

 **CRESTRON**



ESPAI BARÇA
PARTNER

SPOTIFY CAMP NOU LOOK BOOK

Scan QR code for access to the digital
version of the look book with fully
interactive links.

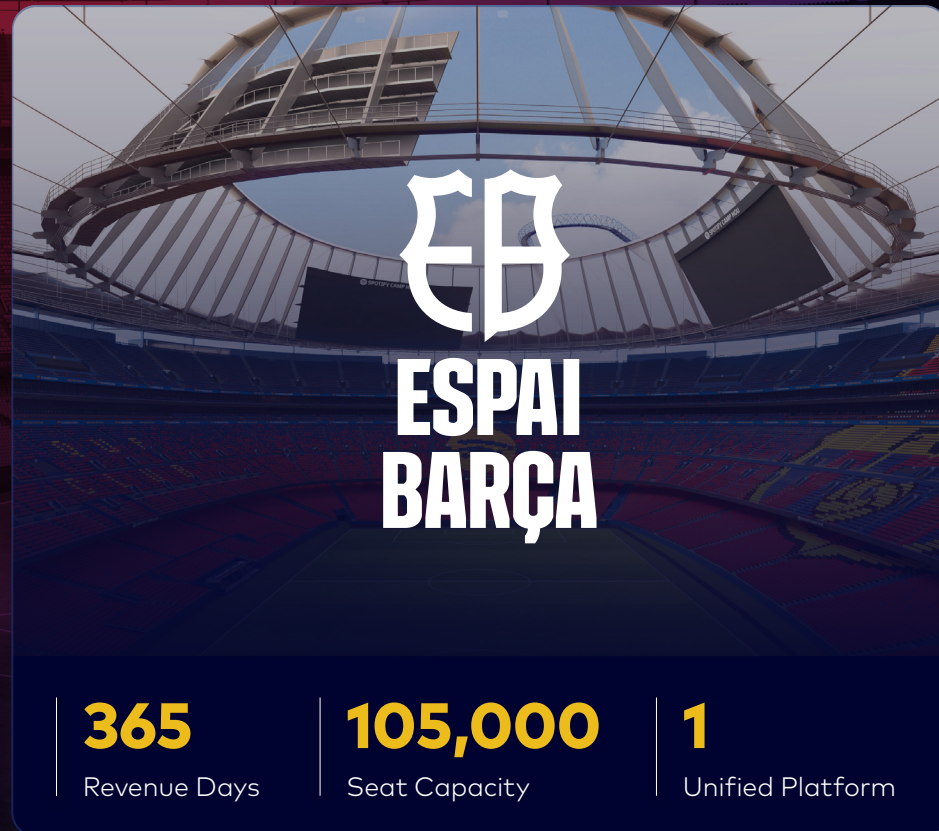


THE WORLD'S MOST ICONIC STADIUM

SPOTIFY CAMP NOU | HOME TO FC BARCELONA

EVERY DAY. NOT JUST MATCH DAY.

Together, Crestron and Espai Barça are redefining what Spotify Camp Nou can be. One unified platform delivers the flexibility, scalability, and reliability that FC Barcelona and the world's most iconic stadium demand, on match days and every day in between.



ESPAI BARÇA

365 Revenue Days	105,000 Seat Capacity	1 Unified Platform
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01 Flexibility

Any event, Any format. Instant transformation.

02 Adaptability

Shift seamlessly between world-class experiences.

03 Scalability

One standardized Crestron architecture supporting hundreds of experiences stadium-wide.

INSIDE THIS LOOKBOOK



Centralized Control

Every space at Spotify Camp Nou draws from the same centralized infrastructure. The technology doesn't just live in the rooms. It starts in the centralized IT space. One control platform, one network, powering the entire venue on match days and every day in between.



HOSPITALITY

The Pitch Club

Where the atmosphere of the game meets premium hospitality. Crestron makes every seat a front-row experience.



MULTI-PURPOSE SPACE

The Presidential Suite

The pinnacle of prestige. Flawless control of lighting, AV, and climate at the touch of one panel.



HIGH IMPACT MEETINGS

The Board Room

Where decisions are made. A seamlessly connected space built for leadership and enterprise-level collaboration.



BRING YOUR OWN DEVICE

The Corporate Box

Exclusive. Effortless. Every detail curated — from broadcast-quality screens to personalized ambience.

CENTRALIZED CONTROL

Crestron Virtual Control **manages** the lighting, shading, audio, and AV infrastructure for **every space** in the stadium from a single IT hub.

Every room, every corridor, every hospitality suite at Spotify Camp Nou connects back to the same platform. XiO Cloud® Management Platform gives the operations team total visibility over every device in the venue, from anywhere in the world.

4-Series® Virtual Control

A single VC-4 server runs the control logic for every space in the venue.

The Pitch Club switching between matchday and event mode, the Presidential Suite routing content to seven displays, the Corporate Box responding to guest input.

All executing from one software-based platform, with no dedicated control hardware in the rooms themselves.

XiO Cloud® Management

XiO Cloud management is how a venue this size stays operational without a large on-site team. Every device across every room is monitored from a single dashboard.

If a device goes offline, the operations team knows before anyone walks in and notices. Zero-touch provisioning brings devices live the moment they hit the network.

Firmware and configuration updates push across the entire estate simultaneously, scheduled outside business hours. As the stadium grows, XiO Cloud management scales with it. The 50TH space is as simple to manage as the first.

Networked DSPs

Three DSP-1281 units handle audio processing for the entire venue.

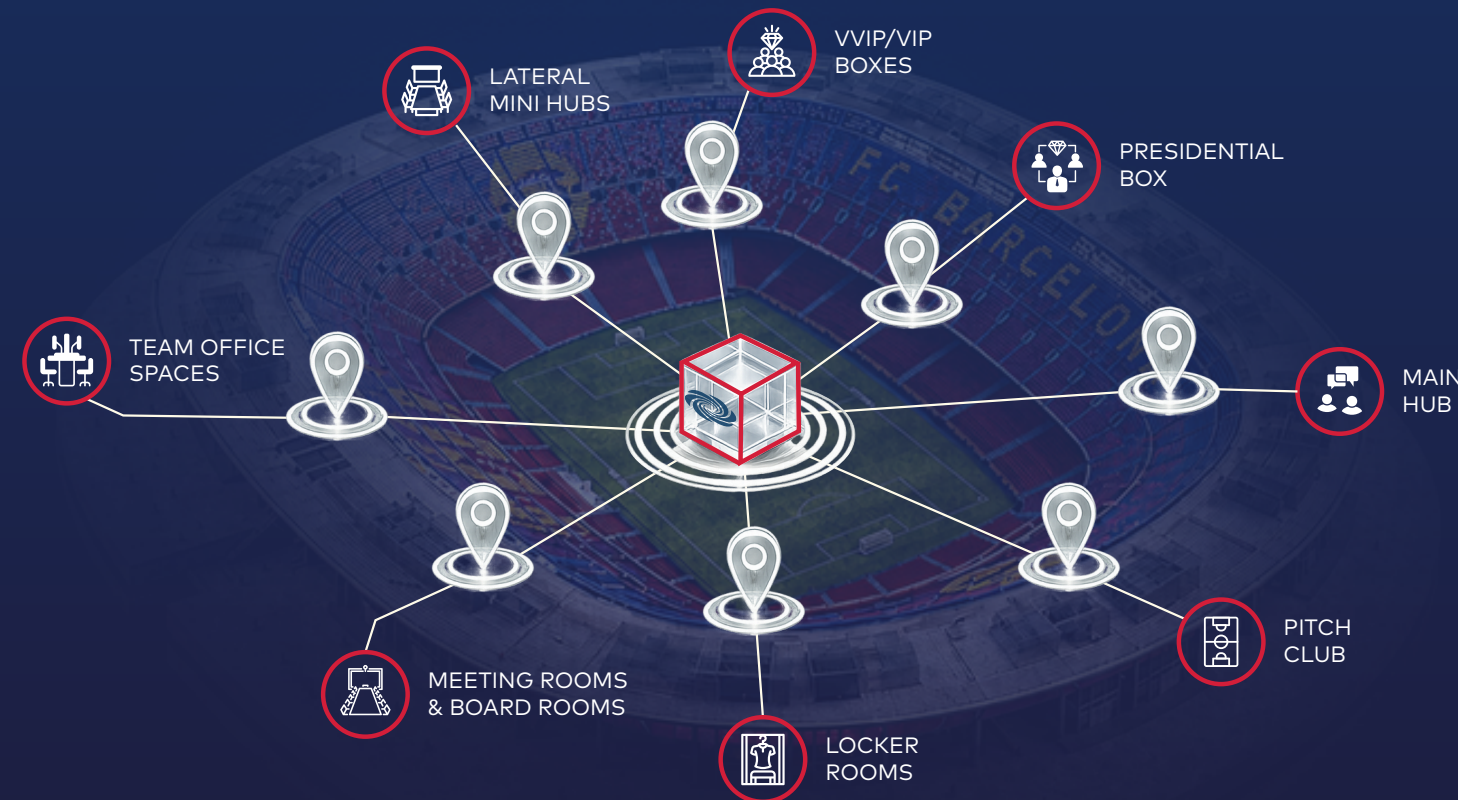
The Pitch Club's speaker zones, the Presidential Suite's in-ceiling audio, the Corporate Box's independently controlled atmosphere.

All processed from one location, with consistent signal quality regardless of what the venue is hosting that day.

DM NVX® AV-over-IP

Six DM-NVX-E30C encoders put every video source onto the IP network.

Broadcast feeds in the Pitch Club, curated content in the Presidential Suite, IPTV in the Corporate Box. All routed from the IT hub to wherever they're needed, instantly.



CRESTRON CENTRAL CONTROL | POWERING SPOTIFY CAMP NOU STADIUM

<p>DMF-CI-8 with 6x DM-NVX-E30C cards</p> 	<p>DSP-1281</p> 	<p>VC4-SERVER</p> 	<p>CEN-IO-DIGIN-104</p> 
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Hospitality

THE PITCH CLUB

Related to: Hotels · Convention Centers · Sports Venues · Corporate Hospitality

The Pitch Club is FC Barcelona's premium pitchside hospitality venue. A space that serves matchday crowds one day and corporate events the next.

Same room, completely different experience. Crestron makes every transition seamless.



DM NVX® AV-Over-IP

Routes video from any source to any display across the room with imperceptible latency. No guest misses a single goal with every screen showing the action at the same moment.

Stadium feeds, broadcast channels, and presentation content switch instantly across the entire display layout.

DM NAX® Networked Audio

Drives Saros® speakers across the Pitch Club over a single network connection. No separate audio cabling, no complex installation.

Each zone is independently controlled, running completely different audio experiences simultaneously. Match commentary at the bar, crowd atmosphere near the pitch view, ambient music in the lounge.

On corporate event days, the same zones shift effortlessly - Presenter's mic through the main floor, background music in the pre-function area, silence in the breakout space.

AirMedia® Wireless Presentation

Connect from any device (laptop, phone, or tablet) via the AirMedia® app or a Connect Adaptor, with no complicated setup.

On matchday, sponsors and hosts push branded content to any display without touching the AV system through built-in digital signage.

On corporate event days, presenters walk in, connect wirelessly, and are quickly presenting.

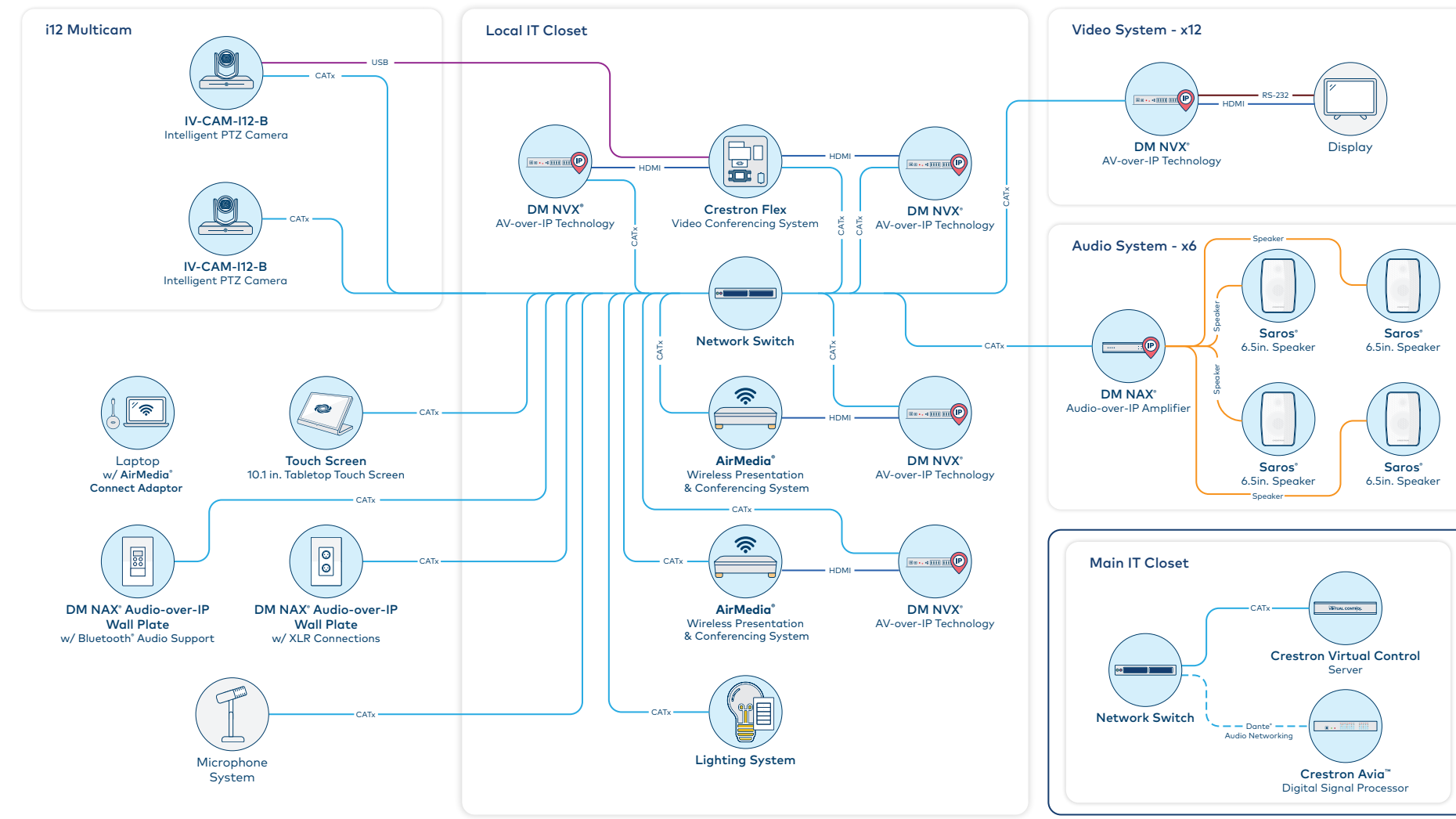
Control

Touch panels run fully custom interfaces built with Crestron's HTML5 UI framework. Branded, modern, and updatable like any web application.

One tap switches the room between matchday and corporate event modes. Sources, displays, and audio zones all change simultaneously.

Horizon® keypads at key locations give guests direct physical control without accessing the full system.

Certified ZOOM | Certified XIO CLOUD | Certified Microsoft Teams | BYOD



- Notes:**
- Blue circle indicates Crestron product
 - Grey circle indicates 3RD party product

See more designs at crestron.com/designideas/

Multi-Purpose Space

PRESIDENTIAL SUITE

Related to:
Executive Suites · Boardrooms · Premium Hotel Rooms · Government

The Palco Presidencial is FC Barcelona's **most prestigious** hospitality environment, a private venue for dignitaries, sponsors, and VIP guests. It demands an experience that is flawless, flexible, and entirely invisible in its complexity.



DM NVX® AV-Over-IP

Private viewing feeds, curated broadcast content, and presentation sources route to any display in the suite, giving occupants full control over what they see and when.

Dignitaries and sponsors can switch between pitch cameras, broadcast feeds, and private content without involving staff.

DM NAX® Networked Audio

Ultra-low profile in-ceiling speakers disappear into the suite's premium interior. The audio is immersive and the hardware is invisible.

Guests set the atmosphere entirely on their own terms: stadium roar, refined background music, or complete silence for a private conversation.

AirMedia® Wireless Presentation

Guests share content from any device the moment the conversation calls for it, no cables, no setup, no interruption to the flow of the meeting.

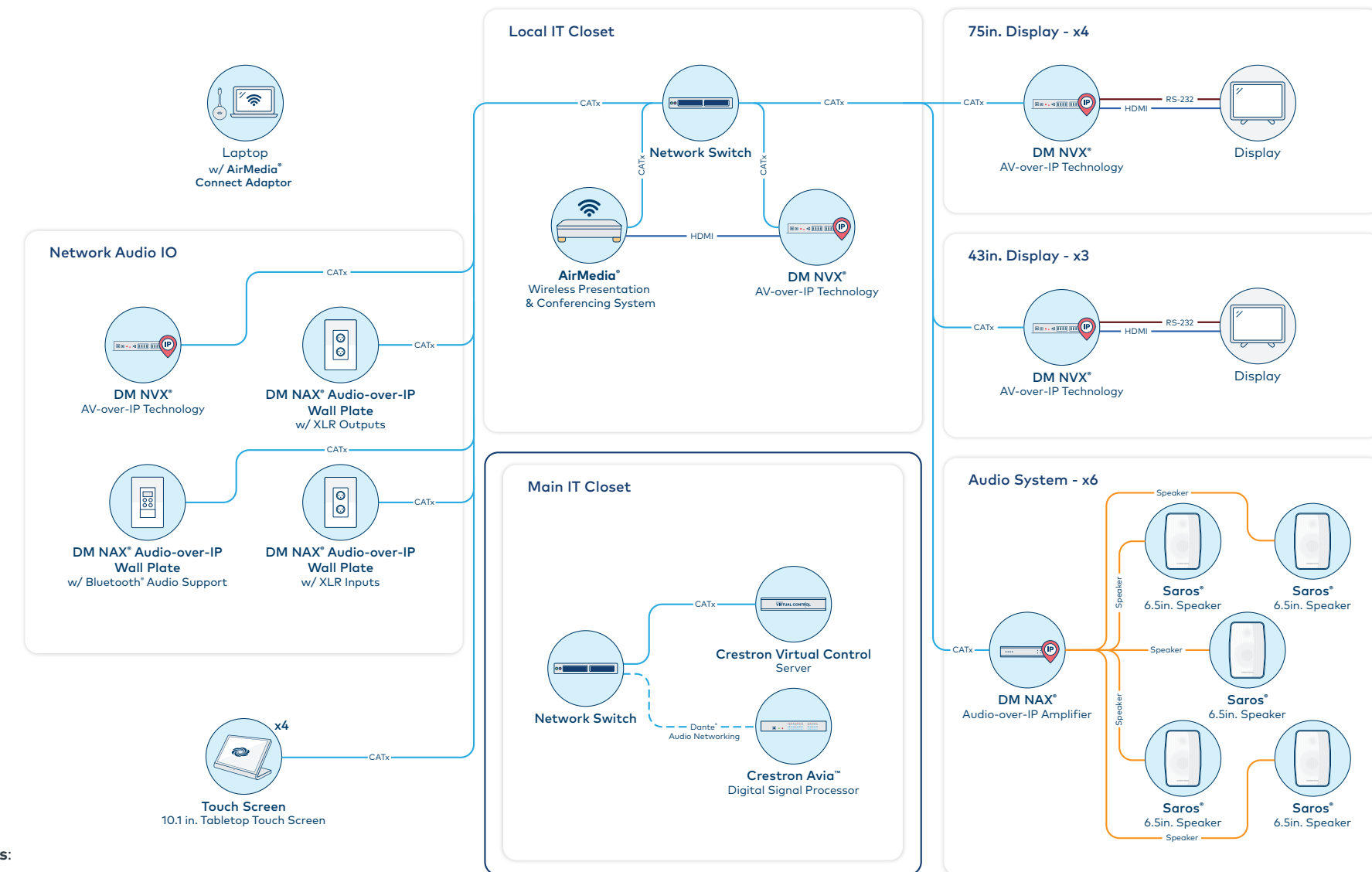
The experience is immediate, whether presenting a proposal, reviewing a contract, or sharing a slide deck.

Control

Every aspect of the suite – lighting, content, audio, and room mode – is controlled from a single, elegantly designed touch panel that requires no instruction to use.

The touch panel reflects the live state of the room in real time, so guests always see exactly what is on, what is playing, and what is active, with no guesswork.

Certified ZOOM | Certified XIO CLOUD | Certified Microsoft Teams | BYOD



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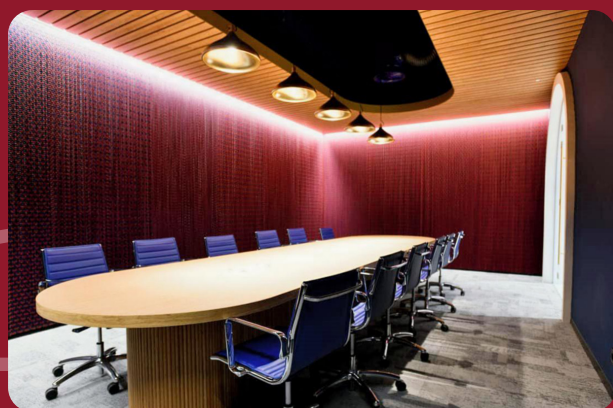
See more designs at crestron.com/designideas/

High Impact Meetings

BOARD ROOM

Related to:
Corporate HQ · Financial Services · Government

A premier meeting and presentation space where **every participant** in the room is **equally seen, heard, and represented** during a video call, regardless of where they are sitting.



Automate™ VX

Voice-Activated, Multi-Camera Switching Solution with 1 Beyond Cameras

Automatically switches between up to 12 1 Beyond cameras based on who is speaking, with broadcast-style production and no operator required.

Visual AI keeps the active speaker centered and selects the best camera angle based on the direction they are facing.

Configured through a browser-based Room Designer and new in-room AutoMeasure.

Crestron Flex for Microsoft Teams® Rooms Software

Runs native Microsoft Teams® Rooms Software on purpose-built hardware, delivering a consistent, certified meeting experience in every room.

Crestron Flex integrates with third party peripherals like audio and DSP hardware, giving organizations the freedom to use the tools that fit their space, their standards, and their budget without compromise.

Touch Panels

The same panel in every room means anyone who has used one knows how to use them all.

All rooms have a consistent user experience so there is no learning curve or calls to IT.

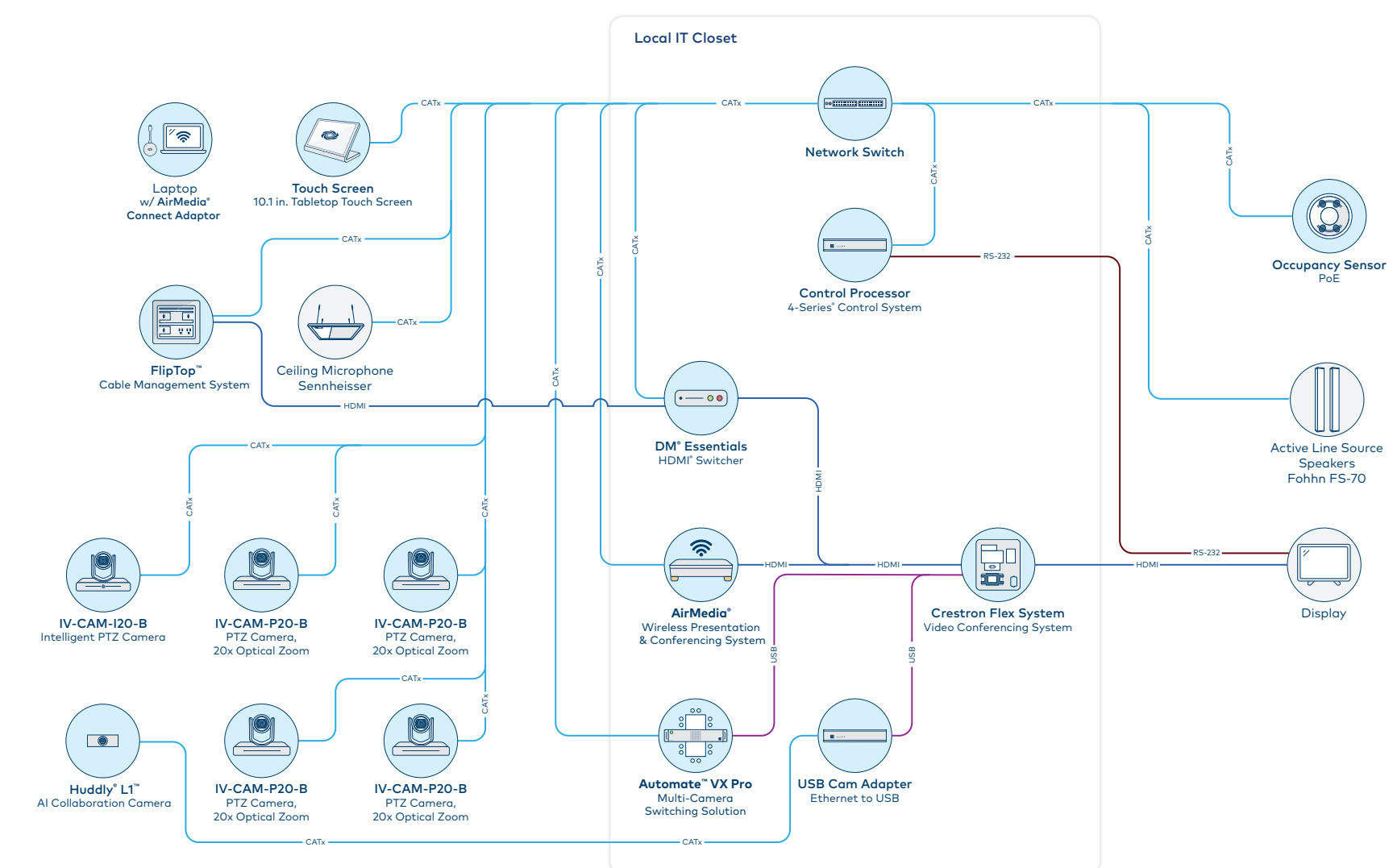
A PoE occupancy sensor automates the display and system state without any input from the user.

Dedicated Control Infrastructure

Unlike the rest of the venue which runs on a centralized VC-4 virtual control platform, this space has its own dedicated CP4N hardware processor.

This decision ensures the room operates independently with its own processing power and flexibility, so it is always running at full capacity regardless of what else is happening across the stadium.

Certified **zoom** | Certified **XIO CLOUD** | Certified **Microsoft Teams** | **BYOD**



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Bring Your Own Device

THE CORPORATE BOX

Related to:
Hotels · Stadiums · Event Spaces

The Corporate Box is a private, premium environment for clients, partners, and guests. On matchday it is an entertainment suite. On any other day it is a meeting room, a screening space, or a private function venue. The occupant is **always in control**.



DM NAX® Networked Audio

Guests choose their own audio experience: live match commentary, stadium atmosphere, or their own music streamed directly from a personal device via the DM-NAX-BTIO Bluetooth® audio wall plate.

All audio streams run over the same network infrastructure, independently zoned and fully controllable from the touch panel or via facilities/IT for full stadium control of audio.

Motorized Shading

Crestron motorized shades connect via the Cresnet® communications bridge/hub, which puts the shade motors on the same network as every other system in the room and stadium, keeping the entire space unified under one control platform.

Guests manage light and privacy from the same touch panel as everything else, and the motor operates nearly silently so adjusting the environment never interrupts the experience.

Media Presentation Wall Plate

A single HDMI input on the wall gives any guest instant access to the room's display. Plug in a laptop and the room is ready for a presentation, a screening, or a client briefing in seconds.

Bluetooth Wall Plate (DM-NAX-BTIO)

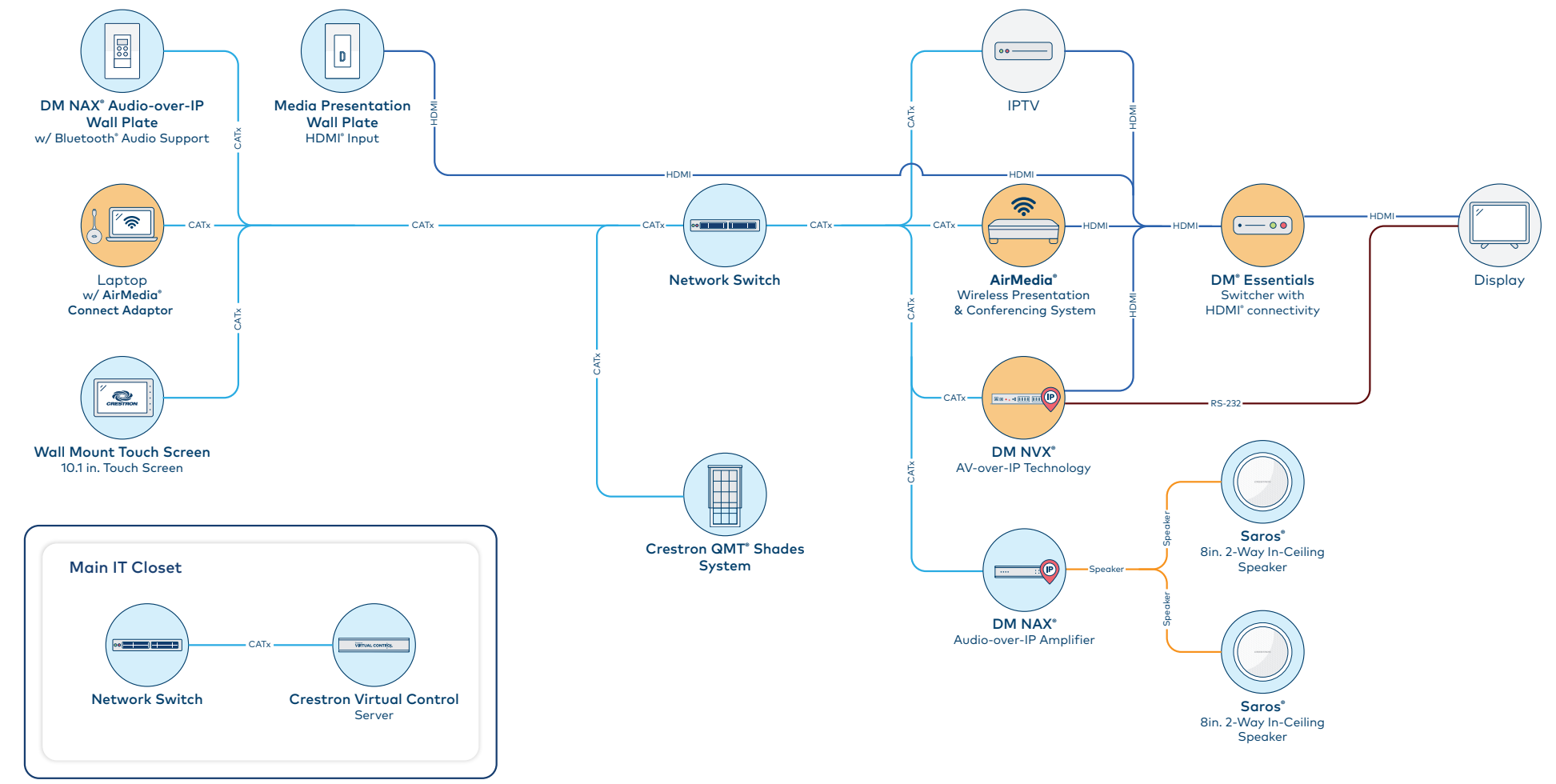
Guests choose what they hear. Stream personal audio via Bluetooth, bypassing the broadcast feed entirely. Whether that's curated background music, a private briefing, or the match commentary in a language of their choice, the experience belongs to them.

Optional: DM NVX® AV-over-IP & Source Management

A Crestron HD-MD4x1-4KZ-E switcher consolidates all room sources into a single output.

The DM NVX® endpoints' two-way communication provides reliable and precise RS-232 control of the screen.

Certified ZOOM | Certified XIO CLOUD | Certified Microsoft Teams | BYOD



- Notes:
- **Blue circle** indicates **Crestron product**
 - **Grey circle** indicates **3RD party product**
 - **Yellow circle** indicates products that are **not installed** at Spotify Camp Nou, but are easy integration for further space functionality

See more designs at crestron.com/designideas/

Inspired by Spotify Camp Nou

MEDIUM MEETING ROOM

This room is not installed at Spotify Camp Nou. Inspirational design with Crestron's latest technology.



Crestron Collab Compute

Runs native Microsoft Teams® Rooms or Zoom Rooms® Software on Windows® OS.

Connects cameras, microphones, and displays via USB and HDMI® connectivity, keeping cabling simple and the room clean.

DM® Essentials (HD-TX-4KZ-421-CHGR) transmitter extends presentation inputs up to 40 meters with 4K60 signal integrity and USB-C® connectivity with 60W charging port at the table.

80 Series Touch Screens

Tabletop panel connects to the Collab Compute over a single CATx cable.

Manages the meeting and the room from one interface: calls, AV routing, and room control.

Scheduling panel outside the room shows live availability and supports automated decline-for-no-show across 20+ scheduling platforms.

DM NAX® Intelligent Audio Platform

The DM-NAX-AP-100 automatically discovers and calibrates DM NAX mic and speaker pods.

Connect up to eight pods: 360-degree 12-element beamforming arrays, giving every seat equal voice pickup.

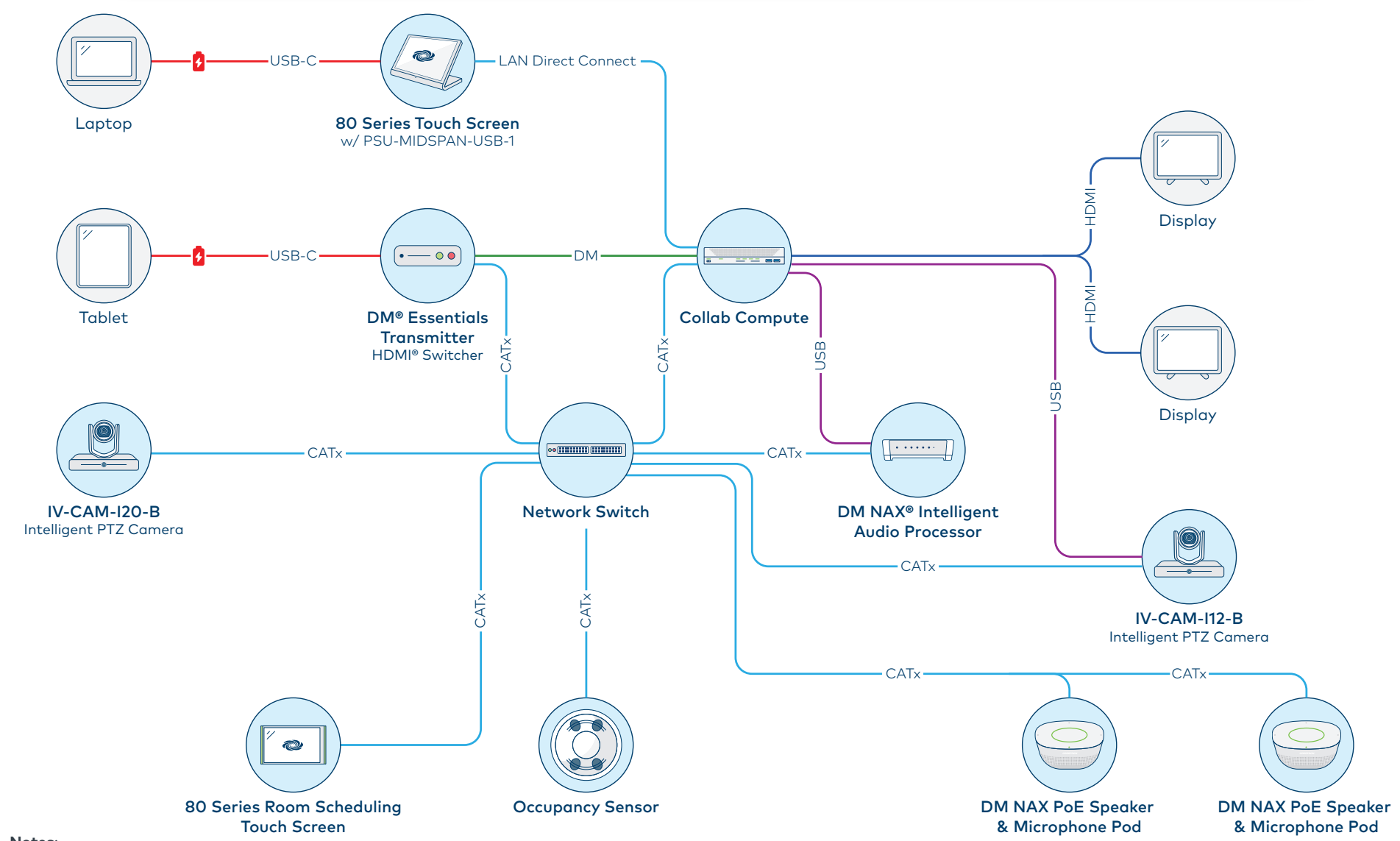
AEC, AGC, and auto-mixing run automatically so remote participants always hear a clear conversation.

1 Beyond Intelligent Camera Switching

Up to five cameras connect over LAN and switch automatically based on visual cues, following the presenter without manual input.

No additional processor or server required — configured entirely in 1 Beyond Camera Manager.

Certified ZOOM | Certified XIO CLOUD | Certified Microsoft Teams | BYOD



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Tech Spotlight

Scalable Distribution DM NVX® AV-over-IP

AS GOOD AS THE SOURCE
Delivers high performance 5K over standard 1Gb network infrastructure

COMPREHENSIVE
HDR10+, Dolby Vision®, 7.1 Downmix, Dante®, & AES67 support in a single SKU

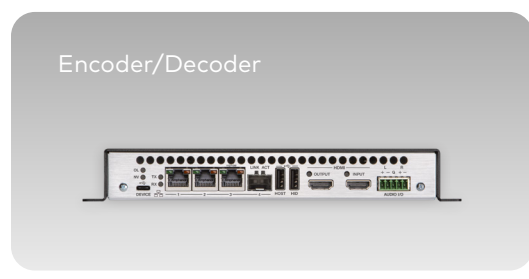
VERSATILE
Flexible, scalable architecture; fixed, adaptive, or variable bit-rate with HDBaseT® bridging across any deployment

RELIABLE
Over 1 million units sold and broadcast-grade Forward Error Correction to keep your signal clean and stable

VIDEO AUDIO USB CONTROL



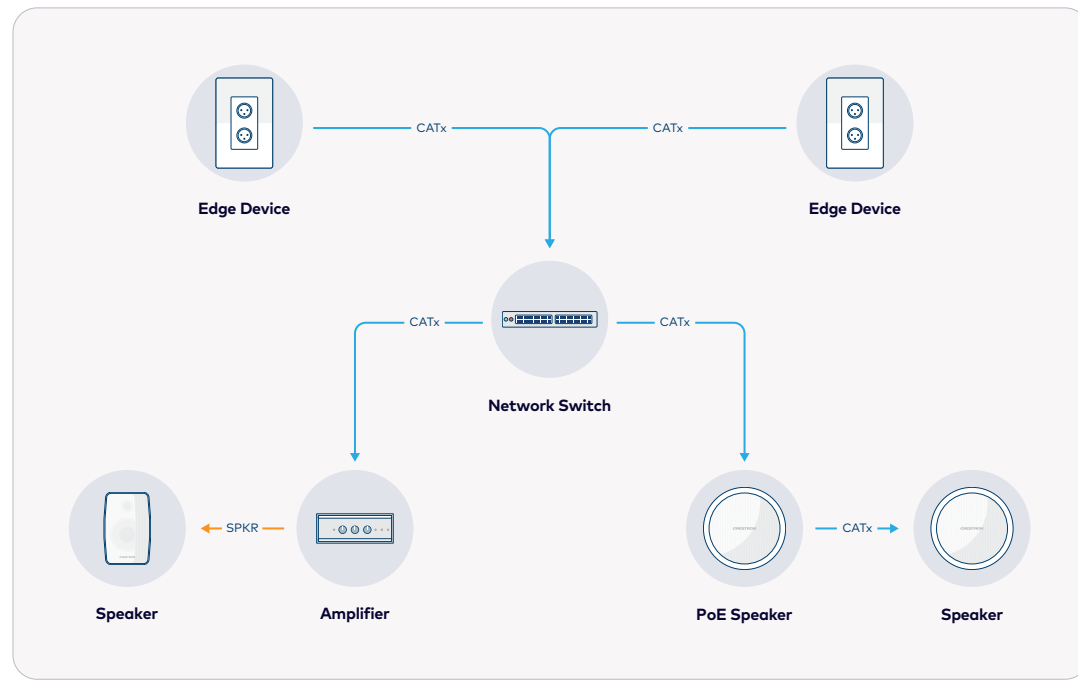
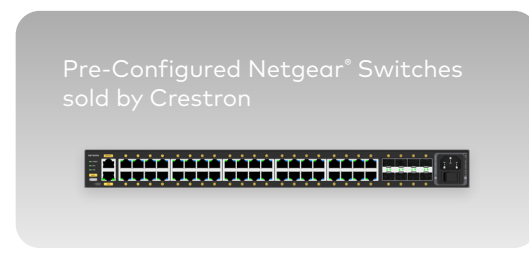
FLEXIBLE HARDWARE OPTIONS



MANAGEMENT OPTIONS



DEPLOYMENT OPTIONS



HARDWARE OPTIONS



Tech Spotlight

Exceptional Audio DM NAX® Audio-over-IP

High performance audio distribution for
Commercial Spaces
Built with **DM NVX technology**

SCALABLE
Easily routes a single room or hundreds of sources to hundreds of zones through one network connection

INTEROPERABLE
DM NAX® devices work seamlessly with DM NVX® AV-over-IP solutions, Dante® audio networking, AES67, and 3RD party devices

FLEXIBLE
Easy-to-install, versatile distribution over the network, built-in DSP, streaming service support, and local analog or digital inputs, all in a single platform

SECURE
Deployed in the most secure government facilities where security is paramount

Tech Spotlight

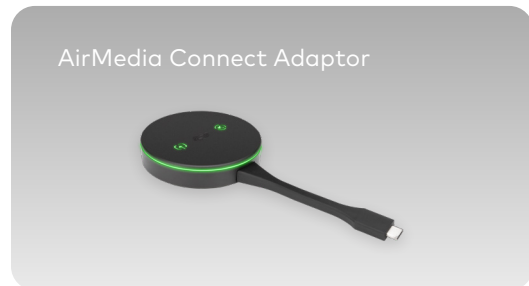
AirMedia® Wireless Presentation and Conferencing Systems



AirMedia® Connect Adaptor & Laptop AirMedia® Receiver Display

- PRESENTATION**
Present content quickly with the simplest of workflows
- CONFERENCING**
Wirelessly connects a personal device to the room's USB conferencing peripherals (cameras, mics, speakers, etc.) for BYOD meetings
- DIGITAL SIGNAGE**
Foster human connection with company updates and events, or room scheduling and availability
- CONTROL**
Make the space work for you with built-in automation

CONTROL



RECEIVERS



**Only select Crestron product models have security certifications. For a complete list of these products and their particular certifications, click [here](#).



APPS



KEY FEATURES

VIDEO CONFERENCING

Runs native Microsoft Teams® Rooms or Zoom Rooms® service on Windows® OS

Digital Signage: Both platforms support AppSpace® digital signage

AI-READY



Intel® Core™ Ultra 5 or 7 with integrated NPU for AI features

32gb of RAM

SECURE NETWORKING

Dual network ports for secure, segmented enterprise networking

AUDIO/VIDEO INPUTS

4x USB ports for your intelligent audio and video peripherals of choice

XIO CLOUD® MANAGEMENT

Cloud based deployment, monitoring, management, and analytics

MEETING CONTROL

Connect touch panel via PoE+ for native UC interface and custom control

CONTENT SHARING/BYOD

HDMI® input, DM® Essentials receiver, and USB-C® technology for content and BYOD

MULTIPLE DISPLAYS

3x HDMI® and 1x USB-C® outputs for immersive multi-display setups with 5K, 21:9 support



Tech Spotlight

NEW

COLLAB COMPUTE

CCC-110-T/Z, CCC-120-T/Z

The **hardware foundation** for hybrid meetings, delivering AI-ready performance, and scaling reliably across spaces with streamlined form factor and I/O purpose-built for video conferencing on Microsoft® Windows® OS.

Certified ZOOM

Certified XIO CLOUD

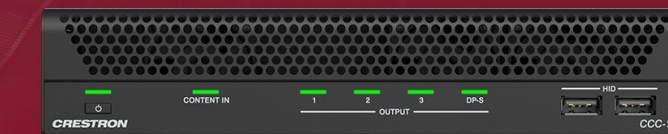
Certified Microsoft Teams

BYOD

CCC-110



CCC-120



Tech Spotlight

AUTOMATE VX – Multi-Camera Speaker Tracking & Switching

NO-CODING ROOM DESIGN
The Intelligent Video **Room Designer tool** lets you visualize how **Automate VX** will work in your specific room, all from a simple web UI

ALL YOUR CAMERAS
With **up to 12 cameras per server**, you can easily design every shot within one platform

Visit [here](#) to learn more about Automate VX **System Design** and here about **Configuration**.

IV-SAM-VX2-P



Certified Certified for Microsoft Teams

KEY FEATURES

- Provides automatic camera switching based on the active speaking participant
- Switches between multiple cameras for broadcast-style production
- Supports 7 SDI or 12 NDI®|HX sources and outputs SDI and NDI streams
- Intelligent video algorithm follows the conversation, avoiding excessive camera switching
- Simple configuration with the browser-based Room Designer tool
- Visual AI auto-frames and reframes to capture the best camera shots
- Built in encoder and recorder for live streams and video recording
- Customizable video layouts to accommodate video conferencing needs

HARDWARE REQUIREMENTS

- Up to 12x 1** Beyond cameras
- Automate VX Server
- Certified Microphones or Discussion Systems
- DSP
- Web-based Intelligent Video Room Designer

REQUIRES SPECIFIC MICROPHONES FROM:



Automate VX + 1 Beyond Cameras (up to 12)



KEY FEATURES

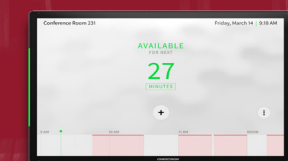
- POE**
Single-cable deployment that provides power and data
- SECURITY**
Built on MDEP, 802.1X authentication, TLS encryption, Active Directory® credential management integration
- XIO CLOUD® MANAGEMENT**
Cloud-based remote management, monitoring, and zero-touch provisioning
- AMBIENT LIGHT SENSOR**
For automatic brightness adjustment
- ETHERNET AND WI-FI® CONNECTIVITY**
Flexibility connectivity options, reliable performance, and secure network access
- MAXIMUM FLEXIBILITY**
Adapts to any workflow with fully customizable UI/UX with Crestron Construct™ software
- TOTAL DESIGN FREEDOM**
Crestron Construct™ software, CH5, or HTML5 – build what you envision
- MULTIPLE MOUNTING OPTIONS**
Wall-mount, tabletop, angled, mullion



Tech Spotlight

NEW 80 SERIES TOUCH SCREEN Overview

The purpose-built touch interface for **modern** meeting spaces, delivering a **consistent look and feel** across room scheduling, unified communications, and AV control in a single elegant panel with enterprise-grade security, flexible deployment, and seamless integration across any environment.



SCHEDULING



UNIVERSAL



UC



GOVERNMENT

Tech Spotlight

Control and Management

4 SERIES CONTROL PLATFORM & CRESTRON VIRTUAL CONTROL



DYNAMIC



SCALABLE



SECURE



AV Framework

.AV Framework™ platform in all Crestron control systems adds out of the box functionality with no programming and unlimited customization



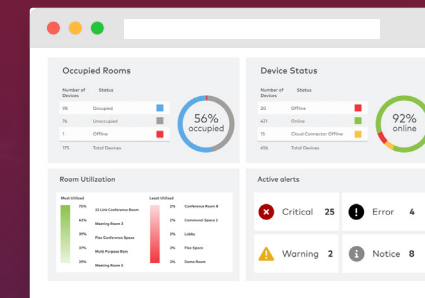
CERTIFIED DRIVERS

Crestron Control is an open platform and with certified drivers, Crestron Connected partners, and an open API, 3RD party devices can become "native" to your system

Tech Spotlight

XiO Cloud® Management

One platform. Every device. Every site.



XiO Cloud **manages, monitors, and scales** your AV estate — from a single room to hundreds of spaces across multiple buildings.

PLANS



XIO CLOUD

XiO Cloud offers a robust subscription tier that enables you to deploy, monitor, and manage Crestron devices at scale. It includes SMS/email alerts and firmware management.



XIO CLOUD PREMIUM

The XiO Cloud Premium subscription tier, adds advanced capabilities including 3RD party device support, room-level control and monitoring, historical data analytics, and API access.

HARDWARE OPTIONS



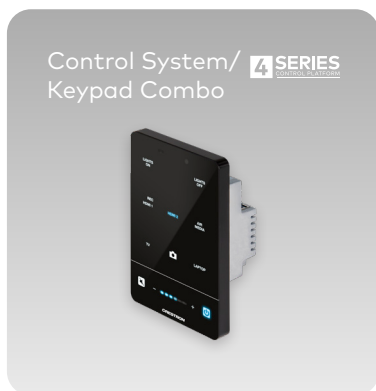
Rackmount 4 SERIES



IFE Micro 4 SERIES



DIN-RAIL 4 SERIES



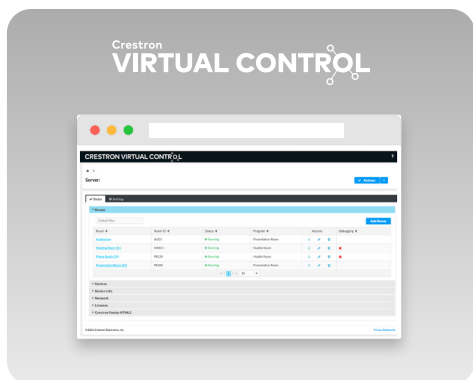
Control System/Keypad Combo 4 SERIES

Ethernet Control Modules

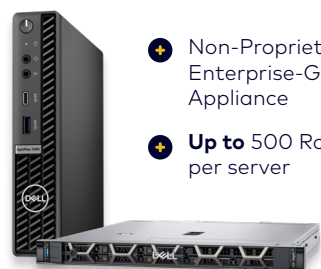


- Serial/Com (RS-232)
- IR Control
- Relay Outputs
- Digital Inputs
- Ethernet-to-Cresnet Bridge

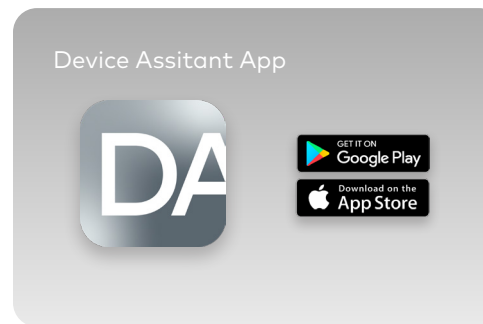
VIRTUAL/SOFTWARE OPTIONS



Crestron VIRTUAL CONTROL



- Non-Proprietary/Pre-Configured Enterprise-Grade Virtual Appliance
- Up to 500 Rooms/2000 devices per server



DEPLOY

Zero-touch deployment.

Bulk provisioning, instant onboarding — no manual configuration per room. **New:** Claim devices from your phone with the Device Assistant app.



MONITOR

Proactive, not reactive.

Know a room is down before a user walks in. Real-time health alerts helps resolve issues before they become disruptions. Compatible with ServiceNow® products with XiO Cloud Premium.



MANAGE

All technologies within one platform.

Every device, every room, one dashboard. Push firmware and configurations remotely. Maintain consistent standards across every space without being in the room.



EVOLVE

Scale without adding headaches.

Copy configurations from room to room. The 50TH room is as simple as the first. Add spaces, 3RD party devices, and analytics — the platform grows with you.

Claim and commission devices directly from your phone. At a venue like Spotify Camp Nou — hundreds of rooms, thousands of devices — this changes everything.

TRUE BLUE

We are True Blue. For You.

COMMUNITY

Quickly find the answers and resources you need for all things Crestron.

TRAINING

Industry-leading training from the Crestron Technical Institute.

RESOURCE LIBRARY

Documentation, tools, software, and firmware.

DESIGN IDEAS

Inspirational ideas for Enterprise, Education, Government, and Residential use cases.

TECHNICAL SUPPORT

888.273.7876 (Option 1)

- 888 273-7876 (Option 1)
- Available: Monday - Friday 8:45AM - 8:00PM EST
- Emergency Support Available 24/7

CUSTOMER SUPPORT

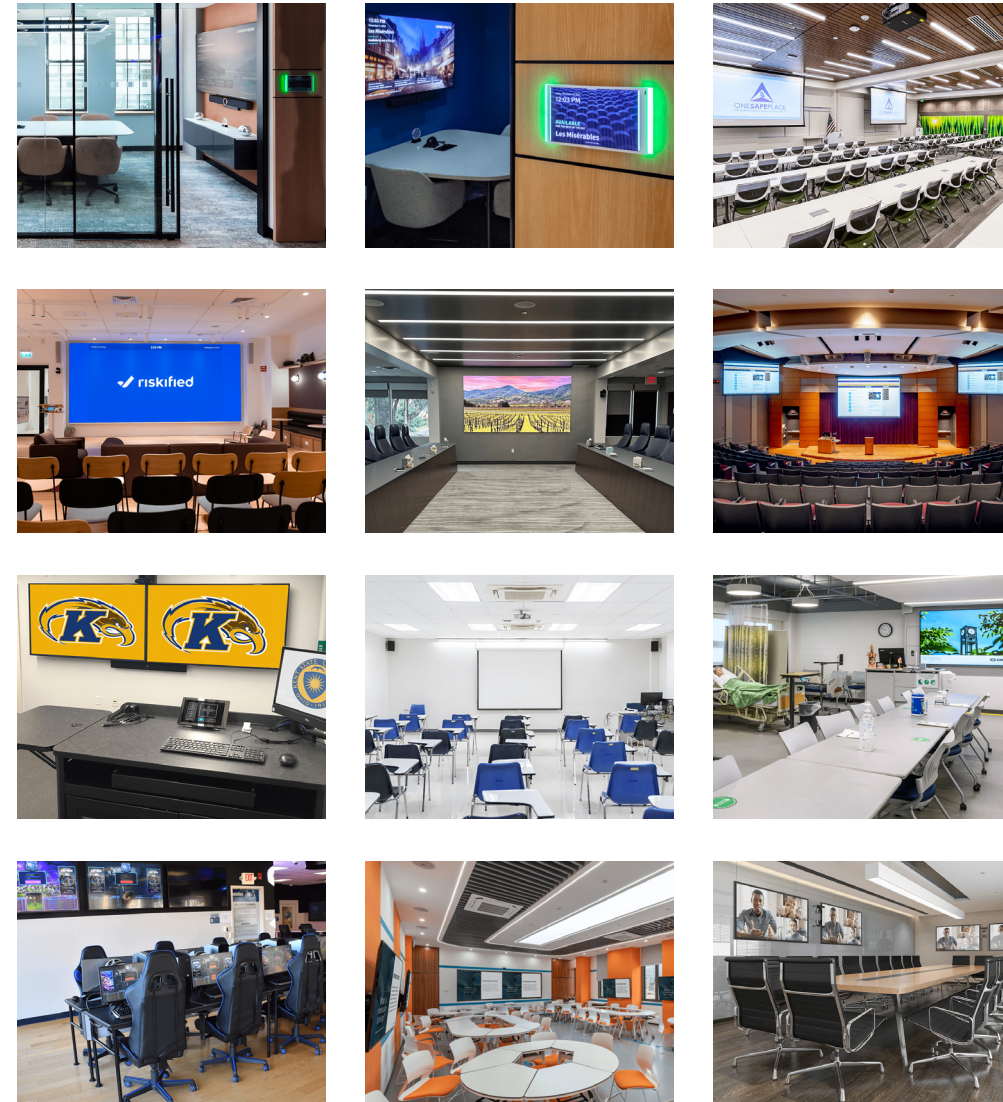
888.273.7876 (Option 2)

- 888 273-7876 (Option 2)
- Available: Monday - Friday 8:30am - 6:30pm EST

SALES SUPPORT

888.273.7876 (Option 3)

- 888 273-7876 (Option 3)
- Available: Monday - Friday 8:30AM - 5:30PM EST



More design ideas

Inspirational ideas for rooms

Designs include a bubble diagram, system design, and system CAD.

Conference Room

Hybrid/Hyflex Classroom

Huddle Space

Budget-Friendly Classroom

Divisible Space

Simulation Lab

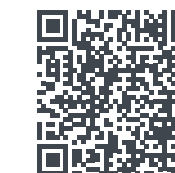
Training Room

eSports Lab

Boardroom

Active Learning Space

Auditorium



View all designs at crestron.com/DesignIdeas

For more information go to: crestron.com

World Headquarters

15 Volvo Drive
Rockleigh, NJ 07647
800.237.2041
201.767.3400
crestron.com

Crestron Canada

10 Carlson Court
Suite 800
Toronto, Ontario
M9W 6L2
Canada

Latin America

Bldv. Manuel Avila Camacho 37-1A
Col. Lomas de Chapultepec
CP 11560
México
+52 (55) 9159.5900
+ (305) 290.4978
crestron.com.mx

Crestron Europe B.V.

Stephensonstraat 20
bus 0001
2800 Mechelen
Belgium
+32.15.50.99.50
crestron.com

Australia

Level 6
465 Victoria Ave
Chatswood NSW 2067
Australia
+61.1800.555.040
ANZHQ@crestron.com
crestron.com

New Zealand

Unit 18
144-160 Beaumont Street
Westhaven, Auckland 1010
New Zealand
+64.800.273.787
ANZHQ@crestron.com
crestron.com

Israel

14 Hata'as Street
Kfar Saba, 4442514
Israel
+972.9.7685556
crestron.co.il

India

Unit 101 & 102 RMZ Ecoworld
Campus 6B Sarjapur Marathalli
Outer Ring Road
Bangalore 560103
1.800.3005.8822
INDIAsalesupport@crestron.com
crestron.com

NE Asia

Suite 3101-02, 31/F Oxford House,
Taikoo Place 979 Kings Road
Hong Kong
+852 800 969 996
NEAsalesupport@crestron.com
crestron.com

China

487 Tian Lin Road Gems Park
Block 25 Xu Hui District
P.R.C. Shanghai 200233
Toll Free Phone: 400.880.9700

SE Asia

30 Cecil St
#21-05, Prudential Tower
Singapore 049712
+65.6932.1020
crestron.com

Japan

1736-3 Higashitsuda-Cho
Matsue City 690-0011
Japan
+81.852.60.5185
crestronjapan.com

South Africa

Hampton Office Park Atterbury House
20 Georgian Crescent East Bryanston
Johannesburg
South Africa



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