

Case Study: Yates

Bedford's top nightspot transforms its entertainment experience with Casio XJ-A projectors.

"It's like going from black & white to colour TV" — Casio XJ-A145 projectors provide low-maintenance, ultra-crisp images for re-launched Bedford pub and nightclub

Yates's Bedford (formerly 'The Litten Tree') is a bar, nightclub and restaurant with a capacity of 500, making it one of the town's busiest nightspots. Yates's Bedford is part of the Stonegate pub chain, an organisation that operates 540 pubs across the UK.

Visitors are drawn to the pub's vibrant and welcoming atmosphere and live televised sporting events. To provide the best-possible viewing experience of Sky Sports and music channels, Yates's Bedford had previously used four traditional lamp-based projectors, each areas hosting non-stop entertainment, each using traditional lampbased projectors. These older models were serviced and maintained by external maintenance contractors.

Gary Voysey is the General Manager of Yates's Bedford and has overall responsibility for providing his customers with a great pub experience. He takes up the

story: *"Our continued use of projectors in Yates's Bedford goes far beyond providing background entertainment. Regulars and visitors alike are nothing short of passionate about our screened events, so our ongoing schedule of live events is, and will continue to be, a key attraction.*

"Unfortunately, our old projectors were difficult to maintain, and the brightness would begin to fade only a few weeks after expensive replacement lamps were fitted."

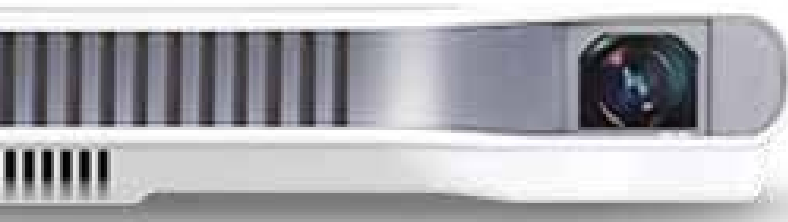
Gary asked sound and visual media provider PlayNetwork to suggest new, more cost-efficient and greener projector technologies — and that's where Casio comes in. Casio's XJ-A145 models, with Casio's own proprietary Laser & LED Hybrid technology, eliminate maintenance costs by using a solid-state lamp-free light source, providing a crisp, high quality image regardless of ambient lighting conditions — perfect for Gary's sport-loving customers.

Gary's old projectors dimmed over time, with light output eventually reaching 50% of the original brightness after just 3,000 hours of screening. With long opening hours, Gary elaborates on the pub's viewing requirements: *"We are open from 10am till 3am each day, so the demands on our AV are intensive. Projectors are running all day, every day. We absolutely needed to install reliable, low-maintenance projectors that deliver crystal sharp images, day and night."*

With the new Casio XJ-A145, no lamp changes are required and its laser and LED technology does not suffer from degradation in light power or image quality. The intense 2,500 lumen brightness of the Casio models will continue for its usable life. This also eliminates the need for Yates's Bedford to replace each projector's lamp every

Key features

- Lamp-free
- Up to 3,000 ANSI lumens
- XGA and WXGA resolution
- Flexible 2x optical zoom allowing easy installation
- Quick start and stop
- WLAN and USB (selected models only)
- HD ready
- Portable
- Less than A4 size



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Michael Dean, IT Manager

six months — a cost saving of around £200 each, plus an external call out charge. As a result, Gary will save around £2,000 per annum.

Gary passed his recommendations on to Stonegate’s head office, and the pub chain took a real interest in the cost-saving potential of Casio’s projectors. The requisition was approved and Yates’s Bedford is now a pilot study for the chain’s other locations throughout the UK.

Installation commenced in May 2012, coinciding with a full refurbishment of Yates’s Bedford. Being very simple to use, staff training for the projectors was completed with a straightforward 10-minute overview of the key features. Being lamp free, filter free and simple to use, an external maintenance company was no longer required, as staff are easily able to maintain the projectors themselves.

As with all of the Yates’s chain, Yates’s Bedford is keen to provide a safe operating atmosphere for both staff and public. Gary elaborates: *“The Casio XJ-A projectors are so easy to operate that we can now do the projector maintenance in-house instead of contracting an external company. As such, we take any risk to employees very seriously so as to comply with full Health and Safety. So any decrease in ‘ladder time’ for maintenance has to be a good thing. This is readily achieved with the Casio XJ-As as these projectors are filter-free and require minimal cleaning, and are also mercury-free.”*

Eliminating mercury within each lamp is in line with the more open, greener, family pub environment Yates’s Bedford encourages. In addition, the pub is driving down its carbon footprint; cutting electricity consumption by switching to alternative cleaner devices without affecting the customer experience. With a choice of three eco modes (the lowest of which consumes just 130W), even with constant use the four Casio XJ-As have significantly



driven down power consumption, carbon footprint and running costs.

The four Casio projectors are ceiling mounted, weigh-in at a lightweight 2kg and have a discreet A4-sized footprint. Using the Casio XJ-As, the pub can be flexible about room layouts — Gary can elect to project directly onto walls, onto a pull-down screen, or in the case of last year’s Rugby World Cup when customer numbers swelled, directly onto white card. The easy positioning of the projector means the pub can instantly expand the viewing area, simply by adding a white backdrop. The projector resizes the image with just a single button press on the remote control. The Casio XJ-A145s have also helped Yates’s Bedford introduce new features, such as displaying the venue’s Facebook page for DJ requests and messages from customers.

Gary summarises the Casio Laser & LED Hybrid projector experience: *“It has been a total win-win, in fact the difference between the old projectors and the new Casio models has been like going from black and white television to colour. “From a visitor point of view, the Casio projectors have provided total ‘wow’ feedback, with no haze, and crystal-clear images. From a management perspective, they’ve been brilliant: they’ve driven down costs and power consumption and reduced maintenance time, leaving us to concentrate on what we do best — providing the ultimate social meeting environment.”*

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