

SDVoE Technology Simplifies Video Distribution at Shannon Brewing Company

Situated outside Fort Worth, Texas, Shannon Brewing Company is a young and growing craft brewery. Founded in 2014 by Shannon Carter, the small, independent brewery produces an award-winning portfolio of all-natural beer with an ode to history. Shannon Brewery crafts its beer utilizing fire, the same technique introduced centuries ago, and spring water, whole grain and whole flower hops. The brewery's location atop Samantha Springs was chosen to provide a natural source of water. Today, Shannon Brewing Company welcomes beer connoisseurs at their taproom.

Recently, Shannon Brewing Company collaborated with SDVoE Alliance Steering Member Black Box to optimize its bar and taproom to simplify video distribution to any television without the hassle of different remotes for each television. Shannon Brewing Company selected Black Box, a member of the SDVoE Alliance, to provide an overall solution that addressed the entertainment for the taproom and monitoring operations for the brewery from a single source.

Challenge

Shannon Brewing Company's existing video distribution system included media played behind each television that harnessed the existing Wi-Fi network. Unfortunately, the Wi-Fi could not download the content and each television required its own remote. It became challenging for Shannon Brewing Company to reliably provide video entertainment and details about the products, events and other real-time business information for the brewery patrons. As a result, the prior technology limited the ability to distribute video content to various displays and did not use a convenient user interface for dynamic control. Shannon Brewing Company required a solution with a simplified user experience while providing patrons with an engaging experience to extend the duration of their visit and maximize the potential revenue for the business.

Specifically, the solution needed to address the requirement for multiple 2x2 video walls, with several additional individual displays, and the ability to distribute and switch multiple sources to any display or video wall. Also, the employees wanted to be able to quickly control the video from a simple touchscreen interface.

Solution

Black Box provided a solution to replace the current video distribution system, which included media players over a Wi-Fi network. Black Box provided the foundation for a video matrix system to combine 11 televisions and eight media sources to distribute any source to any television, at any time.

"The AV system in the bar and taproom is incredible. The amount of control we have over our content is amazing, our customers love it. We can show a lot of content split into many TVs or all on one."

**- Shannon Carter
Founder**



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