



THE ULTIMATE AV LOUNGE

'Best Showroom' project demonstrates limitless control possibilities through Crestron Home OS and custom solutions.

USK Electronics, based in Hyderabad, India, envisioned their new Luxury AV Lounge as an immersive experience center that would effortlessly blend luxury smart living with professional-grade audiovisual performance. It is designed to go far beyond a typical demo space and serves as a real-world showcase where smart home elegance meets the power and precision of commercial AV solutions.

NAME OF PROJECT:
USK Luxury AV Lounge
REGION:
Hyderabad, India
DEALER:
USK Electronics Pvt Ltd

"CHOOSING CRESTRON FOR THE NEW LUXURY AV LOUNGE WAS AN EASY DECISION FOR US. AS LONG-STANDING CRESTRON PARTNERS, WE TRUST THE RELIABILITY AND FLEXIBILITY OF THE SOLUTIONS TO DELIVER A TRULY ELEVATED EXPERIENCE."

R. Narayana Murthy
Director,
USK Electronics Pvt Ltd



THE CHALLENGE

USK Electronics aimed to build a cutting-edge experience center that would highlight both high-end residential AV and commercial-grade systems. To support both environments, they needed a platform sophisticated enough to handle complex AV integrations while still delivering a premium, intuitive user experience. The space was designed to shift effortlessly between immersive entertainment, smart-living demonstrations, conferencing, and live event modes, showcasing for visitors the full spectrum of what modern AV technology can achieve.

THE SOLUTION

With prior successful Crestron deployments behind them, USK Electronics knew that Crestron was the ideal platform to anchor their hybrid showroom, demonstrating both the residential and commercial use cases. To complete the unique environment their team was after, USK Electronics created a blended setup using Crestron Home® OS for its sleek interface and a Crestron custom control system for backend logic and control of advanced systems.

"CHOOSING CRESTRON HOME WAS ONE OF OUR BEST DECISIONS. IT DELIVERS A CLEAN, ELEGANT EXPERIENCE WITHOUT THE NEED TO MANAGE EVERY SYSTEM MANUALLY."

R. Narayana Murthy
Director,
USK Electronics Pvt Ltd



THE TECHNOLOGY

USK Electronics created a fully integrated smart space using the Crestron Home OS paired with a custom Crestron control system, blending a user-friendly interface with the extended possibilities achieved through custom integrations. Crestron Home OS provides an elegant front-end experience ideal for luxury living, while the custom system handles advanced AV logic, professional-grade equipment integration, and deeper control capabilities. This hybrid approach enabled a fast deployment without sacrificing flexibility, creating a single unified platform that showcases Crestron's control capabilities. Chosen for its reliability, scalability, and ability to unify all elements, the Crestron system delivers high-end entertainment alongside effortless everyday control of lighting, audio, HVAC, and security.



The system was designed to transition flawlessly between virtual golf, private events, video conferencing, and large-scale cinematic experiences, all within a single adaptable environment. What sets this project apart is its seamless fusion of luxury design, advanced automation, and immersive technology. There are many customization features from mood-based lighting scenes to cinematic viewing and high-end conferencing, all controlled through the custom Crestron system. Flexible room configurations allow the space to shift effortlessly from town hall gatherings to DJ-driven events without sacrificing performance or visual appeal. The "wow" factor lies in dynamic 360° lighting and spatial audio that adapt in real time to each experience. Together, these elements create a fully immersive, future-ready smart space that pushes the boundaries of what a modern multi-use environment can be.

In the residential section, visitors have the opportunity to experience how a truly personalized entertainment space can come to life within the home. With Crestron DM NAX® Audio-over-IP technology, guests can enjoy movie nights and immersive entertainment experiences showcased in the Luxury AV Lounge. Audio flows through the gathering spaces, including the game room, the bar, the living room, and even the indoor golf simulator, creating a cohesive atmosphere throughout. The Crestron touch screens and Horizon® keypads ensure smooth, consistent control across every area, allowing visitors to easily interact with the technology and tailor each experience to their needs. The environment transforms from an elegant lounge or comfortable living room for private events into a fully realized home cinema, perfectly suited for hosting movie nights.

For a corporate experience, the video conferencing hub uses Crestron 1 Beyond Camera technology to showcase successful hybrid meetings with the Crestron Sightline Experience. Each camera is focused on an individual for remote participants to engage in natural conversation. Crestron DM NVX® AV-over-IP distributes video throughout the conferencing area, ensuring each participant is viewing the same content. Content presented on the screens can come from any guest using a Crestron AirMedia® presentation system. Guests can type in the code from the displays onto their own computer and easily connect to share their own content.



"THE POWER OF THE BLENDED CRESTRON HOME AND CUSTOM CRESTRON SYSTEMS IS UNSTOPPABLE. WE CAN DO MORE THAN WE EVER IMAGINED WITH THIS INTEGRATION, AND IT IS OUR PLEASURE TO BE ABLE TO SHOWCASE THESE PRODUCTS TO OUR CUSTOMERS."

R. Narayana Murthy
Director,
USK Electronics Pvt Ltd





RESULTS

The unified Crestron ecosystem delivers both high-end automation and deep integration, creating a space that's technically advanced and engaging. The USK Luxury AV Lounge is the perfect place for guests and end-users to test new solutions and see advanced technology in action.

"One tap transforms the lounge to match any mood or event. It's intuitive, seamless, and lets us focus on our guests while Crestron handles everything behind the scenes," says R. Narayana Murthy, Director at USK Electronics Pvt Ltd.

Featured Products

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CP4

4-Series® Control Processor for Crestron
Home® OS
CP4-R

DM NVX® 4K60 4:4:4 HDR Network AV
Encoder/Decoder
DM-NVX-350

DM NAX® 4+1 Zone Streaming Amplifier
DM-NAX-4ZSA-50

Crestron 1 Beyond i20 Intelligent PTZ Camera,
20x Optical Zoom
IV-CAM-I20

Crestron 1 Beyond p12 PTZ Camera, 12x
Optical Zoom
IV-CAM-P12

Horizon® 2 Keypad with Cresnet®
Communications
HZ2-KPCN

10.1 in. Wall Mount Touch Screen
TSW-1070