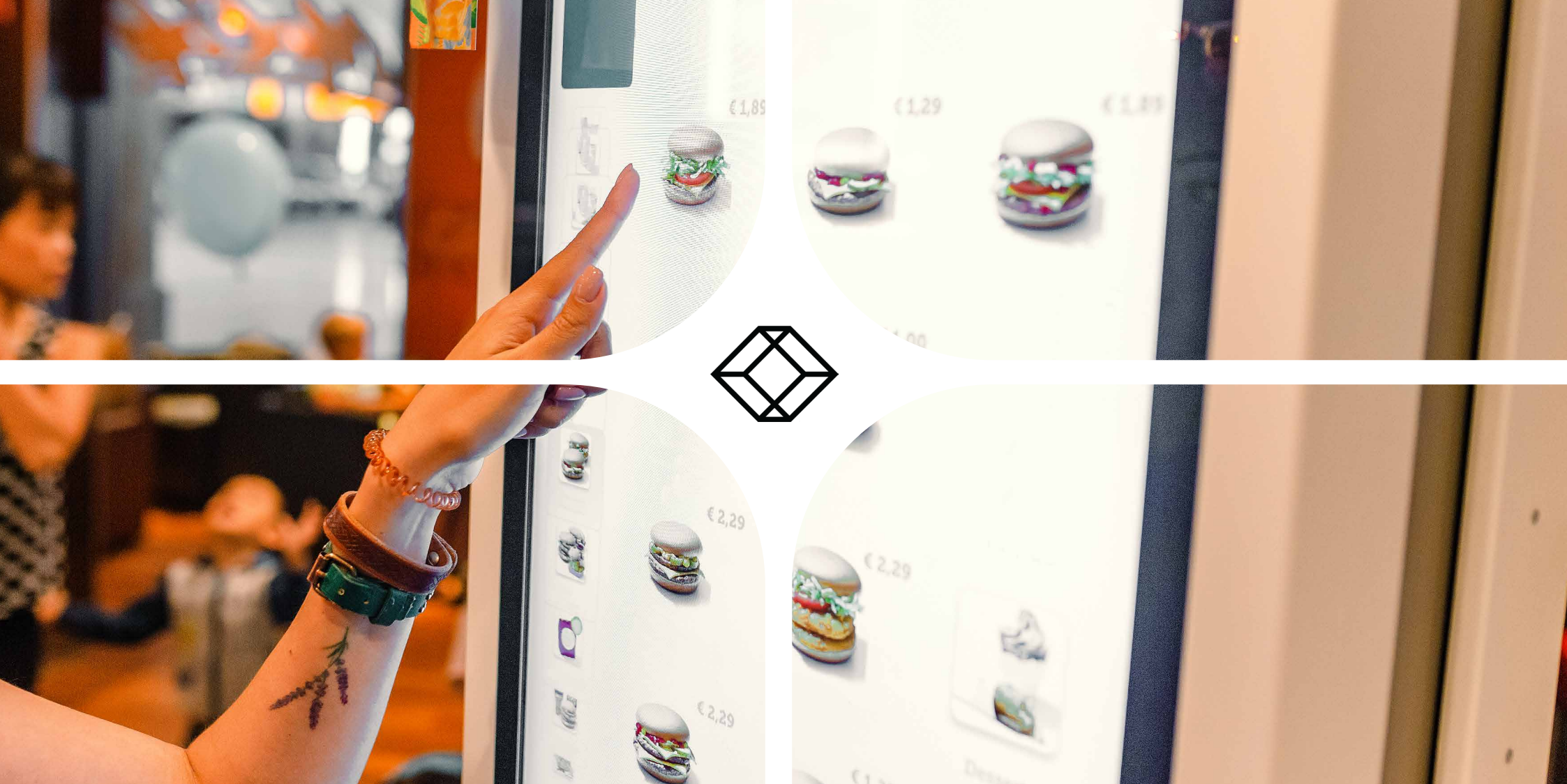
Business “A” has multiple controls or switches for screens, lights, and other electronics.



Business “B”: Easy Control of All Devices

Business “B” has a one-touch system to control everything AV.





| Which Business Are You?

If you want to emulate Business “B,” turn to Black Box. We’ve got a full line of AV product solutions that can update and optimize your business.



AV Product Solutions

Consider these four product solutions to effectively distribute content to your customers when and where you want.

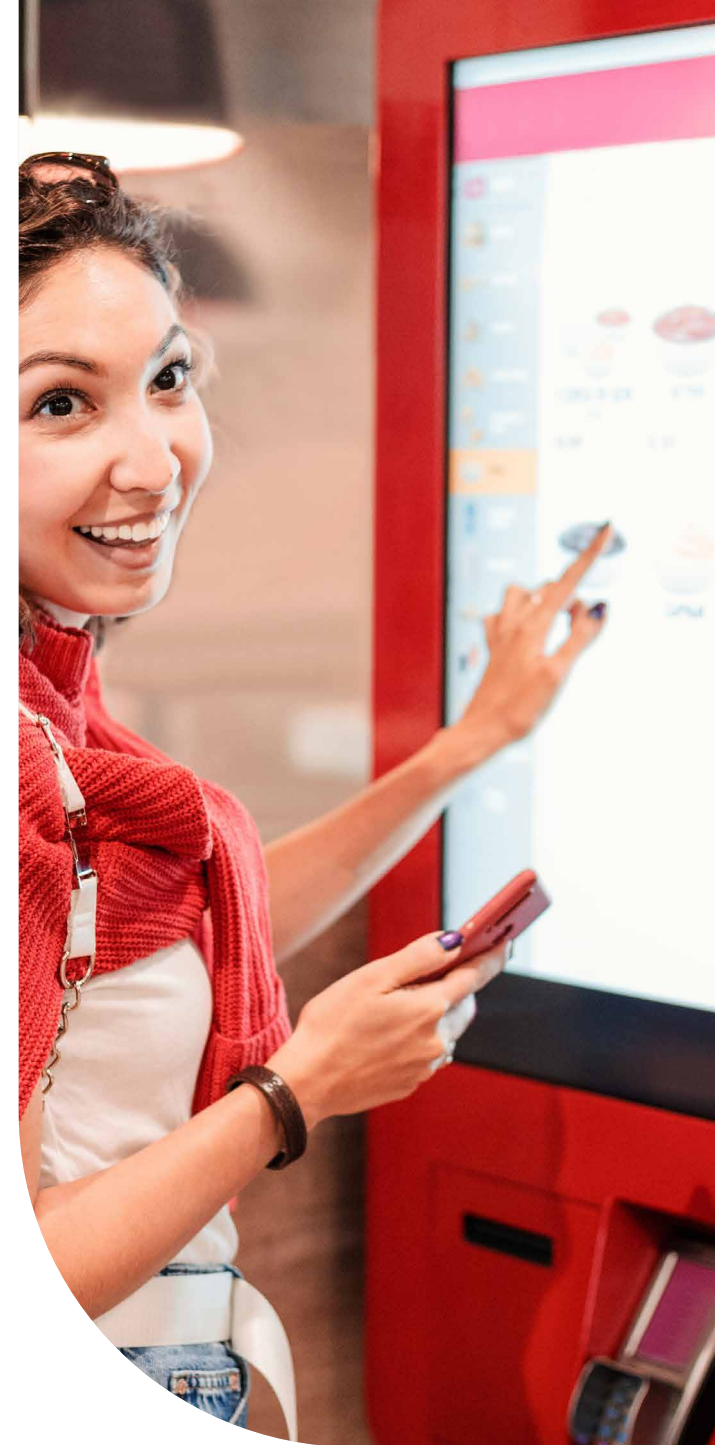
Showcase promotions (daily, weekly, hourly), events (trivia, celebrations, vendor sponsored), and guest communication on screens in your venue. With iCompel, you can deliver the exact content to the exact screen(s) you want, and configuring the content is simple.

MediaCento: Do you want to display high-definition (HD) or high-resolution (4K) video on multiple screens in your bar, restaurant, shopping mall, or airport? With AV (audio-video) technology, the possibilities are endless. Choose MediaCento to send video over Ethernet (the most common type of network) to a virtually unlimited number of screens as far as your local network reaches.

MCX: For high-performance (up to 10 Gbps) networks, choose MCX. For example, in a shopping mall, MCX transmits high-quality video and crystal-clear audio with zero source-to-display latency and seamless switching to screens and video walls located in various places in the mall.

ControlBridge: This room control system allows operators to seamlessly manage remote device access, local and remote-control automation, multimedia, AV, and lights with just the touch of a button or a swipe of the screen.

Simple-to-use AV technologies give you a competitive advantage in modern hospitality venues. Engage your customers, streamline workflows, and maximize profits with Black Box.





1. <https://www.hospitalitynet.org/opinion/4090753.html>
2. <https://www.conferencetech.com/advantages-of-av-in-hospitality-making-your-guests-more-comfortable/>

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