Parallel AV

TVs That Go Where
Other Televisions Can't

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www.parallelav.com

MIRROR TVS FOR A HIGH-END RESTAURANT GRAND RE-OPENING

With a reopening date three weeks away and only two of three TVs in stock, Parallel AV planned around Alphabet's schedule and did whatever it took to help get every screen working on time.



THE CHALLENGE

Fewer than three weeks to the Grand Reopening.
Alphabet Bar & Grill, from Award-winning Chef Tim Hollingsworth, was returning to Palisades Village after the devastating Palisades Fire. Its Grand Reopening was set for August 15. The celebration was already planned.

On July 29, Mainline Automation called with an urgent order for three 43″ Magic Mirror TVs. The restaurant intended to only use them on special occasions, so they had to disappear into the high-end design when not in use. We had only two 43″ models in stock. The third would have to come direct from the factory.

THE SOLUTION

A production plan built into their schedule.
We worked with Mainline Automation to understand the nuances of Alphabet's launch schedule, then built our production and shipping plans around them.

The two TVs from San Diego shipped early so the installation team could get familiar with them. That ensured that the third TV, which arrived from the factory just a few days before the Grand Reopening, was a quick install.

THE SUPPORT

Whatever it took to get everything up on time.
One of the two TVs from San Diego was damaged during shipping. With no time to wait on a replacement shipment, we hand-delivered a 43″ model from our offices while supporting Mainline's integration with the restaurant's Crestron system. When the third TV arrived, the restaurant's IR receiver wasn't responding. With no time for Mainline to troubleshoot, we tested an IR receiver in house and overnighted it directly from our factory.

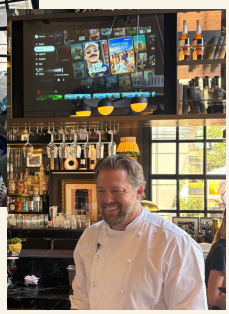
THE RESULT

Installed on time, with all three screens working beautifully.

- All three TVs were installed and working as expected for the Grand Reopening.
- The Magic Mirror TVs keep the dining room's high-end look when on and off.
- Our team attended the Grand Reopening and celebrated a job well done.



One bar, three Magic Mirror Televisions



Chef's Kiss!

"Amazing!"

Mike Villa
President, Mainline Automation
Los Angeles, California