



# The Mecca Sports Bar and Grill

## INTRODUCTION

Located in the center of the Bucks Entertainment Block next to the Fiserv Forum arena, home of the Milwaukee Bucks® NBA basketball team, The Mecca Sports Bar and Grill is not only Milwaukee's best sports bar, it sets a new standard for all other sports bars. The 11,500-square-foot, two-story facility can accommodate more than 600 guests while offering a live, in-game experience. It features two full-size bars, outdoor seating on both levels, and arena-style seating.

**"WE REALLY WANTED THE MECCA TO RECREATE THE EXPERIENCE AND EXCITEMENT OF BEING IN AN ARENA. BY STANDARDIZING ON CRESTRON DM NVX, WE WERE ABLE TO BRING OUR VISION TO LIFE."**

**Justin Green**

*Vice President of Hospitality,  
Milwaukee Bucks*



## THE CHALLENGE

Deliver the most memorable arena-like audio-visual experience possible to serve as a major attraction for Milwaukee's most hardcore sports fans. Everyone who enters should instantly feel exhilarated and like they're a part of the excitement.

## THE SOLUTION

Justin Green, Vice President of Hospitality for the Milwaukee Bucks, and his team, worked with Automation Arts to design and deploy a state-of-the-art AV solution. They chose DM NVX™ AV-over-IP technology because of its flexibility, reliability, and ability to distribute flawless 4K video with no latency.





## THE TECHNOLOGY

The centerpiece of the space is a 38-foot high-definition TV flanked by nine 90-inch TVs. In total, there are 65 TVs. An LED ribbon board wraps around the second level displaying in-arena content such as sports scores and information on upcoming concerts. Everything is powered by DM NVX.

"With DM NVX technology, our employees can easily switch from live footage of inside the arena to live shots inside The Mecca, allowing guests to see themselves on the big screen," explains Green. "Having this level of functionality makes the space even more exciting and keeps everyone engaged at all times."

For employees, being able to easily manage and monitor the content is imperative. Using the intuitive user interface running on Crestron touch screens, employees can manage content and control the volume with the touch of a button. DM NVX Director™ is used to configure, control, and manage the network of DM NVX endpoints. Each display is equipped with its own DM NVX unit and runs on the facility's existing 1Gb network.

**"WITH THE HELP OF CRESTRON TECHNOLOGY, WE WERE ABLE TO DESIGN A FLEXIBLE AND EASY-TO-USE SOLUTION THAT EVEN SOMEONE WITH NO AV EXPERIENCE CAN MANAGE WITH CONFIDENCE."**

**Ron Moore**  
*Vice President,  
Automation Arts*



## RESULTS

Surrounded by displays playing live sporting events from all over the country, visiting The Mecca Sports Bar and Grill is more than a night out, it's an experience. With the help of Crestron technology and Automation Arts, they were able to exceed expectations and develop a new standard for sports bars around the world.

"By integrating state-of-the-art AV technology, we are delivering an experience like no other," says Green. "From the second someone enters we instantly see their eyes light up. That is exactly what we were looking to do."

"We knew DM NVX was the perfect solution for the space. The level of flexibility and overall image quality was perfect for this dynamic application."

### Justin Green

Vice President of Hospitality,  
Milwaukee Bucks

## Featured Products

DigitalMedia™ 4K60 4:4:4 HDR Network AV  
Encoder/Decoder  
DM-NVX-350

DM NVX Director  
DM-XIO-DIR-160

3-Series® Control System  
PRO3

15.6" High Definition Touch Screen  
TS-1542-B-S

1-to-2 4K HDMI® Distribution Amplifier  
HD-DA2-4K-E