



Case Study

West Hollywood Rock Hotel Part 2

Iconic West Hollywood Rock Hotel, a legendary boutique hotel on the Sunset Strip, has been hosting rock royalty and A-list actors for over 50 years. Despite its prestigious reputation, this iconic rock hotel required a designated gym facility that met its guests' high standards. The challenge was to create a wellness studio that would match the hotel's quality reputation and stand out from ordinary gyms. The project had some unique challenges, such as limited speaker placement options and the need to mount a display on a curved wall.

Profound, a trusted technology partner of the hotel, was tasked with finding a rock-star solution for the wellness studio. Having worked on multiple updates and installations throughout the property, including suites, video conferencing spaces, and restaurant areas, Profound was well-versed in meeting the hotel's expectations.

Bradd Fisher, President of Profound Technologies, explained their approach, saying, "To deliver the 'cool factor,' we engineered an ultra-wide screen video wall using Samsung's VH55R LCD Displays with minimal bezels, creating a seamless presence. The ultra-wide format allowed for one large central image

and two smaller ones on the sides, forming a triple video display ideal for a fitness environment." He emphasized how this unique video wall differentiated itself from standard large TVs, adding to the hotel's allure.

Before commencing the project, Profound presented a rendering of the final product, which the client loved. The team then tackled various challenges, including controlling the TVs, prioritizing audio sources, handling speakers, and mounting the display on the curved wall. Crestron's HR-310 remotes were installed for each display to address control concerns, allowing guests to have individual control and keeping remotes accessible during workouts. A master control touchscreen was also added for staff to manage the system.

In addition to control, the team had to address mounting the TV on a curved wall. They installed a unistrut for support and constructed a custom speaker bar below the display to house high-quality speakers, with a hidden subwoofer in the wall to provide the desired thumping sound in the wellness studio. The final solution was a custom masterpiece seamlessly integrated with the space, reinforcing the hotel's rock and roll reputation.

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The fitness center expressed their delight with Profound's adaptability and creativity, which resulted in the establishment of an ongoing consulting agreement for all their future technology requirements. This scenario serves as a prime example of how a top-tier technology partner can successfully meet the challenge of crafting a distinctive and top-notch solution for a prestigious client within the hospitality industry.