

Case Study: Yates

Casio continues to illuminate Bedford's topnightspot with a sporting projector upgrade

"There's no better way to light up a fantastic summer of sport" –
Brilliant televised sports experiences thanks to Casio's Advanced Series

Since 2012, Yates's Bedford – one of the town's most vibrant nightlife locations – has relied on Casio's lamp-free projectors to deliver brilliant televised live sport to its patrons. With the summer of 2016 promising an amazing array of live sport including the Euro Cup and the Olympics, Gary Voysey, General Manager of Yates's Bedford decided it was the perfect opportunity to bolster their projector fleet with two new Advanced Series models from Casio.

Key features

- Lamp-free
- Up to 3,500 ANSI lumens
- 1.5 x optical zoom
- XGA and WXGA resolution
- 2 x HDMI composite connectivity
- Powered USB
- Quick start and stop
- Eco-friendly low power consumption
- RS-232C
- LAN and WLAN connectivity
- Audio IN / OUT
- Crestron Roomview Express®

"Regulars and visitors alike are nothing short of passionate about our screened events, so our ongoing schedule is, and will continue to be, a key attraction," Voysey explained. "That's why we're upgrading to the Advanced Series, to bring our guests an amazing sporting experience with new projectors from Casio."

Yates's Bedford boasts a capacity of 500 and is always one of the biggest socialising hotspots in town. It serves as a restaurant, bar, nightclub and vibrant social hub for visitors throughout the day, with a main focus on the best of televised entertainment for guests. To provide the optimum viewing experience of Sky Sports and music channels, Yates's Bedford uses four Casio lamp-free projectors in their own individual non-stop entertainment areas.

"We initially invested in four Casio XJ-A145 projectors to replace a tired and dim set of lamp based models. They were difficult to maintain and ended up costing us more than expected. Their brightness would fade quickly within just a few weeks of new expensive lamps being fitted, which didn't work with the entertainment levels we are keen to maintain," said Voysey.

"Our continued use of projectors in Yates's Bedford goes far beyond providing background entertainment, so we switched to Casio to provide the brilliant community experience we needed, all with fewer running costs, virtually no maintenance and total reliability."

All of Casio projectors use the brand's proprietary Laser & LED Hybrid technology that eliminates maintenance costs by using a solid-state lamp-free light source, providing a crisp, high quality image regardless of



 **LampFree**
CASIO Green Technology

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Gary Voysey, General Manager of Yates’s Bedford

ambient lighting conditions — perfect for Gary’s sport-loving customers.

Now, Gary has added two Casio Advanced Series projectors to join his fleet. These will sit at the front of house, being the main visualisers for the pub and running all day through opening hours. Voysey elaborates: *“We are open from 9am to 3am, seven days a week, so the demands on our AV systems are intensive.”*

“Casio is fantastic, it’s what projection should be all about. They run all day, they always work and they last.” With the new Casio Advanced Series projectors, Yates’s Bedford will deliver a brighter sports experience than ever. The new projectors are set apart from the pack with a high brightness of up to 3,500 lumens, 1.07 billion colour reproduction, automatic dimming function and 1.5 times optical zoom, making it the most effective Casio projector yet for high-performance environments, such as the pub. Enhanced connectivity options include wireless, USB and LAN with RGB, audio, HDMI and S-video interfaces and a USB power supply offering support for devices such as Chromecast.

Since switching to Casio, Yates’s Bedford has achieved cost savings of more than £2,000 per year, and eliminated the cost of replacement lamps, which used to cost the pub £200 per projector every six months. 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.

Using its upgraded fleet of Casio Projectors, the pub can be flexible about room layouts — Gary can elect to project directly onto walls, onto a pull-down screen or more innovative solutions. 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.

Gary summarises the Casio Laser & LED Hybrid projector experience: *“We would never use any other projector now that we’ve been working with Casio. The past four years have been absolutely fantastic, and the total reliability of the projectors made them the obvious choice when it came time to upgrade.”*

“With Casio, we’ve created a great fan experience; the projectors have provided total ‘wow’ feedback, with no haze, and crystal-clear images of all of the sporting events of the summer. Not only that, they’ve made out management experience better too, by driving down costs and power consumption, and reducing maintenance time, it was given us back resources to focus on what most important; providing the ultimate social meeting environment.”

www.casio.co.uk/projectors
www.weareyates.co.uk

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