

COMMERCIAL INSTALLATION PROFILE

Major League Ball Cap Manufacturer HQ, Buffalo NY



The Challenge

New Era Cap Company is the official manufacturer of on-field caps for Major League Baseball, and an international fashion icon in lifestyle headwear and apparel. Its mission is to create passionate bonds with consumers by encouraging self-expression. That cultural philosophy extends to its employees. Far from the typical cubicle farm, workers at New Era's Buffalo headquarters are encouraged to roam the building, brainstorm, hang out and get inspired by their surroundings and their co-workers.

With that in mind, there was one big area in which the company needed help. Its control system for in-house audio and video entertainment was a virtually unusable mess. New Era called in one of Western New York's top integrators, **Advanced Alarm/Advanced Home Theater**, to fix this discouraging situation.



**You'll find URC Total Control®
TKP-2000 Keypads
throughout the building on
brightly colored walls.**





The “before” story continues...

“Their old touchpad system was clunky and very hard to use,” recalls David Whalen, sales manager and installer/programmer for Advanced. “You’d press a button and it wouldn’t go where it was supposed to go. New Era was calling people in all the time to fix things or show them how to use it.”

It wasn’t just a bad integration, however. It was a poor reflection of the company’s values, says Jim Wannemacher, events marketing manager for New Era.

“We strive to create a culture around our brand,” he says. “We make products for people to help them show their self-expression, and we want to make sure people inside the building are living that same lifestyle. A big part of that is the A/V system and the atmosphere. When we moved into the building, we put systems in place that we thought would be basic to our everyday use, but we found they were very hard to work with, didn’t meet the need and were unreliable.”

“We wanted all employees to be able to use the equipment without training . . . (now with URC) anybody can use the system. That’s significant. It’s been fantastic.”



Jim Wannemacher
Events Marketing Manager

The Advanced Team knew exactly what New Era needed. A URC Total Control® system.



“They love it . . . you put your products in, what you’re working with and want to integrate, hit one button and it does everything for you. It programs itself, basically.”

The Team from Advanced Alarm

David Whalen
Sales Manager
Installer/Programmer

Eric Glogowski
General Manager

Eric Didion
Custom Installer



The URC Solution

“New Era asked us to install a system that would be easy for their clients and employees to use,” says Whalen. “We knew URC was the best way to go. We’d used other touchpad control systems in the past, and nothing works as well as Total Control!”

With URC’s help, Whalen and his team designed a system that works cohesively for everybody—in the hallways, the lunch room, penthouse and patios. Design-friendly and easy to use, Total Control enables employees in zones throughout the building to listen to their music and watch TV at the touch of a button. All the employees see of the extensive system are elegant TKP-2000 keypads / touchscreens placed throughout the building to provide employees instant access to entertainment from wherever they are. Hidden discreetly and neatly throughout the building are tidy racks that contain the brains of the system.

“Now when people come in, they hear music that is relevant to what we do,” says Wannemacher. “They see sports on TVs. It creates that vibe right away when you walk in. It makes them feel comfortable and stimulates creativity and innovation along the way.”

New Era praises the system’s simplicity. Wannemacher says it is easy to use not only for tech-savvy employees, but also those who aren’t comfortable with intimidating technology. “We wanted all employees to be able to use the equipment without training. Anybody can use the system. That’s significant. It’s been fantastic.”



The system enables employees in zones throughout the building to listen to their music, as well as watch TV, at the touch of a button.



The New Era system is a home run.

“Total Control is awesome,” says Alyssa Barone, receptionist at New Era HQ. “It’s nice to be able to watch sports—which is what everyone in our building is all about—and listen to music at the same time. It’s a little box that’s self-explanatory and tells you what to do next. Our visitors are quite shocked by the entertainment, and they think it’s not really a workplace, it’s a playground. A lot of our visitors wish they were working here instead of their own offices.”

The system goes beyond AV. URC Lighting control is present in the lower auditorium of the building. Anyone using the room for a meeting, presentation or large function can control sound, video and lights via a convenient URC touchpad.

Wannemacher lauds Total Control’s versatility. “You can use it in many different ways,” he says. “You can plug a laptop into it for formal presentations. You can run video content from a number of sources. You can run just music. You can run them both at the same time. On the backend it is very complex, but the ease of use and the simplicity of choices, that’s my favorite part.”

“With URC Total Control, it’s very simple: One touch takes them wherever they need to go. They love it,” says Whalen, who applauds the simplicity of programming Total Control. “You put your products in, what you’re working with and want to integrate, hit one button and it does everything for you,” he says. “It programs itself, basically.”

The Total Control solution has won Whalen and his team accolades from their happy client. “Advanced has been great to work with,” says Wannemacher. “They’re very knowledgeable, and they came in and gave us exactly what we were looking for.”



“It’s really easy to use. It’s a little box that’s self-explanatory and tells you what to do next.”

Alyssa Barone
Receptionist

Equipment included in the New Era Cap project



The Cafe

URC Gear

- 4 DMS-100 Single-zone Network Amplifiers
- 4 SNP-1 Streaming Network Players
- 5 TKP-2000 In-wall Keypad / Touchscreens
- 1 TRC-1280 Wi-Fi Remote
- 1 MRX-10 Advanced Network System Controller
- 2 MRX-1 Network System Controllers
- 1 MFS-POE8 MAC Filtering Network Switch with POE
- 1 MFS-8 MAC Filtering Network Switch
- 1 PSX-2 Personal Music Server

Other Gear

- 1 Crown Amplifier for small eating area
- 2 Crown Amplifiers for medium eating area and outside patio
- 1 Crown Amplifier for main bar area
- 4 Crown Preamp Mixers
- 1 Shure Wireless Microphone with Receiver
- 1 Radio Design Labs Microphone Distribution Amp and Power Supply
- 16 JBL Professional 6.5" Premium In-ceiling Speakers
- 7 JBL Professional 8" Premium In-ceiling Subwoofers
- 3 Tributaries 13 Outlet Power Centers
- 2 Sanus Equipment Racks with EcoSystem bundle
- 1 Key Digital 8X8 Video Matrix Switcher
- 1 Key Digital Audio/Video Processor for equipment location
- 6 Samsung Professional 55" LED Displays w/Sanus Wall Mounts
- 1 Sharp Aquos 80" LED TV with built in Wi-Fi and Wall Mount



The Penthouse

URC Gear

- 3 DMS-100 Single-zone Network Amplifiers
- 3 SNP-1 Streaming Network Players
- 6 TKP-2000 In-wall Keypad / Touchscreens
- 2 MRX-10 Advanced Network System Controllers
- 2 MRX-1 Network System Controllers
- 1 MFS-POE8 MAC Filtering Network Switch with POE
- 1 MFS-8 MAC Filtering Network Switch
- 1 PSX-2 Personal Music Server

Other Gear

- 8 JBL Extended / Full-range Pendant Speakers
- 2 JBL High-output Indoor/Outdoor Speakers
- 1 Crown Amplifier for patio
- 1 Crown Amplifier for cap showroom
- 1 Crown Amplifier for common area
- 3 Tributaries 13 Outlet Power Center
- 1 Sanus Equipment Rack with EcoSystem bundle
- 6 Samsung Professional 55" LED displays with Sanus Wall Mounts
- 2 Sharp Aquos 80" LED TVs with Built-in Wi-Fi and Wall Mounts
- 1 Key Digital Computer VGA & DirecTV HDMI
- 1 Key Digital Video Switching System
- 1 Key Digital Matrix Switcher
- 10 Key Digital CAT6 Balun Receivers
- 4 Key Digital VGA Balun Receivers
- 2 Key Digital VGA Balun Transmitters

Advanced Alarm / Advanced Home Theater installed a complete system that's easy for clients and employees to use every day.



The Basement

URC Gear

- 1 KP-4000 In-wall Keypad / Touchscreen for podium operation
- 1 KP-4000 In-wall Keypad / Touchscreen for rear room operation
- 6 MRFA-S6AM RF Light Switches
- 1 RFTX-1 Light Switch Transmitter
- 3 MRX-1 Network Systems Controllers
- 3 POE-1 Ethernet Power Injectors

Other Gear

- 12 JBL Professional 6.5" Premium In-ceiling Speakers
- 4 JBL Professional 8" Premium In-ceiling Subwoofers
- 1 Crown Commercial Audio Preamplifier / Mixer with 8 Audio / Mic Inputs
- 1 Crown Commercial Audio Amplifier with separate channels for speakers and sub
- 1 Key Digital Audio/Video Processor for podium VGA & HDMI connections
- 1 Key Digital Audio/Video Processor for rear room VGA & HDMI connections
- 1 Key Digital 3X1 HDMI Video Switcher
- 1 Key Digital 8 Channel HDMI Video Amplifier
- 1 Tributaries 13 Outlet Power Center
- 1 Middle Atlantic In-wall Slide-out Equipment Rack
- 1 Custom-made Middle Atlantic Equipment Rack for podium
- 2 Sharp Aquos 80" LED TVs with built-in Wi-Fi
- 2 Sanus flat Wall Mounts
- 1 Samsung 55" LED TV for right rear corner
- 1 Sanus Cantilever Wall Mount for 55" TV
- 1 Samsung 26" LED TV for left rear pillar
- 1 Samsung 32" LED TV for right rear pillar
- 2 Sanus flat Wall Mounts for pillar TV's
- 1 Standard Apple iPod dock

The Hallways

URC Gear

- 1 DMS-1200 Multi-zone Network Amplifier
- 4 TKP-2000 In-wall Keypad / Touchscreens
- 1 MRX-10 Advanced Network System Controller
- 1 MFS-POE8 MAC Filtering Network Switch with POE
- 1 MFS-8 MAC Filtering Network Switch
- 3 SNP-1 Streaming Network Players

Other Gear

- 2 Tributaries 13 Outlet Power Center
- 1 Sanus Equipment Rack for second floor closet with EcoSystem bundle
- 2 Jamo 8" Dual Voice Coil Speakers for second floor hall
- 8 Phase Technology 8" In-ceiling Speakers for 1st and 3rd floor hall
- 1 CE Labs HD Digital Media Player for floors 1-3 digital signage
- 1 Key Digital 1X3 HDMI Amplifier for digital signage
- 3 Key Digital 1X2 HDMI Switches for DirecTV and digital signage
- 3 Samsung Professional 55" LED displays for halls 1-3
- 3 Sanus Flat Panel Wall Mounts

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