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Location: **Nottingham, England**

Client: **Cable Guys**

### Client:

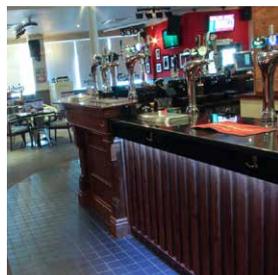
Located just a stone's throw away from the hallowed turf of Nottingham Forest Football Ground, Trent Bridge cricket ground, Nottingham Rugby Club and Notts County's Meadow Lane Ground, The Southbank Bar in Nottingham is an unmissable mecca for any sports fan heading into Nottingham City Centre.

And in order to ensure that visiting sports fans have all the very latest updates on their favourite sports, the latest matches and results, The Southbank Bar, Nottingham has really gone to town to ensure that no matter where you are in the bar, you're not going to miss a moment of every match that matters!

### System Requirements:

So as part of their recent refurbishment, the Southbank team turned to local AV specialists Cable Guys to provide an audio visual experience which would cover every inch of the bar with outstanding sports coverage and live entertainment.

And the answer? Over 24 screens, video walls and televisions (and still counting!) delivering live sports coverage, news updates and entertainment from 8 separate AV sources in a combination of full HD and 4k UHD!



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## The Solution:

The team worked together to design and implement a fully integrated AV distribution system using the latest CYP HDBaseT range of 4K UHD Matrices and Receiver End Points, together with CYP's innovative EL-41PIP to provide multi-channel picture-in-picture functionality on the bar's 90inch UHD screens.

To deliver the best possible results throughout the system, whilst ensuring full flexibility of sources to screens, Cable Guys worked closely with AV distribution specialists CIE-Group.

"If Carlsberg made pubs for watching football in, this would be one of them!"

CIE's CYP product manager Martin Featherstone explains,

"Cable Guys approached us to get involved in the design and specification by offering an innovative solution in the Southbank Bar delivering HD and UHD content to a large number of screens. Within the system is the PU-8H8HBTP-4K22, which is the latest HDBaseT Lite Matrix which delivers 4K content, as well as HDCP2.2 compliancy, together with the CYP's Power-over-Cable HDBaseT Lite Receivers.

Cable Guys' Lee Spicknell describes the project in more detail;

"We've also made great use of CYP's EL-41PIP picture-in-picture device, which allows for 4 separate sections of content at any one time without any bezel interference."

"In here we have a pretty colossal system! We've got 8 sources; 4 Sky HD boxes, 1 band camera, a promotional computer delivering digital signage, a DVD player and of course the picture-in-picture device which enables us to overlay different sources on top of one another in all sorts of configurations."

"There are also three CYP 8-by-8 matrices which control all of those sources to all of the screens in the bar; what that means is that each screen can quickly and easily be configured to show whatever we want to show"

Southbank Bar manager Owen Roach, said of the new AV refurbishment,

"It's fantastic. The biggest thing for us is to try to be the first to do new things and deliver the latest and best technologies to our customers.

"When people come to watch sport it's an experience – it should make a serious impression."

"I like to think we've got that all-round package – we're not just about sport but it's a huge part of what we do. It's about an experience and getting people in to enjoy themselves."

As Cable Guys' Lee told us "If Carlsberg made pubs for watching football in, this would be one of them!"

We couldn't have put it better ourselves Lee!

## Product:

- 3 x CYP PU-8H8HBTP-4K22 8 x 8 HDMI HDBaseT Lite Matrix
- 1 x CYP EL-41PIP Integrated 4-Way HDMI Switch with picture-in-picture function
- 8 x CYP QU-14S-4K 1-to-4 HDMI 4K UHD Distribution Amplifiers
- 23 x PU-515PL-RX HDBaseT Lite Receivers

## Products used in this project



CYP - PU-8H8HBTP-4K22  
8 x 8 HDMI HDBaseT Lite  
Matrix PoC, 4K UHD &  
HDCP2.2



CYP - EL-41PIP Integrated  
4-Way HDMI Switch with  
picture-in-picture function



CYP - PU-515PL-RX HDBaseT  
Lite Receiver only with PoC  
& 2-way IR up to 60m



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