

wave

2022

A Westan
in-house
publication



RIGHT DIAGNOSIS

Lifestylepanel
Prescribes Philips
Hotel TVs

LIFE SCAPE

Philips Hotel TVs Make
OS Students Lives
Easier

BIG UPS!

Huge 6m Aurora LED
Panels Serve Rural
Council

TECHNOLOGY & TRADITION

The Precinct: Port
Adelaide FC's New Venue

Ambience is Everything

Why Seagrass Venues like
Hunter Barrel & 6 HEAD
Rely on Sonos



ABOUT WESTAN

Australian-owned and operated, Westan is a trusted value-added distributor of internationally recognised audio/visual products for commercial and residential channels across Australia and New Zealand.

We have a simple mandate: to achieve great things with our clients and our suppliers that could not otherwise be achieved by any of us alone.

To this end, we see ourselves as not just a distributor of great brands such as Epson, Philips, Samsung, Sonos and InFocus, but also fundamentally bringing a vertically integrated skillset to our activities and relationships. Our channels span across AV retail specialists, mass retail, education, commercial AV, digital signage, hospitality, telecommunications and more. Ideally positioned to have a deep understanding of these markets, we work with our suppliers, resellers and end-clients to identify needs and deliver solutions tailored for every unique requirement.



Kamil Aghtan
Managing Director, Westan Group

VICTORIA

salesvic@westan.com.au
10 Brindley Street, Dandenong South
VIC 3175

NEW SOUTH WALES

salesnsw@westan.com.au
Unit 2, 4-6 Junction Street, Auburn
NSW 2144

QUEENSLAND

salesqld@westan.com.au
Unit 21, 140 Wecker Road, Mansfield
QLD 4122

WESTERN AUSTRALIA

saleswa@westan.com.au
Unit 3, 62 Guthrie Street, Osborne
Park WA 6017

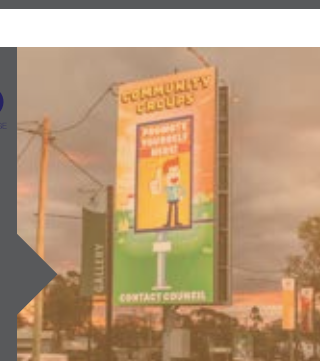
AUCKLAND

salesnz@westan.net.nz
Unit 4, 38 Peters Way, Silverdale
Auckland 0932

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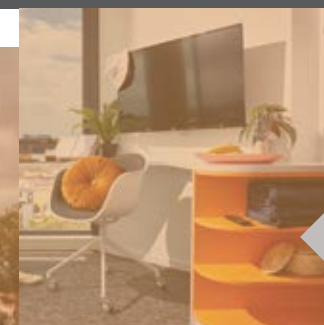


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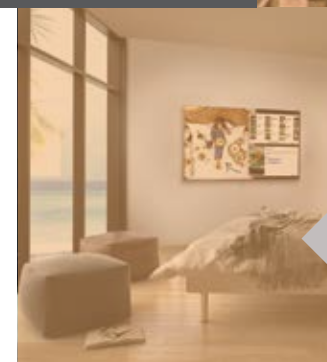
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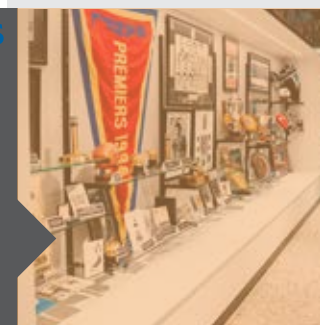
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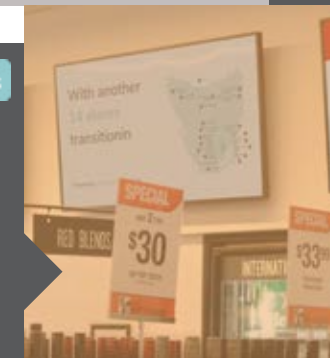
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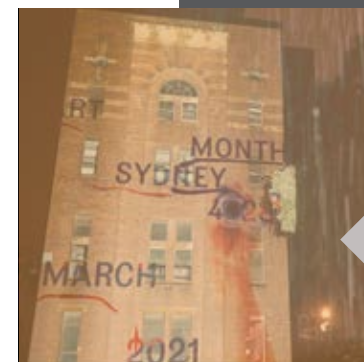
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Whatmough is a
homegrown success story
based on passion and
attention to detail

Whatmough

Why Westan?

We strive to be the easiest distributor to deal with in our space.
To us, this means:

SELECTIVE DISTRIBUTION STRATEGY

- Quality brands with consistent supply and service
- Premium, globally-recognised brands to suit and predict market need
- A carefully curated selection of complementary products to offer comprehensive solutions for a diverse project requirements
- A non-competitive strategy between product ranges
- Focus and commitment to our brands
- Extensive market research to bring together a comprehensive portfolio of products

WAREHOUSING AND LOGISTICAL CONTROL

- Extensive warehousing capability
- Experienced logistics team dedicated to each warehouse-office located across five metropolitan areas: Melbourne (Headquarters), Sydney, Brisbane, Perth and Auckland
- Maintained stock on hand levels for faster, more reliable dispatch and time-sensitive project deliveries
- Flexibility to respond instantly to the unexpected and provide out-of-the-box solutions to suit modern business needs
- Demo spaces in key major cities
- Visit showrooms in Melbourne, Sydney, Brisbane, Perth and Auckland

PARTNERSHIP-DRIVEN GROWTH

- Downstream partnerships
- Transact with regional resellers, no end-client approaches
- An active customer base of 1,500+
- Go-to-market strategy based on direct cooperation with Channel partners to deliver outstanding technological solutions and market-leading results.
- Upstream partnerships
- Deep and longstanding collaboration with vendors at multiple levels of operation, including technical support, research and development, and manufacture
- Exclusive distribution on a range of products:

TESTIMONIALS FROM CUSTOMERS

“” *My personal experience with Westan: I really have no ways of making it better; it is one of the best companies to deal with.*

LAYERS OF SUPPORT

- Pre-sales participation
- Dynamic, informed presentation to end-clients bringing together Westan sales and technical expertise with Channel partner’s skills
- Direct vendor assistance for complex project requirements
- Dedicated technical support team in Sydney and Melbourne and Auckland
- Structured, hands-on product training and certification delivered by Westan technology experts in key brands and products
- After-sale service support to diagnose, troubleshoot and resolve simple and complex product issues
- Regularly updated Westan knowledge base populated with 500+ technical articles available as resource to customers and end users
- Service partner across Australia and New Zealand to conduct onsite repairs and replacements
- Complementary services to assist project management
- Pre-validation of commercial AV delivery technologies
- Logistical project management and storage capabilities to respond to project delivery delays

TESTIMONIALS FROM SUPPLIERS

“” *As a supplier, Westan is a company that you want (rather than have) to deal with. Within a supplier this promotes the organic drive to support the company’s goals, ambitions and requests.*

GOOD PEOPLE

- A connected, engaged and experienced team
- Including over 15 outbound Channel professionals spread across Australia and New Zealand
- Supported by a dedicated centralised Sales Desk and Administrative team
- Collectively half a millennia of industry experience across the Westan family

IMPECCABLE REPUTATION

- Long-established in technology distribution
- Thirty-year trade history in the region and relationships spanning decades
- Empathetic, honest and collaborative
- Strong core values that underpin all of Westan’s actions and activities

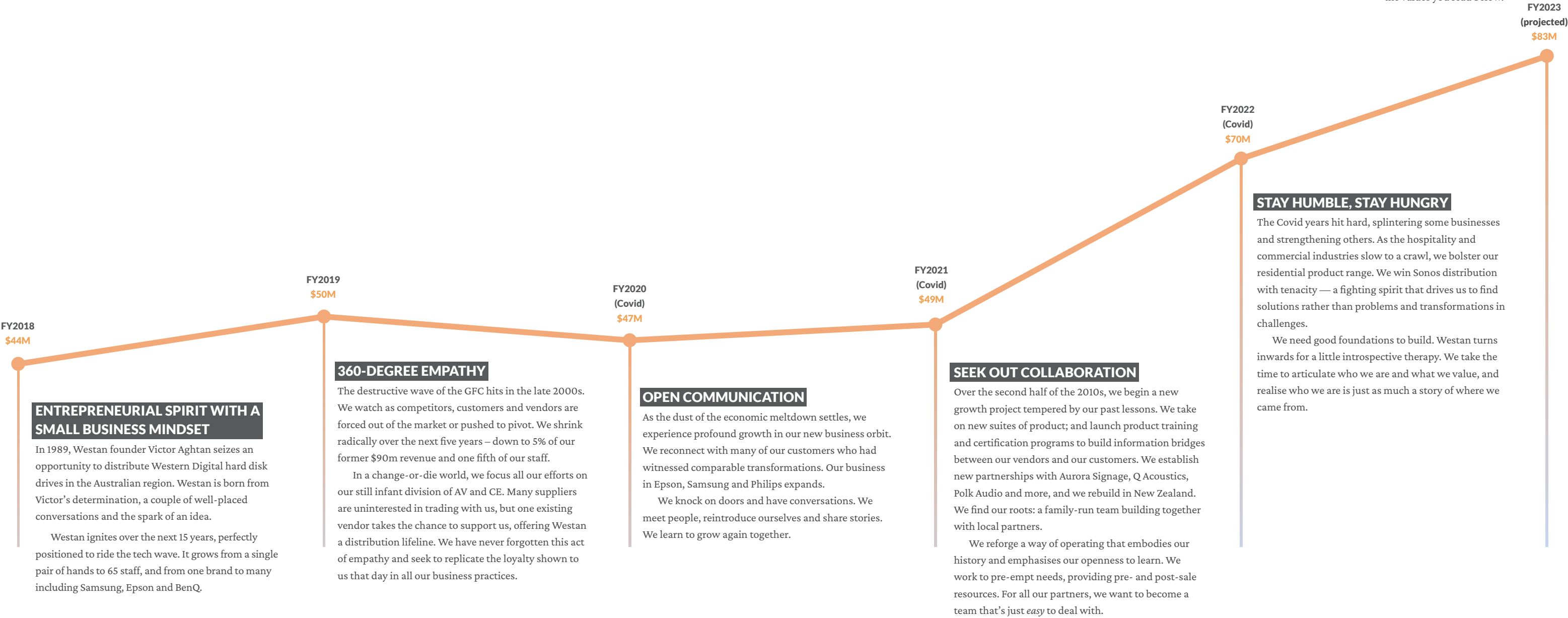
Some of the ranges and products that Westan is uniquely positioned to distribute

 Aurora Signage LED displays	 Philips Professional TV range	 Epson EH-TW9400 and EH-LS12000	 InFocus Mondopad collaboration solution	 Sonos product within the AV Specialist channel	 Whatmough Loudspeaker range	 Kandao QooCam and Meeting series	 GoBright technology solutions
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Over Westan’s 30+ year operation, our company has transformed, our direction changed and our offering reinvented itself. We like to think that each pivot has influenced our trajectory and every turn has shaped the core values Westan lives by today.

REMAIN TRUE TO YOU

Even as Westan grows, we have tenaciously cleaved to a flat management structure which ensures that our team are open and accessible, across all roles and responsibilities. It also guarantees that we don’t eschew the quirks of our personalities (for better or worse), we embrace our strengths, and adopt a ‘be yourself’ mentality underpinned by a strong set of Westan ethics. Instead of a hard and fast rulebook, we much prefer a *value book*, driven by the values you read below.



Huge 6m Aurora LED Panels Serve Rural Council



The Western Downs Regional Council obviously enjoy thinking outside the box. It’s rare for a council to purchase a pair of oversized, double-sided LED displays for public service announcements, but you get the feeling that this council is happy to think for itself.

Both displays are six metres high and are installed in high-traffic areas on the Warrego Highway in Dalby and Chinchilla, west of Brisbane.

The initial use-case for the displays was as an emergency announcement option. If power or internet or communications were down, these boards would continue to act as means of conveying important messaging to the community.

The Council managed to secure funding from the Queensland Government under the Works for Queensland program. The project went to tender and Toowoomba-based AV integrator Visual Focus won the job, spearheaded by Operations Manager Scott Meares.

“We chose the Aurora SMD LED P6.67 panels for their high quality, durability and reliability with respect to Council’s warranty requirements,” reports Visual Focus’s Scott Meares. “The Council tender sought a solution for emergency signage initially but we recommended they consider both emergency use as well as wider community information display to maximise value for money from the project. This meant recommending display panels with finer pixel pitch.”

AWESOME CANVAS

The Aurora outdoor LED display is indeed an amazing-looking visual canvas for the messaging, which includes tourism promotions as well as event news from local community groups.

David Frazer, the Council’s Communications and Marketing Officer picks up the story: “The original idea may have been to use the digital billboards for emergency and safety advice, but we now have a promotional platform that works for us all the other days of the year that we don’t have an emergency. The boards give free exposure to community groups’ events, and provide a powerful marketing tool for our regional tourism office. If we support the local organisations, they’re more likely to continue those initiatives and the local community benefits.”

LOCAL TRADES

Securing delivery of the huge LED panels in a pandemic wasn’t a trivial matter. Westan’s Paul Ciobo, working out of the Brisbane office, ensured the product was on site and on time.

Visual Focus project managed the fabrication of the shroud etc, and the installation. Western Downs Regional Council stipulated the use of local contractors, and Visual Focus was only too happy to comply.



“” As for the quality of the image... it’s like the quality of your TV at home, only six metres high!

“Visual Focus was instrumental in producing a really high-quality product,” enthused David Frazer. “Not only in the quality of the installation but also the commissioning and training.”

BrightSign media players and scheduling software is used. David is pleased with its ease of use and also its redundancy features.

“Worst case scenario, if everything goes wrong in an emergency, we can connect the digital billboards into a generator and plug a USB stick directly into the BrightSign players,” explains David Frazer.

Otherwise, the updating of the signs happens in the comfort of David’s office via an internet connection.



ENGAGING THE COMMUNITY

A pandemic year isn’t replete with events to promote or caravans of grey nomads, but the local response to the digital billboards has been hugely positive, according to David Frazer: “We’ve been approached by nearly 30 community groups to promote their messages and events. Our Community Engagement team gathers the content and designs it to ensure the quality of the messaging.

“As for the quality of the image, it’s superb. The way I like to describe it is: it’s like the quality of your TV at home, only six metres high! You can be a couple of metres away and you still can’t make out the individual pixels. And it’s more than bright enough. Visual Focus has integrated an automated brightness sensor. I think the levels are down to around 6% after dusk, and they’re more than capable of competing with bright sunshine.”

BOLD MOVE

Large kerbside digital billboards are traditionally the domain of the digital out of home advertising companies. It’s fascinating to watch a regional council take matters into their own hands. Drive into Dalby or Chinchilla and you might be forgiven for expecting a sleepy little country town with perhaps a Tidy Town sign from 1983 or an even more ancient Jaycees or Rotary badge. Instead you can’t help but be left with the impression that you are in a region that takes innovation seriously and is just as serious about supporting its local community. Well worth the investment.



CABINET-FREE LDC320XXFP

THE NEXT GENERATION INDOOR LED DISPLAY

- P1.87mm available in 8:9 ratio
- Cabinet-free integrated modular design incorporates power supply, receiving card and hub board on the one board and ensuring stable performance
- Intelligent power supply dynamically adjusts the output voltage to the module, resulting in up to 60% higher efficiency and saving in cooling costs
- Vivid colour display
- Slim depth profile as low as 28mm
- Super-light, weighing in at 1.4kg
- “Smart” module system conducts colour calibration for you when modules are replaced
- On-Screen Display and remote control included
- Versatile application, including retail, commercial, exhibition and artistic installations
- Fully front access installation and maintenance



THE AURORA SIGNAGE POINT OF DIFFERENCE

SUPERIOR QUALITY, COMPETITIVE PRICING AND UNIQUE SOLUTIONS

- **Australian engineered and designed** with industry-leading chipsets, lamps and peripheral hardware
- **Australian owned and operated factory** to reflect higher quality assurance and region suitability along with local compliance, and more efficient procurement times
- **Total project implementation** with the Aurora engineering and structural team, partnered with the Westan Sales Team, to support largescale projects, including these services:
 - CAD design
 - Engineering support
 - Structural engineering
 - Stakeholder liaising
 - System design – electrical, data and control interfacing
 - Custom hardware and custom screen fabrication to suit all applications
- **Three product classes** from high performance to budget-conscious, using a good, better, best approach means that there’s always the right range to fit your requirement
- **Innovative mounting systems** specifically designed to natively fit the entire Aurora LED range, or custom frames and mounting systems, and bespoke cabinet sizes
- **Power Control Centre and Control Hardware** to monitor power and energy usage, and to manage display functions like brightness adjustment, on/off scheduling and source control directly from an iOS or Android device
- **Aurora LDP2625 LED processor** features FHD video wall capability with scaling and image processing onboard, and with an Android operating system that features Fusion onboard for out of the box cloud-based digital signage
- **Convenient servicing** via front and/or rear access service options and a variety of simple tools for module removal and replacement



LTP LED TREATMENT PROTECTION

SUPERIOR IMPACT PROTECTION WITHOUT COMPROMISE

- P0.9 – P1.95mm for boardroom; P2.6 – P3.9mm for indoor fine pitch; P2.97 – P4.8mm for outdoor available
- Protect from static, dust, water and impact, including balls and other objects: IP65 waterproof and dustproof rating
- Great contrast, HDR compatible, high brightness and impressive accuracy in colour rendering
- Super wide horizontal and vertical viewing angles $\geq 170^\circ$
- Industry-leading 3-in-1 design incorporates power supply, receiving card and hub board on the one board and ensuring stable performance
- Fully front-access installation and maintenance

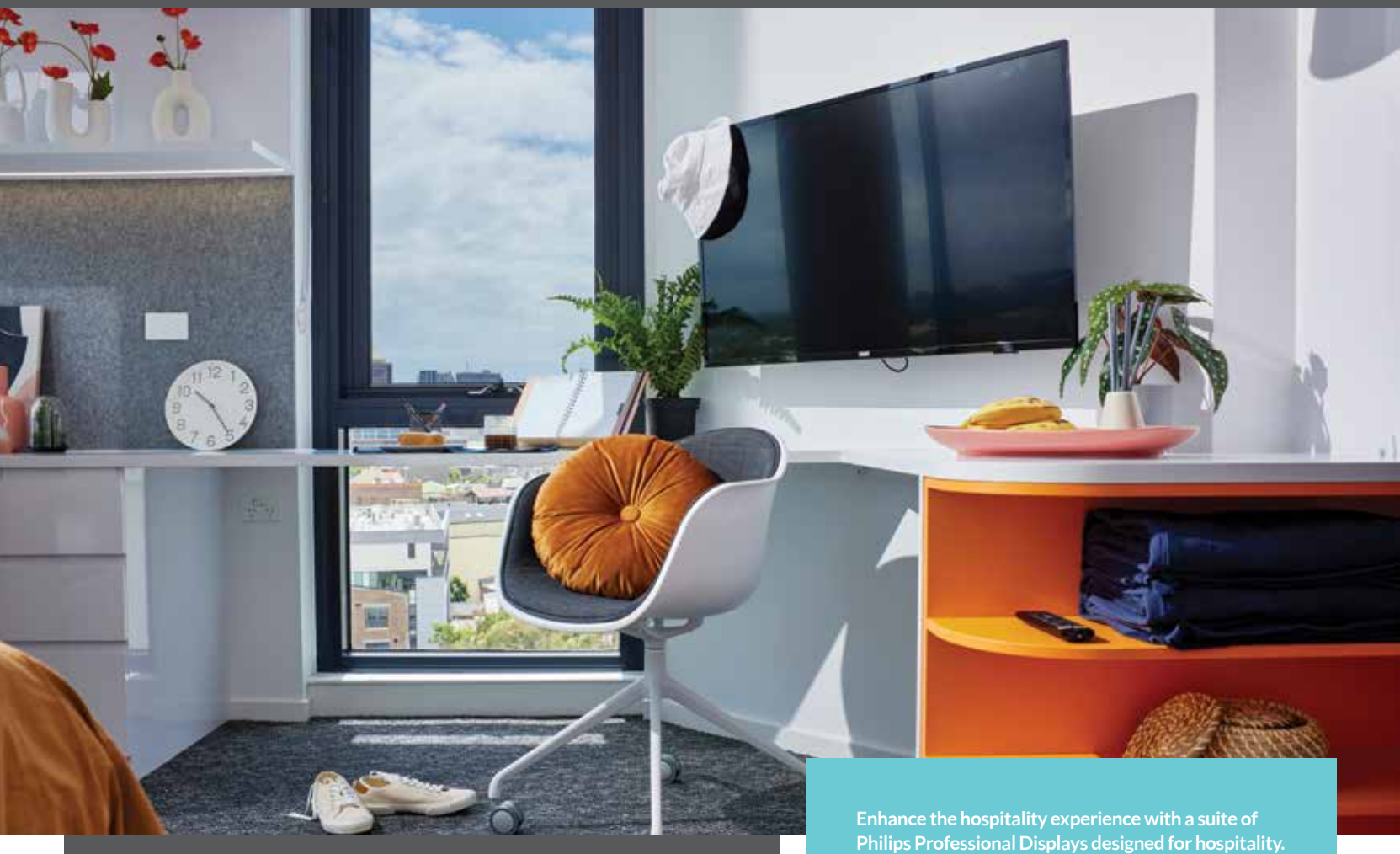


INDOOR INTELLIGENT HD LED POSTER

SEND YOUR MESSAGE ANYWHERE

- P1.5 – P2.5mm; 72", 80" and 89" available
- High refresh rate and high brightness > 800 nits
- Foot standing with slim body and lightweight design, including foldability for transportation
- Plug and play operation
- Publish to multiple screens from a single device, including content scheduling, playback management and control via LAN or cloud-based CMS platform
- Full front access for easy servicing

Optimise Your Guest Experience



Scape manages over 16,000 beds in 33 properties in Australia, and relies on Philips hospitality TVs to help students feel right at home.

The mention of ‘student accommodation’ can conjure images of narrow, hard beds, a single desk replete with inkpot and decades of initials scratched into the surface.

Thankfully, Scape Australia — known as simply Scape — provides something a little more up-market and comfortable. Scape specialises in developing, building and operating student living environments for housing students from all over the world. A multi-national company, Scape’s operations in Australia is the largest of a growing worldwide organisation with offices in the UK, Ireland and the USA.

These student environments are intelligently designed, purpose-built to create the ideal learning and living environments for students to thrive. This enables Scape to install an information network, along with facilities for entertainment and furthering any chosen education. At the forefront of that network, is the Philips Hospitality Series of televisions and monitors.

VAST OPERATION
Students and higher education are such a part of our social fabric that we almost take them for granted. Scratch the surface and it’s suddenly obvious that universities and colleges are a serious business,

and recent events have highlighted how large a slice of the country’s economy is reliant on overseas students.

Alone, just accommodating the vast numbers of pupils coming into Australia is a big deal, and it needs to be done right. Something like 70 percent of all university students are from overseas and need somewhere to live, work and relax. Currently, Scape has over 16,000 beds in 33 properties available across Sydney, Brisbane, Melbourne and Adelaide, with seven more buildings currently under development. Each has an average of 600 rooms, which, along with the entire education sector, had a challenging time during the pandemic with borders closed. Despite the covid headwinds, Scape continued to develop future properties.

- Enhance the hospitality experience with a suite of Philips Professional Displays designed for hospitality.
- Powered by Android, Philips professional displays are fast, versatile, easy to navigate, and are all optimised for native Android apps
 - Full access to the entire Google Play Store makes it easy to add apps, games, music, movies and more, and you can also install web apps directly to the display
 - Run CMND & Control over a network connection to perform software updates and settings changes, and monitor display status, making fleet management easy



Philips Professional Displays has a range best suited to your hospitality needs and budget.

MediaSuite brings a world of options to the screen with Chromecast built-in, Netflix enabled, Google Play Store, Google Voice Assistant, UHD models, and more (19", 32", 43", 50", 55", 58", 65" and 75" available)

PrimeSuite provides a perfect balance between features and price for hospitality and healthcare settings, with solid LAN connectivity, IPTV and CMND & Control (28", 32", 43" and 50" available)

EasySuite offers an economic solution boasting the CMND platform for simple deployments, management and an easily programmable welcome page for a premium look (24", 32", 43" and 50" available)

LANGUAGE NO BARRIER
With so many students from various background sharing accommodation, the real challenge is to create an information network that has no boundaries in regards to ease-of-use and accessibility for students who speak different languages, have different customs, and observe a variety of personal faiths. The focus isn’t just on the internet or social media across a broad spectrum.

Using IoT sensors, the building networks have connections to much of the everyday information as well. For example, understanding the usage patterns of the buildings by the residents is crucial to the always evolving design, and enhancing the customer experience.

From within the user interface of an in-room TV it’s possible to check how busy the laundry might be, how many of the machines are in use, or the status of any of the communal spaces.

There is an IoT ‘bus tracker’ which monitors Scape’s own fleet of shuttle buses driving between the universities.

With students from all over the world, quite often far from home, it is crucial they feel safe and connected — and much of that security is derived from an easily accessible and detailed network of information. The Philips Hospitality TVs provides the best integration with that data, which is a primary reason why they were selected by Scape.

THE SOLUTION
For Evan Wood, Director of Technology for Scape in Australia, one overriding factor gives the Philips Hospitality TVs an edge over the competition: “It’s all about how we operate and work with the buildings’ networks and commercial model. With the Philips TVs, you don’t need any third-party software or software engineers to create and update the on-screen content. It can be internally built open, and enhanced through the Philips CMND server platform GUI and software.

“We initially used the services of a great Philips partner called Spotty Dog to essentially set up the user interface design and layouts. From there, we are now empowered to modify and build upon that ourselves, in-house and with a minimum of IT expertise. And that’s because of the Philips interface and how easy it is to work with. It allows us to experiment with new ideas, in fact, it often feels like we haven’t even touched the sides of what’s possible.

“There’s a significant saving in costs, too, because we don’t incur ongoing, outsourced operational expenses which is huge when we are supporting over 16,000 rooms.”

CHROMECAST ONBOARD
The latest generation Philips TVs ship with Chromecast onboard, which proved to be another big benefit, making it easier for students to view content via their personal smart device — a small thing, you might think, but actually very important when it came to helping the students feel at home. Scape’s IT crew needed only to add a large, obvious ‘Cast’ icon to the GUI, recognisable regardless of any language barriers, and the Philips TV did the rest. Another feature



that supports easy adoption is the use of a QR code which creates a small, localised network in the room for students to cast securely within — something not easily done with hotel-style networks, but the Philips TVs are capable.

The durability of the televisions is crucial. Being Android-based, the units’ firmware is easily updated, ensuring the units purchased now are upgradable in the future. Scape recently brought up to speed almost 700 older-generation screens in one of their existing Brisbane complexes. There’s no need to frequently replace the hardware to match any advances in software management.

SCAPE ARTISTS

It goes without saying that Scape was left vulnerable by covid lockdowns, closed borders, and immigration restrictions. Through it all, Evan has plenty of praise for Westan and how well it looks after clients. “The support and sales teams at Westan are always on the other end of the phone, helping to work around tricky situations and issues beyond everyone’s control. Supply chains issues have made things difficult, but Peter Curley in Westan Brisbane always goes in swinging on our behalf, and he’ll be on the phone twice a day, if needs be, keeping us updated. You couldn’t ask for better customer service than what we get from Westan.”

When you have thousands of student beds empty due to a pandemic, the next question is obvious — and happily, Evan can answer “yes”. Two of their buildings were converted to house Afghan, and more recently Ukrainian, refugees, and that support is still in place. Likewise, a new 700-bed building was fully configured and ready to receive international students in quarantine. However, the last-minute opening of the borders made it unnecessary.

Evan explains, “In a small and positive way, it’s an indicator of how versatile the Philips TVs can be. Everything was geared up to receive hundreds of quarantined international students from all over the world, and the TV GUI was configured to support them completely — something we set up in-house and with the support of Spotty Dog. When everything changed almost overnight, we were able to instantly switch back to the student accommodation model.”

Conversely, should the need arise again, Scape can quickly switch any of its facilities into providing humanitarian support.

Scape, Westan, and Philips Hospitality televisions will continue to work together to provide the best in student accommodation.



“ ” *we don’t incur ongoing, outsourced operational expenses which is huge when we are supporting over 16,000 rooms*

PHILIPS

Professional Display Solutions

Your hotel. Their Netflix. MediaSuite TV makes guests happier.

Let your guests feel at home by making it easy for them to enjoy their favorite movies and shows. With MediaSuite, guests can now access their own Netflix account directly on the hotel TV, or by streaming from their phone or laptop using the Chromecast built-in feature. Ready to pick up where they left off.



Get them connected with Philips MediaSuite
Now with Netflix

philips.com/pds/mediasuite

NETFLIX



From hotel room to hospital ward, Lifestylepanel (LSP) relies on PPDS Hotel TVs to create bespoke display user interfaces for guests and clients alike.

It’s no fun being in a hospital. You’re stuck in the same room for hours on end, watching a passing cavalcade of zombie-like creatures shuffling past your door, nobody’s interested in what you have to say—it’s all about them—and everyone just whinges and grumbles all the time. And that’s when you’re one of the doctors. Imagine what it can be like as a patient.

Actually, it’s not so bad, thanks to PPDS (Philips) TVs, and more particularly, its Hospitality series.

LIFESTYLE DECISION

Lifestylepanel (LSP) is a world-wide company that has made a name for itself in the hospitality sector, thanks to a bespoke user interface that provides easy and fast access to all the host’s various services and information.

The humble hotel TV isn’t so humble anymore. The in-room TV not only greets you and offers a range of video and audio content, it acts as a portal to all the hotel’s offerings, including restaurants, clubs, spa etc. A properly integrated GUI encourages users to stick and stay with the in-house offerings — maximising the hotel’s revenue.

Every facility is different, and tailoring the wealth of information available to various users is LSP’s sweetspot. LSP relies on the PPDS (Philips) Hospitality series of TVs with the server control platform, working side-by-side with LSP’s own management GUI, allowing for precise and individual programming, creating content specific to every client, and in such a way that it can be regularly updated with a minimum of fuss. Did we mention food? LSP can go further by integrating its bespoke LSPeats software to work hand-in-glove with the resort’s eateries.

So... what’s all this got to do with hospitals full of zombies?

FROM HOSPO TO HOSPITAL

One of the more time-consuming tasks in hospitals is providing ‘housekeeping’ information such as ‘when is the doctor doing his/her rounds?’, ‘Am I allowed to eat anything this afternoon?’, ‘When can I have my shower?’ etc etc. Nurses and floor staff can lose crucial hours responding to important but mundane questions. LSP saw the potential to introduce its hospitality model into the healthcare system and created LSPcare in response. LSPcare partners with PPDS

“The PPDS display and the interface created by LSP is the patient’s portal not just to the outside world, but to everything relevant to their time in the hospital.

(Philips) displays, to bring to each ward bed the same kind of detailed information, on-demand services, and anything else the patients need to know—with the focus on their personal health and wellbeing—along with the facilities that each hospital can provide. The principle is the same: the PPDS display and the interface created by LSP is the patient’s portal to entertainment, but to everything relevant to their time in the hospital.

LSPcare also offers on-demand services like orders from the kitchen including with dietary needs in mind. LSPeats can be used even when complex menus or restrictions have to be involved — no sneaking in a pizza before that heart surgery! LSP works closely with every healthcare facility to program a unique GUI and network that perfectly suits its requirements, and there are almost no limits to what can be provided, thanks to the server platform behind the PPDS displays. Importantly, LSPcare can significantly reduce that workload on the hospital staff and nurses because so many day-to-day services — something as mundane as asking for a cup of tea — are handled by the LSPcare GUI.

KEEPING TRAK

It’s not the only innovative idea LSP has introduced through using the PPDS hospitality TVs. LSPtrak is a system of personal tags that allows monitoring and assessing the movement of objects and personnel within the sphere of operations created by the IoT sensors in the PPDS TVs.

Research suggests that hotel staff are regularly subjected to harassment, and LSPtrak is designed to keep staff safe. Each tag, communicating with the PPDS TV sensor network, can include an automated alert at the discrete touch of a button.

Applying the tags to trollies and equipment, then analysing movements, can assist in configuring more efficient workflows. Again, it’s about how far the individual managements wants to partner with LSP and integrate such systems, and balance the privacy and safety of its employees, but the possibilities are far-reaching and LSP is working hard to develop this further.

GAME CHANGING PHILIPS

At the heart of all this innovation is the PPDS hardware and the regional distributor of its hospitality TV products, Westan. LSP’s Regan Baynes explains, “With the release of the PPDS Media Suite series, Philips really got a march on the market, and it made a big impression on the industry. It *has* changed the market. As a result, we have a very strong relationship with Westan, which looks after us really well in both the sales and technical support departments. Without doubt, Westan, Philips and LSP has been a strong collaboration in getting our product to where it is now and will ensure continued development and growth in the future. Westan have been great supporting us through the required processes.”

To be honest, being in hospital still isn’t much fun. But now LSP has teamed up with PPDS to make hospital life a lot more bearable. Even better, if you still want to whinge about everything, through the LSP screen you can log onto any social media you like and grumble away to your heart’s content.

You can’t complain about that.

PHILIPS

LSP
Lifestylepanel





onto the oval. To provide good sightlines for anyone seated anywhere required 10x 75-inch Philips B Line panels located around the room plus a video wall at one end with a matrix of six 55-inch Philips panels. A total of 15x Electrovoice 100V speakers covered the area. A further six speakers are mounted outside on the balcony, supplemented by 4x FBT high-powered foldback speakers. Creston touch panels control the vision and audio, while an iPad allows remote mobile control.

FUNCTIONS & CONFERENCES
These days, football clubs are more than just noisy bars filled with people watching football. The Function Room is an important facility hired out for all manner of occasions; often entirely unrelated to football.

To provide a state-of-the-art room that would appeal to both public and corporate clients, a wall-mounted 86-inch Infocus INF8640e touch display is main technology focus and in keeping with the rest of the network, another 75-inch Phillips B Line panel is provided for private gatherings that want to see the games, or benefit from the in-house digital signage.

WARM RECEPTION
The Reception had a straightforward requirement with two 50-inch Philips BFL panels mounted behind the desk, while the retail/merchandise room, called the Port Store, with an emphasis digital signage displaying bespoke content, was fitted with a 98-inch Philips BDL panel.

The Precinct at Alberton is Port Adelaide Football Club's new social club, museum and function space, packed with technology.

Photos: Matthew Sampson/Port Adelaide FC

Adelaide has long been known as the City of Churches, but everyone knows that Australian rules football is the real religion. Port Adelaide Football Club (PAFC) was founded in 1870, making it the oldest professional football club in South Australia, and the fifth oldest club in the Australian Football League. In the 150 years since, if the sacred oval at Alberton was said to have a 'church', it would be the Foss Williams building.

The PAFC has performed an ambitious upgrade on the site turning it into a contemporary bar and kitchen experience, along with an interactive museum that celebrates the club's rich history and meeting/function facilities.

The latest technology is woven throughout all aspects of the venue. Barry Dawson of Dawson Communications was given the AV project: "The main focus was to work in conjunction with the PAFC to get the best outcome within budget."

SHOUTING THE BAR
The Main Bar presented the biggest challenge. It's a long, relatively narrow room with one wall comprised entirely of glazing, looking





WESTAN ON TEAM DAWSON

The support of Westan is very important to Barry Dawson: “Westan never fails to deliver great service, and a great range of products. In particular, Westan’s approach to warranty and support is first-class. There are no questions asked, or red tape to be negotiated if something goes wrong, Westan just fixes the problem and allows its clients like me to get on with the job. You couldn’t ask for more.”

Dawson Communications: www.dcomms.com.au

Last but certainly not least, the Museum is a space filled with the Holy Grails of PAFC’s achievements plus a ton of historic memorabilia and displays. Most of it, of course, needs protecting behind glass, so to give visitors a more tactile experience and deeper insight, the club installed four Infocus touch displays and an array of ceiling speakers to create a truly immersive picture of the club’s past. A special room with all of PAFC’s famous guernsey designs, again safely in glass cabinets, also has a Philips BFL panel replaying Port Adelaide’s greatest moments. The club wanted to ensure that the stories behind the legends, and the true heart of the club — its past members — were on show for future generations of supporters.

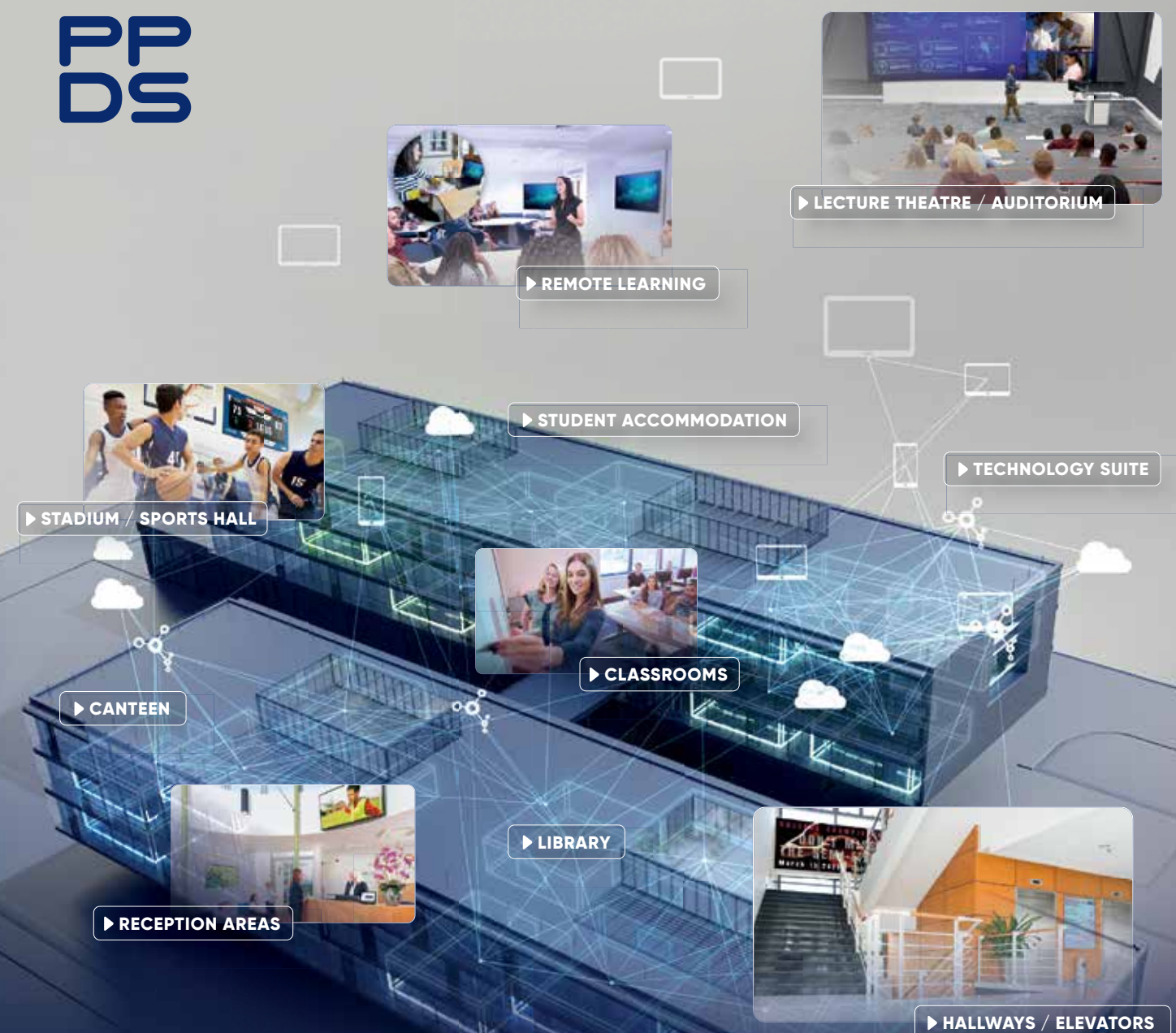
TOP OF THE TABLE

Further upgrades and improvements are planned for the other buildings surrounding Alberton Oval, prompted in part by PAFC fielding its inaugural AFLW team in the coming competition and the increased patronage that’s expected to create.

Perhaps not quite a church in the traditional sense, the Foss Williams building has been transformed into a place to celebrate in style, with the latest in technology, that most passionate of religions, Aussie Rules Footy.



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Taking Vantage of Signage



9/11 bottleshops thrive with Fusion Signage messaging

Over the past two years Vantage Group have been rolling out refurbishments across its 9/11 Bottleshops, fit with internal and external digital signage provided by Phil Hughes Office Solutions.

Olivia McGow, Vantage Group Marketing & Communications Coordinator, outlined its digital signage journey so far.

What were the key reasons for Vantage Group implementing digital signage?

Olivia McGow: 9/11's use of digital signage is purely for advertising at this point in time. We have screens powered by the Fusion Signage app positioned internally and externally at venues. This gives us the opportunity to promote products to passers by, and customers who are already in-store browsing.

We have a total of 26 stores across seven venues at present and we are in the process of transitioning our remaining 14 stores across to Fusion Signage powered screens.

How does digital signage fit into your marketing strategy?

Olivia McGow: Digital signage has provided a solution to new stores that traditionally would have used printed billboard signs to promote products. We've been able to implement digital screens seamlessly so that new stores maintain a similar exterior look to old stores with billboards.

The ability to schedule signage allows us to integrate our promotional program through our several marketing vehicles (website, social platforms, EDMs).

How did you come across Fusion Signage?

Olivia McGow: We began our transition to Fusion Signage nearly two years ago when we opened a new store in New Norfolk and refurbished an older store in Launceston City. We were introduced to

it by Ryan Hughes from Phil Hughes Office Solutions. Ryan has been a great help with the implementation of the Fusion Signage-powered screens and our entire digital signage network, in new stores and as we continue to roll them out in older stores. He is very prompt with answering any questions we've had, and undoubtedly goes above and beyond in providing assistance.

Tell us about your experience using Fusion Signage?

Olivia McGow: Previous to Fusion, we were using another program to power our screens. As this program became old, it became unreliable and we had a number of problems with its function. Fusion Signage was suggested to us as a reliable app that was very user friendly and easy to set up.

The Fusion Signage app has been a breeze from day one — very achievable to learn quickly and extremely user friendly. We are looking forward to the custom template feature where we can freshen up our current templates.

How often do you update your content?

Olivia McGow: As the Marketing and Communications Coordinator for 9/11, I manage all of the digital screens in stores. The Fusion Signage app is used on a weekly / fortnightly basis, functioning in alignment with our promotional program. I schedule our change overs with Fusion Signage ahead of time."

How important is good content to you?

Olivia McGow: Engaging and purposeful content is very important for marketing retail products. Fusion Signage allows us to clearly communicate to customers the product, price and the saving of the promotion which will ultimately conclude in a transaction. Our content is updated weekly, fortnightly and monthly in alignment with our promotional program.



why use fusion signage?

Scheduling, grouping and dayparting

Cloud-based access

Drag & drop editor

Extremely cost-effective

Compatible with almost any hardware

Built for simplicity

100% Australian based

Simple media library

Unlimited users

a basic solution breakdown

fusion signage

software

content

display

media player



Infocus Mondopads help council survive covid shutdowns

Gene Oudes and his team only had days to respond. In fact, you could almost measure it in hours.

After Covid hit, New Zealand was one of the first countries to ‘go early and go hard’.

The Waikato District Council has about 500 staff on its books, and, almost overnight, everyone was sent home.

Not with laptops either. Gene Oudes is the Waikato Council Infrastructure & Support Lead and had the job of getting everyone back working. He had to swiftly move all of the council’s office staff away from desktop machines to laptops and Microsoft OneDrive.

As the Covid dust settled, the council resolved that the days of everyone coming into the office at the same time were officially over. One whole floor of its Ngaruawahia HQ had its desks and cubicles ripped out and transformed into ad hoc meeting spaces.

SETTING COURSE

After the executive had set the course for flexible, hybrid and remote working, it gave Gene the task of investing in AV technology that would allow it to happen.

One large piece of the collaboration jigsaw puzzle was to find the right interactive flat panel.

Gene Oudes: “We were looking for something that got above the level of hardware; something that was more on an application level. Software comes and goes. Zoom is flavour of the month now, but it may not be in three years’ time. So the hardware needed to be software agnostic — if we wanted to add more products on an application level down the track, then we could.

“We also knew that we didn’t want to bring it into our corporate network, it would be kept very separate on our guest network. If you wanted to use the flat panel, then you would go via the browser through the guest network, then the authentication would mostly be done at the Microsoft level with the two-factor authentication. We didn’t want to have to try and manage all of that ourselves. We wanted to keep it very simple.”

SPOILT FOR CHOICE?

Gene put some feelers out into the market and discovered that after he eliminated systems that tied him to Zoom or Teams, the interactive flat panel choices were quite limited. And, of the platform-agnostic choices, one product presented itself as a compelling value-proposition.

“We invested in 10 Mondopads,” explains Gene Oudes. “It’s a big investment for an organisation our size — and local governments notoriously don’t have a lot of money — but it was at a very, very good price.”

Gene and his team stripped the Mondopads down to the bare minimum to do their best to make the transition as easy as possible.

The Mondopads are largely used for Teams meetings, collaboration and whiteboarding. Staff use the Mondopad like any shared computer terminal: sign in, and use the board to run Teams; or cast to the Mondopad from their laptop. They can grab their presentation from their OneDrive or the office intranet is also accessible via the browser — Mondopad is siloed completely from the enterprise network.

Most of the Mondopads are installed in meeting rooms, while the rest are on trolleys.

Staff take-up has been excellent — it’s rare to see a Mondopad sitting idle.

FACING THE FUTURE

And Gene Oudes likes the fact Mondopad is futureproof: “That’s where I see the real benefit of the Mondopads — they’re so flexible. If we need another tool, we can roll it out on a couple of panels, see if it meets our security model. We can leave it with staff for a period. We can remote in on TeamViewer to assist if needs be. From a business perspective, we can see the real potential of what the Mondopad will offer us in the years to come.”



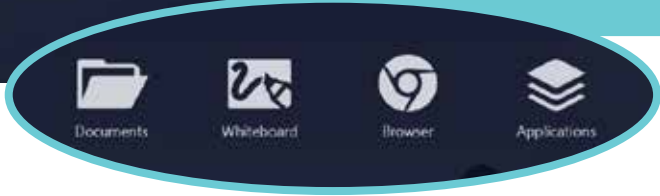
- Available in 65”, 75”, 86” and 98”
- Sensitive design concealing tested durability
- Breakthrough performance with Android 11 and 4K resolution
- Casting and collaboration with LightCast3
- A single cable solution with USB-C
- LightManager and LightStore for easy app deployment
- Windows 11 PC module upgrade available

- Available in 55”, 65”, 75” and 86”
- Casting and collaboration with LighCast3 and WiFi-6
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- A single cable solution with USB-C
- LightManager and LightStore for easy app deployment
- Sensitive, thoughtful design with high levels of brightness and improved contrast



The incredible software from Westan and InFocus that simplifies your Windows desktop with an utterly customisable GUI (graphical user interface) sitting on top of a Windows 10 or 11 platform.

- Designed by InFocus and Westan for a solution built for Australian and New Zealand markets
- Fully customisable solution across any series and size
- Access to any application in the Microsoft Store, including Teams, Zoom, WebEx, Microsoft Whiteboard, Office and more
- One perpetual licence per device



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- Book a desk online or via app for a guaranteed place to work
- Check the status of desk occupation at the office with Mapping, Connect and Glow
- Desks can be occupied by several colleagues in the same day
- Manage office space efficiently with reliable analytics
- Scalable and suitable solution for every company

WORK

VISITOR REGISTRATION

- Allows pre-registrations and visitor self-registration
- Receive SMS / email instantly upon check in
- Accurate real-time visitor overview at any time
- Intuitive and plug and play
- Connect with Exchange, Outlook, Office 365, Google Workspace, Active Directory and FMIS-systems
- Fully customisable solution across any series and size
- Access to any application in the Microsoft Store, including Teams, Zoom, WebEx, Microsoft Whiteboard, Office and more
- One perpetual licence per device

VISIT

ROOM BOOKING

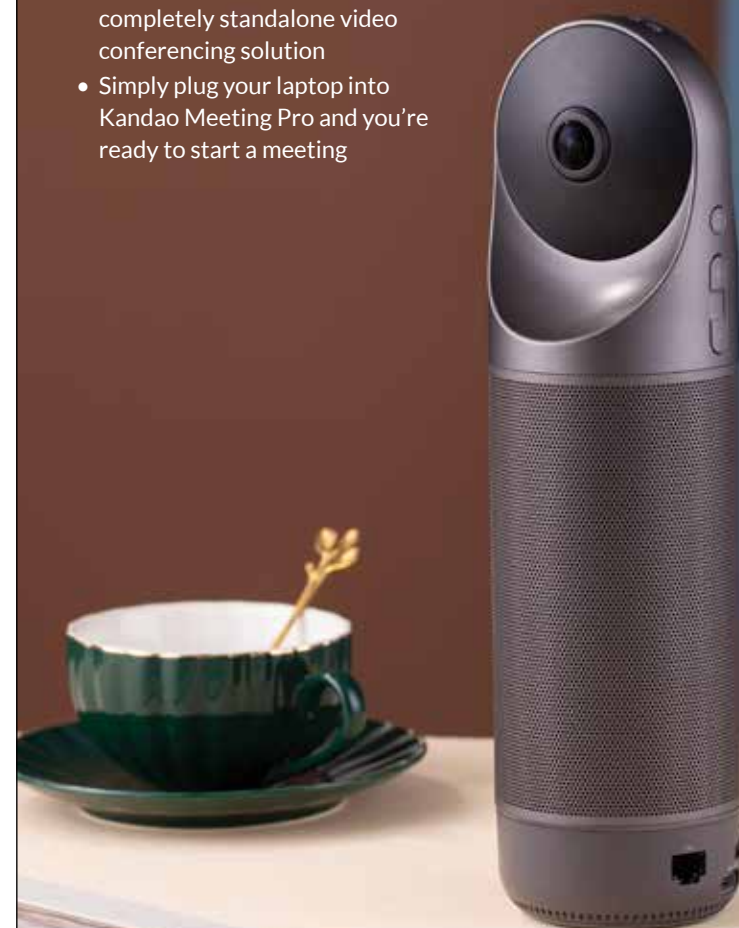
- Easily find and book the right room with the capacity to fit all your attendees and all the equipment you need
- Save time and effort, say goodbye to double bookings, no-shows and interruptions during meetings
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MEET

KANDAO

Kandao Meeting 360 Pro Series All-In-One Conferencing Camera

- 360° camera lens
- Omni-directional microphone system
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- Everything you need to conduct a professional video conference is on board
- Meeting Pro can be used as a completely standalone video conferencing solution
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Kandao Meeting S

Meeting in Anytime, Anywhere, Any Way You Like

- 180° coverage and active speaker smart tracking
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- Stylish, portable and easy to set up no matter where you are





Epson projection transforms Art Month Sydney

Art Month Sydney allows Epson and Be Productions to demonstrate their wares and Sydney artists their digital media talents.

Surviving Covid has been bad news for all manner of festivals worldwide. Art Month Sydney proved to be a bright spot amongst the gloom. In 2021, the festival staged some 157 events, welcoming 15,000-plus visitors.

This year, Epson joined as a major sponsor of Art Month Sydney. Epson, partnering with BE Productions, used the festival to show its wares at a number of outdoor sites where highly engaging, immersive and interactive, projections of digital artwork attracted audiences after dark.

15,000-LUMEN WORKHORSE

BE Productions specialises in outdoor projection. It's well known for providing systems for outdoor cinema during the warmer months; guerrilla-style outdoor advertising; and being in demand during the long nights of winter for alfresco projection.

Principally, its inventory is based on Epson stock, including 25,000-lumen units, along with 15K, 12K and 7K laser 3LCD projectors.

The old brickworks building in Sydney's Central Park was the festival's largest pixel canvas but, again, was ably covered by two 25,000-lumen Epson laser light source projectors. "We were hit by a crazy rain storm that night," recalls Marc McEvoy. "But it all went ahead without a hitch. We were all dancing around in the rain and enjoying the occasion." (Photo: Maclay-Heriot).

Marc McEvoy, Director of BE Productions: "Our workhorse is Epson's 15,000-lumen model. It's out on hire much of winter, especially. It's bright enough for most of what we do, but it's also compact, versatile and priced well."

RUN & GUN

BE Productions is famous for showing up and painting an outdoor space with amazing high-brightness projected images in no time flat.

Part of the BE Productions secret sauce is years of experience, the other part is a self-contained, go anywhere projection cart that Marc and his team devised.

The cart is based on a trike with a large front storage 'basket' housing enough battery firepower to power a projector for a full four hours of use. The cart also acts as the staging point for the projector.

"These carts allow us to be fully autonomous. We can bring projection into spaces where a van or a ute often just can't access.



Hyde Park Barracks: 2x 25,000-lumen Epson projectors produced, according to Marc McEvoy, a "really nice, clear and bright" image. (Photo: James Horan).



Projection cart: The heavy duty trike includes deep cycle batteries and an Epson high brightness projector as payload to provide some four hours of projection without recourse to mains power.



And being independent of mains power is a huge advantage in so many applications."

BE Productions' guerrilla projection demands almost always require portrait-oriented projection. Often the Epson laser projectors are tilted upwards, above the horizontal to fulfil the brief.

"Tilting the projectors upwards isn't something most lamp-based high-brightness projects can do. That's been a huge selling point for us. Epson's understanding of laser technology and the 3LCD prism is just incredible. They've really nailed it when it comes to that laser technology."

IMAGE CONSCIOUS

Canon NZ draws on its imaging pedigree to provide a full range of business solutions.



Chris Maclean
General Manager of Canon Business Solutions

“Westan has proven to be an excellent partner to help us provide robust, professional digital display solutions for our clients

Canon Incorporated is one of largest and most successful technology companies in the world. For over 40 years, Canon has been innovating and inspiring communities across New Zealand through brilliance in imaging. From the cameras you take photos with, to the printers in your offices, as well as the extensive range of wider services they offer consumers and businesses nationwide.

Surprising to many, Canon New Zealand was the first Canon region to combine its global imaging pedigree with a local knowledge of what its customers needed to collaborate and communicate effectively. From meeting rooms and retail displays, to outside schools and in classrooms – Canon supplies digital signage to enable businesses and schools to deliver engaging real-time communications, this includes both indoor and large outdoor LED panels, as well as interactive display panels to transform boardrooms and classrooms into a collaborative space.

FULL PORTFOLIO

Today, Canon New Zealand has an amazing portfolio of products, technology and business services catering to commercial, retail, education and government. At the heart of these services has been the ever-growing introduction of digital equipment to complement Canon's Business solutions, and the team at Canon New Zealand have become

experts at customising systems perfectly for almost any requirement.

When such a project design needs components that are outside of Canon's own manufacturing, the solution is achieved



through matching Canon equipment with best-in-market imaging products that are carefully selected to complement and complete every requirement.

RIGHT ANSWERS

This is where Westan comes onto the scene. Canon needed a partner that could come up with the right answers, each and every time, and who had a rich history in imaging and sound hardware with world-leading brands. When a solution calls for imaging and display equipment that Canon doesn't produce itself, Westan's extensive catalogue of manufacturers such as Phillips, Epson, Aurora and InFocus means that Canon is able to source a range of leading technology options to provide the best result. The combined expertise of Canon New Zealand and Westan, and the range of products available between them, allows for any digital display project to be approached with confidence and professionalism.

PARTNERING FOR GROWTH

Canon New Zealand came together with Westan 2017 and it's been a hugely successful partnership. As General Manager of Canon Business Solutions Chris Maclean explains, "Westan has proven to be an excellent partner to help us provide robust, professional digital display solutions for our clients. It is extremely important for us that the third-party solutions we provide protect and enhance Canon Inc's reputation as the 11th Most Reputable Company in the World, as recognised by The RepTrak company®. We rely on Westan to provide great product, as well as to be there and step up when things don't quite go to plan."

MORE THAN CAMERAS

When the business solution also calls for innovation and the best-in-market imaging displays and sound, Canon Business Solutions in New Zealand along with Westan can provide everything that's needed. For all the information on Canon Business Solutions, visit the website at canon.co.nz/business.

www.westan.com.au

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*4K Resolution Enhancement Technology shifts each pixel to produce an image on screen, up to the stated specification.



SONOS PARTNERS WITH WESTAN

Sonos has identified Westan as a key distribution partner in its growth strategy.



Richard O'Carroll
Senior Manager of AV/IS ANZ & Business Development APAC

Sonos is a name that's always been synonymous with cutting-edge audio and sound reproduction in the consumer market. Sonos is a name with instant brand recognition, and has achieved that sort of recognition with a superior product and a different approach to market: rather than flooding the showroom shelves with choice, Sonos believes in offering a smaller range overall, but each product excels in what it's designed to do. Each speaker model fulfils a specific role within any audio system and performs that role perfectly — obviating the need for myriad product variations.

INNOVATION KEY

Sonos is well known for wireless home audio. In fact, it pioneered the use of wi-fi while its competition remained firmly tethered to traditional cabled systems. Sonos speakers have always produced impressive sound for their size — the sort of speakers that today have become commonplace as everyone jumped on the bandwagon of portable, wireless and Bluetooth hi-fi.

In a way, you could say that technology has finally caught up with Sonos, instead of the other way around. Sonos has been leading the way for a long time.

COMMERCIAL MARKETS

Markets other than consumer hi-fi have seen the advantages of incorporating Sonos products. For example, as the reliability of wireless networks has increased, companies involved in AV, digital signage and commercial audio, in places such as restaurants and bars, have become attracted to Sonos-based systems because of the relative ease of installation, paired with the Sonos sound quality.

Sonos has also introduced a range of in-ceiling and in-wall speakers, paired with a matching amplifier, that while initially aimed at high-end residential applications certainly have a place in boutique commercial installations.

WESTAN MEETS CHALLENGE

As its appeal has expanded along with its rapidly expanding family of dealers, Sonos decided it was time to find an Australian distributor that understood and supported the company vision of meeting these new challenges and offered Sonos further opportunities for growth.

That distributor is now Westan, which is proud to have been chosen and is excited about the added potential Sonos brings to Westan's catalogue.

Richard O'Carroll, Sonos' Senior Manager of Business Development in the Australian and New Zealand region, explains the criteria that was considered in partnering with Westan. "Sonos still has the direct-to-dealer relationship with national retailers like Harvey Norman and The Good Guys — that doesn't change. Added to that now, we have a network of over 470 dealers that are using Sonos products in many diverse applications including commercial, non-residential projects, and we wanted a distributor that had the resources and knowledge to manage a client-base that large.

"At the same time, we didn't want to be working with a distributor too big and see Sonos relegated to just another name buried amongst an avalanche of disparate, unconnected products. As we started to assess everything, it soon became apparent that Westan was the best fit for our needs."

ADDED REACH

It was important to Sonos that Westan offers complementary and relevant connections that will help expand Sonos' reach into new markets.

Richard tells us, "The emphasis is very much on growth for us. We were already making inroads into those commercial markets, but what we found in Westan was a means to formalise and consolidate how Sonos makes its future progress into those areas. It's a massive market and we wanted to ensure we approached it appropriately. Not only is Westan actively promoting the Sonos range to integrators and businesses, the team at Westan is very good at identifying opportunities for bringing different products into a Sonos project that balance each other and build the best solutions."

STRONG PARTNERSHIPS

That growth will be assured as the relationship between Westan and Sonos continues and builds into a long-term partnership that will keep pace with the existing and ever-evolving future markets. Likewise, Sonos' visionary approach to excellence in design and development will no doubt bring some exciting and innovative new products expertly showcased by Westan.

Just like Sonos has been doing from the very beginning, leading the way, and now doing it together with Westan.

SONOS

www.westan.com.au

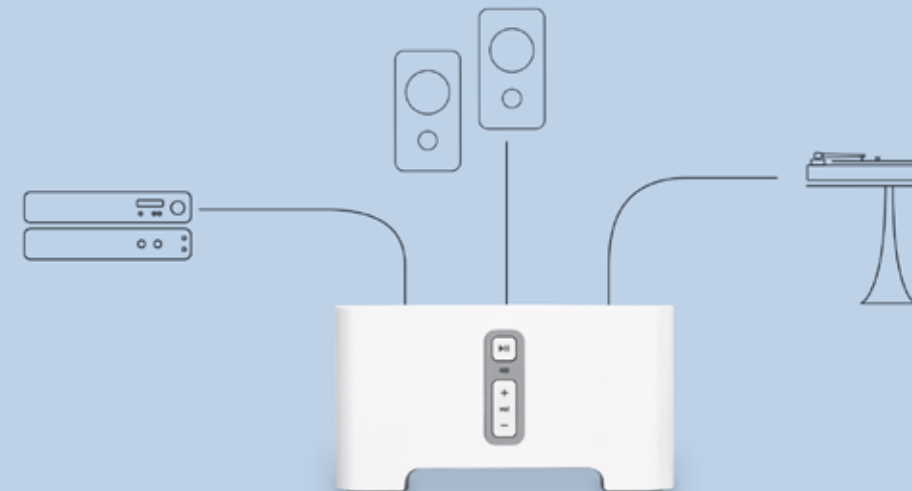
Brilliant sound for every room

Sonos One fits just about any space. Put it on your kitchen countertop or tuck it away on your office bookshelf. It's humidity resistant so you can even put it in the bathroom.



Stream with your current setup

Enjoy music, podcasts, audiobooks, and internet radio with your amplified audio equipment. You can also stream vinyl, CDs, and stored audio files to Sonos speakers in other rooms of your home.



Bold Bass

The wireless subwoofer for deep bass.

Hear and feel the difference when you connect Sub to any Sonos system.



Ambience is Everything



Seagrass Boutique Hospitality Group (The Meat & Wine Co, 6 HEAD, Ribs & Burgers et al) rely on Sonos music systems to help create the perfect ambience.

The Seagrass Boutique Hospitality Group is emerging phoenix-like from the ruinous covid lockdowns. According to chief marketing officer, David Ovens, customer interest in dining is high but so are the head winds — short term shortage of produce and ongoing shortages in labour across the industry, chief among them. “The Meat & Wine Co, and 6 HEAD restaurants are open only five of seven nights at the moment because of the lack of staff availability,” reports David when we spoke with him mid July 2022.

Seagrass is looking forward to the searing northern summer to come to an end and welcoming migrating flocks of hospitality workers on temporary visas. This will hopefully alleviate some of the bottleneck.

The diverse portfolio of Seagrass brands allowed the hospitality group to maintain a heartbeat during the interminable lockdowns. “Our Ribs & Burgers and Italian Street Kitchen restaurants didn’t close. Admittedly, it was limited to takeaway and delivery for many months, but we were able to stay open,” remarks David Ovens. “And when snap lockdowns forced many restaurants to jettison protein and produce, we were often able to move that product to other venues

in states still open and to Ribs & Burgers, as well as that, we sold products to our staff at cost.”

HIGH STEAKS

The enforced hibernation allowed Seagrass and its venue managers — brands such as the aforementioned, The Meat & Wine Co, Ribs & Burgers, Alma’s, The Italian Street Kitchen, Five Guys, Hunter & Barrel and the super premium 6 HEAD on Circular Quay — to refocus and refine their offering.

According to CMO David Ovens, one recent conference of all the venue managers focussed on the importance of restaurant ambience. “Ambience is critical,” reflects David Ovens. “Apart from outstanding food and personable service, it’s the most critical aspect of a patron’s experience. During our conference one of the restaurant support team members who curates our music playlists mentioned how the manager at 6 HEAD was noticing patrons didn’t seem as relaxed as usual. It clicked that they didn’t have their normal music playlist on, so our guy logged into the system and quickly determined that the doof doof wasn’t 6 HEAD music. He corrected

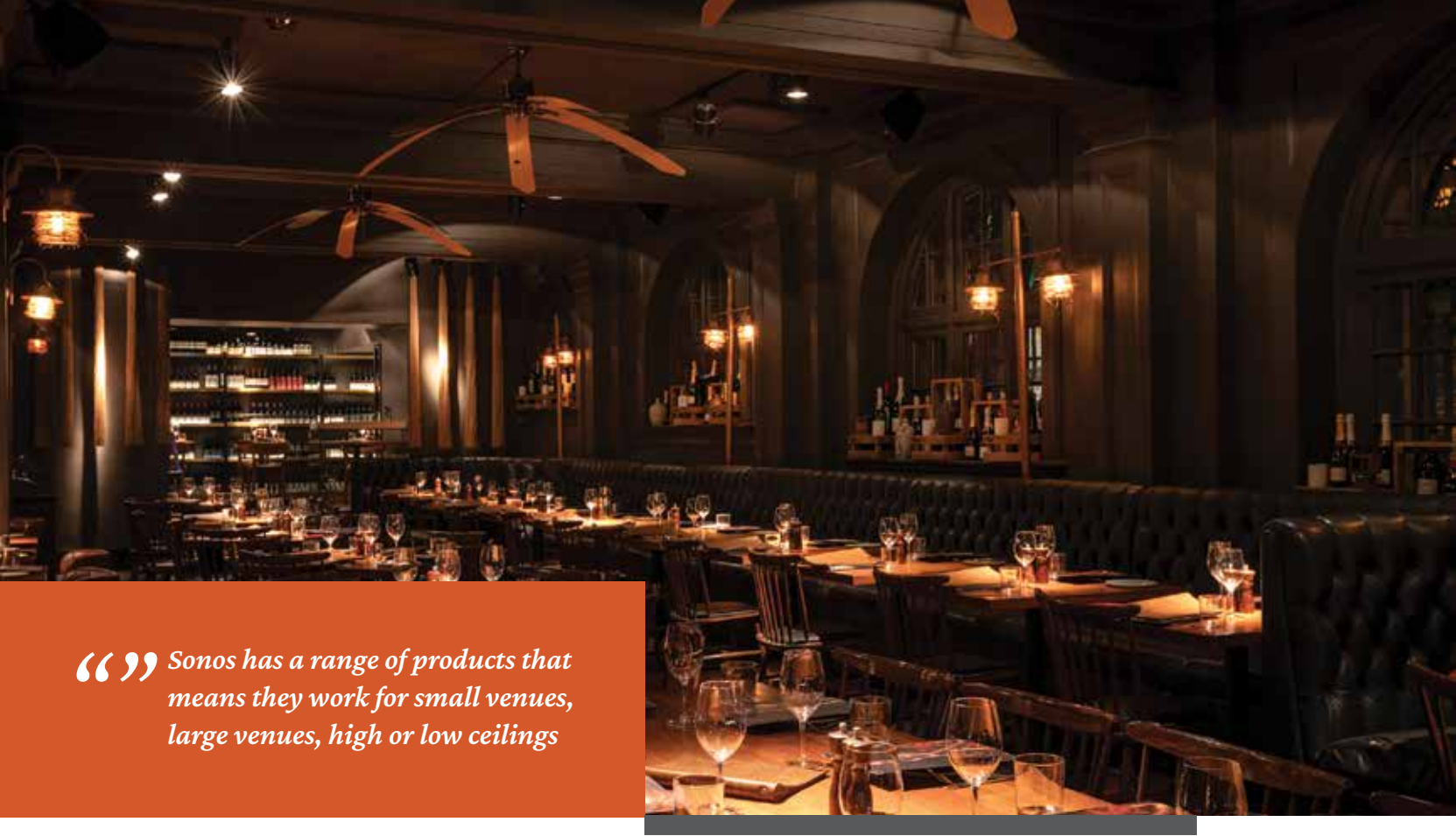


SONOS

“We’ve installed hundreds of Sonos speakers and they just work

- SONOS FIVE**
- HIGH-FIDELITY SPEAKER FOR SUPERIOR SOUND**
- Works with all your streaming services and Apple AirPlay 2
 - Supports high-resolution audio
 - Line-in port for connecting a turntable or other device
 - Versatile design with smart orientation sensing
 - Wall mount available





“” *Sonos has a range of products that means they work for small venues, large venues, high or low ceilings*

the situation, and instantly the atmosphere changed for the better — patrons were more relaxed, laughing and ordering more drinks. That’s how music and ambience directly impacts the bottom line.”

BRAND BY BRAND

Seagrass takes its music playlists very seriously. Each brand has its own curated playlists that change depending on the time of day. The restaurants are zoned such that music levels can be independently controlled for outdoor versus indoor dining, for example.

For some years now, Seagrass has standardised on Sonos music systems for most new audiovisual fitouts. CEO, Bradley Michael, is well known in the company as a music aficionado and championed the move to Sonos. David Owens cites audio quality and ease of installation as the key drivers for the decision, and versatility: “Sonos has a range of products that means they work for small venues, large venues, high or low ceilings etc. The system can be configured easily to achieve the best outcome.” Some 35 Seagrass restaurants now rely on Sonos music systems.

Adam Waldron, Seagrass Head of IT, concurs. He loves the fact that he can run standard network cable to each speaker and have granular control over levels.

“For any new venue or refit, we can rough-in the network cable to predicted loudspeaker positions and all the cable terminates to a standard network switch. It’s a cost-effective way of preparing for audio in any fitout and can be done by the electricians with the rest of the cabling. The network cable is cheap and we can run spare cable in the event of requiring additional speakers. It makes installation very easy.”

AUDIO EVERYWHERE

Sonos is famously easy to run. The Sonos app will operate on your iOS device and allows you to select the playlist or music track and

control the volume to each zone. Adam prefers to hardwire his Sonos loudspeakers via an ethernet connection to ensure the reliability of the connection. In a domestic situation, most customers would be happy to stream music via wi-fi (Sonos speakers even create their own wi-fi mesh for easy wireless connection). Otherwise, the Sonos loudspeaker simply requires a power connection — all the amplifier channels to power the loudspeaker are on board.

“We mostly rely on the Sonos Five product,” continues Adam Waldron. “They sound amazing. In the past, we’ve installed big-name loudspeakers in some of our venues, and perhaps spent up to \$90,000. But compared to other venues where we might have up to 30 Sonos Fives and, in my opinion, the Sonos installation sounds much better.”

Along with the Sonos Five loudspeakers most restaurants will have an accompaniment of Sonos subs, while Sonos by Sonance weather-resistant models are well-suited to outdoor use.

FINAL TOUCHES

Adam likes the fact that he can remotely monitor the Sonos system, given they’re on the network. And being able to install them like another IT endpoint is also appealing but he doesn’t entirely dispense with traditional audiovisual know-how. “We do have AV experts who will do the final tuning of the system and help with acoustic treatment and other specialised audio services. When you have 30 or more Sonos speakers in a restaurant that’s the kind of expertise you need.”

KEEP ROLLING OUT

New Seagrass venues are opening all the time, not just in Australia but also in the UK, South Africa and the UAE. “Having Sonos as a defacto standard makes it easier to train staff,” remarks Adam Waldron. “And we’ve found that the reliability is totally there. We’ve installed hundreds of Sonos speakers and they just work.”



SONOS

Introducing Arc

Brilliant sound in 3D

Bring all your entertainment to life with the premium smart soundbar for TV, films, music, and more, featuring Dolby Atmos.



SINGULAR VISION

Whatmough is a homegrown success story based on passion and attention to detail.



Kee Whatmough
Managing Director of Whatmough Audio

When you have a genuine, lifelong passion for the best in audio and music reproduction, and you can combine that with a true talent for innovation and loudspeaker design over a period of more than 30 years, the result will inevitably be some of the best-sounding and accurate hi-fi cabinets available on the market today.

This was the vision of Colin Whatmough, a revered figure in the world of loudspeaker development, and it all started back in 1976 when, along with his wife, Kee, he founded the Whatmough Monitors company and began a pursuit of audio excellence.

It's worth remembering that the 1970s was a decade when recording studios and musicians were achieving levels of creativity and sonic excellence far above anything experienced before. There was an explosion of musical invention. The list of iconic albums is too long to be complete here, but let's chuck in Dark Side of the Moon, Houses of the Holy, and Billion Dollar Babies to give you an idea (all of which came out in a single month in 1973).

What's often overlooked in the shadows of these hugely successful, popular releases is that *all* kinds of music benefited from the technological developments. jazz, blues and classical artists were also being recorded

and not accepting any compromises when it came to loudspeaker performance.

For Colin, that meant nothing less than perfection. Sound that was so natural, accurate and transparent that any music delivered through his speakers, regardless of genre or style, would have a clarity that took the listener's breath away. He immersed himself in design and innovation while Kee took control of the production side, and it wasn't long before the two of them were being hailed as pioneers of the industry in Australia. Amongst many achievements, Whatmough Monitors is renowned for its early transmission line speaker models — a technique that's difficult to master but results in an extended frequency response.

MANUFACTURING PRIDE

For several years, Colin and Kee insisted that all of their loudspeaker products must be hand-built in Australia, allowing them completely quality control — a matter of utmost importance and pride for the both of them. However, the increasing worldwide popularity of their product eventually forced a rethink in manufacturing methods. Still, in keeping with Colin and Kee's always striving to produce the absolute best, Whatmough's top models — the Signature and Performance series — continue to be hand-manufactured in Victoria. And the flagship model, the

“” *My objective was to create a speaker that was as close to flawless as possible.*

with cutting-edge precision. The equipment in these studios — the custom-made mixing consoles, the bespoke outboard processing, those classic large-diaphragm microphones still used today — it was producing a *quality* of recording and subsequent record releases that listeners hadn't ever heard. And now, they wanted to hear everything.

DRIVEN BY PASSION

Colin and Kee understood there were music lovers just like themselves who shared their passion and wanted to enjoy hi-fi reproduction as best as it possibly could be, bringing to full life the recordings emerging from the studios,

Whatmough Paragon, which was a three-year research and development project of Colin's, is aimed to create one of the world's best audiophile speakers. His explanation captures that passion for perfection.

“My objective was to create a speaker that was as close to flawless as possible.”

CARRYING THE LEGACY

Colin Whatmough passed away suddenly in 2010, a tragic loss that made Kee and the Whatmough team all the more determined to carry on Colin's work. Fortunately, while Colin was an undoubted genius, he certainly *wasn't* some kind of mad, secretive,

loudspeaker scientist who wouldn't share his legacy. He left behind a treasure trove of technical sketches, diagrams, ideas and prototype designs that will see Kee and the Whatmough crew very busy and productive well into the future.

It's now been 45 years since Whatmough Monitors started its audiophile journey, and along the way the company has garnered an impressive collection of awards and industry recognition. The product range has always evolved and is still growing, and today the wide variety of models and designs ensures that at any price point, there will be a Whatmough speaker offering outstanding performance and exceptional value for money.

KEE TO SUCCESS

The ongoing expansion also means that Kee Whatmough could see advantages in partnering with a dependable distributor that fully understood Whatmough's products and the market the speakers should reach. After applying her trademark belief in no-compromise and only accepting the best available, Kee chose Westan to help Whatmough move forward.

She explains, “The Whatmough team has a clear vision for the future and know its strength is in designing, refining and manufacturing high quality speakers. The task of distribution and promotion is best handled by a specialist and that is why Westan have been given the important task of helping elevate the Whatmough brand to new heights.”

With the people at Westan and Whatmough working together, the future looks bright. More to the point, the future of Whatmough loudspeakers will always sound excellent.



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