

Art Deco Landmark Transformed Into Premier Home Theater Showroom

Houston, TX

CRESTRON

2017

Home Technology Awards

Best Showroom / Demo Space

The challenge

Transform a 10,000 square-foot Prohibition Era landmark in Houston, Texas into a premier home theater showroom.

The solution

Re-wire the entire building, incorporating Crestron DigitalMedia™ technology, Crestron Pyng® software, custom integrated touch screens with IP phones, and thermostats.

Introduction

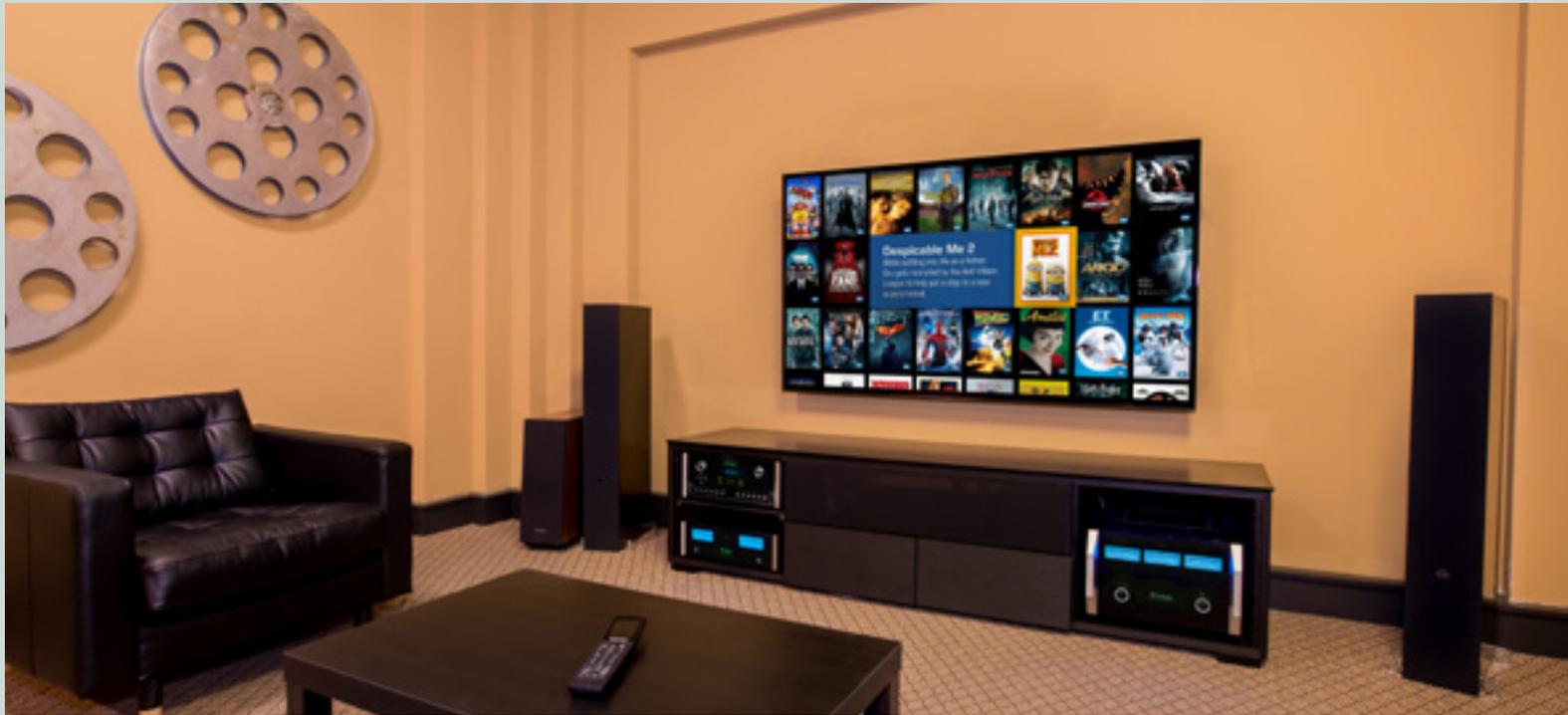
Houston-based Media Systems Inc. acquired this 10,000 square-foot Prohibition Era landmark in 2002.

Now a showroom/demo space, there are multiple home theaters that vary in size, built to show off the versatility of Crestron solutions.

The main theater features a large flagship Sony® Home Cinema Projector powered by a Crestron remote processor and DigitalMedia. The upstairs living room is a comfortable space that's a more common installation for our homeowners. The smaller theater serves as a primary showroom. In addition to being a DM® endpoint, the space specifically works with an older projector to show how Crestron technology can control both new and older equipment. Each space shows off the flexibility and intricate features of Crestron technology and its ability to work seamlessly with third-party products such as Amazon® Alexa™ and Josh.ai voice control.

"Crestron gives us the technology we need to 'wow' our customers and showcase all the possible applications in any size home theater," says Donnie Boutwell, CEO of Media System Inc. "The infinite ability to integrate with third-party technology, cutting edge Crestron solutions, and seamless functionality with old and new products is exactly what we highlight throughout our showroom."





Results

This unique showroom/demo space provides homeowners the opportunity to get hands-on experience with a diverse collection of Crestron automation technology in a variety of different size spaces. The Crestron makeover in 2017 has elevated the showroom to rival any Crestron Experience Center.

Featured Products

- **8x8 DigitalMedia Switcher**
DM-MD8x8
- **4K DigitalMedia Receiver & Room Controller 100**
DM-RMC-4K-100-C
- **3-Series® Control System**
CP3
- **Crestron Pyng® Control Hub**
PYNG-HUB
- **10.1" Touch Screen**
TSW-1060
- **Heating/Cooling Thermostat**
CHV-THSTAT
- **infiNET EX® & ER Wireless Gateway**
CEN-GEWXER

