



THE LOT

INTRODUCTION

THE LOT is a series of four new entertainment hubs located in San Ramon, San Diego, La Jolla, and Newport Beach, California. Each destination features an elevated luxury entertainment experience — with an upscale restaurant, café, bar, movie theatre, auditorium, and more — all centered around the theme of arts and culture.

**"CRESTRON TECHNOLOGY HAS
ELEVATED THE DINING AND
ENTERTAINMENT EXPERIENCES
TREMENDOUSLY FOR GUESTS AT EACH
OF OUR LOCATIONS."**

Levi Hernandez
*Director of IT Services,
THE LOT*



THE CHALLENGE

To align with its ultra-luxe aesthetic and design and deliver a premium guest experience, THE LOT needed to implement the most sophisticated control technology available in their various dining and entertainment spaces. It was essential for all four locations to standardize on one control technology platform to maintain a consistent, intuitive user experience for employees so they could easily manage all systems in the spaces, from audio and video, to lighting and temperature.

THE SOLUTION

The IT team at THE LOT collaborated with San Diego-based AV Integrator Fluid Sound to deploy an all-encompassing Crestron control solution throughout each location.

"CRESTRON DELIVERS THE TYPE OF ADVANCED CONTROL NEEDED TO MANAGE THE TECHNOLOGY IN ALL OF OUR RESTAURANTS, BARS, THEATRES, AND MORE. IT HAS TRULY CREATED THE FLAWLESS EXPERIENCE THAT WE WERE HOPING TO PROVIDE TO OUR GUESTS."

Levi Hernandez
Director of IT Services,
THE LOT



THE TECHNOLOGY

THE LOT's auditoriums are one of the entertainment hubs' main attractions. They provide a high-end movie theatre experience with full food and beverage services. They also serve a dual-purpose, as they can be rented out for private events. Crestron control systems provide the technology backbone for each location, integrating full management and control of video, audio, HVAC, security, lighting, and more on one rock-solid, scalable platform, which allows for future expansion. All of the auditoriums have a master control location to support movies and events.

When used for events, the intuitive user interface running on Crestron touch screens enable guests to book a single auditorium or multiple rooms. Employees can control all aspects of the room to customize the space for each event. When in use for a movie, employees can control lighting to create the ideal ambiance. "Crestron touch screens are not only a helpful solution for the management team, but they also assist the cleaning crews, IT teams, and general operations staff for any type of event," says Hernandez.

"CRESTRON CONTROL SYSTEMS AND TOUCH SCREENS PLAY THE PRINCIPAL TECHNOLOGY ROLE AT THE LOT'S FOUR ENTERTAINMENT CENTERS. THEIR FLEXIBILITY AND SCALABILITY HAVE MADE FACILITY OPERATIONS RUN AS SMOOTHLY AND EFFICIENTLY AS POSSIBLE."

Dennis Pappenfus
*Chief Executive Officer,
Fluid Sound*



RESULTS

Crestron technology has transformed THE LOT locations into tech-forward entertainment centers that provide guests with a sophisticated, high-end experience. Employees can now effortlessly control and manage all of the technology in the facilities, enabling each to run as efficiently as possible.

"WE ARE TRULY BLOWN AWAY BY THE HIGH-QUALITY, STATE-OF-THE-ART TECHNOLOGY IMPLEMENTED WITHIN OUR FOUR LOCATIONS. CRESTRON HAS HELPED US ACHIEVE OUR GOAL OF CREATING A CONSISTENT LOOK AND FEEL AT THE LOT."

Levi Hernandez
*Director of IT Services,
THE LOT*

Featured Products

3-Series® Control System
CP3N

10.1 in. Touch Screen
TSW-1060

**1-to-2 HDMI® Distribution
Amplifier & Audio Converter**
HD-DA-2

AirMedia® Presentation Gateway
AM100

Crestron thermostats