

MIRROR TVS FOR A 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 opening day.

On July 29, Mainline Automation called with an urgent order: three 43" Magic Mirror TVs for Alphabet Bar & Grill, reopening in Palisades Village after the devastating Palisades Fire. The grand opening was August 15, and the celebration around it was already planned. Parallel AV had only two 43" Magic Mirror TVs 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 Re-opening, was a quick install.

THE SUPPORT

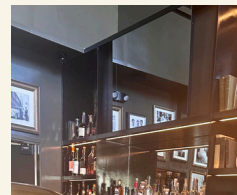
Whatever it took to get everything up on time.

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. When the third TV arrived, the restaurant's IR receiver wasn't responding. With no time for Mainline Automation to troubleshoot, we tested an IR receiver in house and overnighted it directly from our factory.

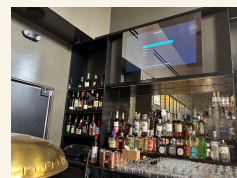
THE RESULT

Installed on time, with all three screens working beautifully.

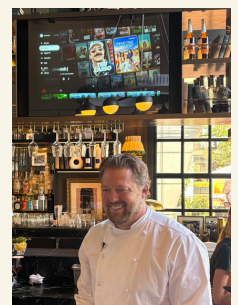
- All three TVs were installed and working as expected for the grand re-opening.
- Our team attended the re-opening and celebrated a job well done.



TV #1: Above the Bar



Powered Up For the
First Time



Chef's Kiss!

"Amazing!"

Mike Villa

President, Mainline Automation
Los Angeles, California