



# Kramer gets the party started at the Tavastia Live Club



**Kramer's products are working well and are easy to use.  
The client is very happy with the end result."**

**Mika Lausamo, Sales & AV, Frendy**

#### **Customer**

Tavastia Live Club

#### **Industry**

Hospitality

#### **Goals**

- Build a scalable and user-friendly AV system, compatible with the venue's needs and growth plans
- Streamline automated and remote advertisements and promotional content updates
- Allow for the display of different types and formats of content on different screens

#### **Value**

- Improved the visual experience for guests and clients
- Installed a multi-output system, capable of simultaneously displaying varied content across different screens
- Supports a wide range of multimedia formats and content types that clients wish to display
- Enhanced operational efficiency and customer satisfaction
- Prepared the venue's AV system for future growth

#### **Project Scope**

- Support the new HD displays with Kramer's signal solutions
- Implement a multi-output system for varied simultaneous content
- Introduce a user-friendly control device for simple staff management
- Design for easy upgrades and automated content updates and
- Create a scalable framework to anticipate and adapt to future needs

#### **Solution**

##### **Kramer products:**

- KDS-DEC7
- KDS-EN7
- RC-206

# Background

Tavastia Live Club, Finland's most famous rock club, faced significant challenges with its audio-visual setup due to outdated technology and inefficient processes.

Consisting of 3 bars, a backstage area, an outdoor area, and a tech room, the venue's initial situation revealed a reliance on over decade-old television, characterized by thick bezels and low picture quality. The video signals, transmitted through analog cabling, originated either from a single PC or directly from the concert hall's equipment.

This old system supported only PowerPoint 2003 for displaying advertisements,

making updating the content manually very time-consuming. Moreover, the system could not support video content and could only switch between advertisements or live stage footage.

This setup posed significant challenges, especially for clients who wished to display their own advertisements or present material from personal computers, as there was no capability to accommodate such needs. Overall, the venue's AV system was in dire need of an overhaul to meet modern standards and enhance users' and visitors' experience.



# Goals

The requirements for the new AV system were clearly outlined to future-proof the venue's technological capabilities. These goals were crafted to transform Tavastia's AV capabilities into a flexible, efficient, and future-oriented system that enhances operational efficiency and customer satisfaction.

The goals included:

1. Ensure the new system supports a wide range of multimedia formats to accommodate all types of content advertisers wish to display.
2. Introduce a multi-output system that simultaneously displays varied content across different screens, catering to diverse needs during events.
3. Allow for quick and effortless updates of advertisements and promotional content, ideally through automated or remote updating capabilities.
4. The interface needed to be intuitive and easy to operate, allowing staff with basic technical skills to manage the system effectively without extensive training.
5. Build a system with scalability in mind, allowing for easy upgrades and expansions as new technologies emerge and the venue evolves.





# Solution

To meet the ambitious goals of upgrading the AV system at Tavastia, the integrator, Frendy, developed a comprehensive solution encompassing hardware and software improvements that were tailored to the venue's needs.

The system was equipped with multiple **KDS-EN7** transmitters and **KDS-DEC7** receivers, allowing for the simultaneous display of different content on various screens. AVoIP technology is the perfect match to modernize the AV needs of Tavastia Live Club; this flexibility was essential for catering to the diverse needs of different events and presentations at the venue.

A user-friendly Kramer Control **RC-206** device with multiple buttons, each programmed for different functions, was introduced to simplify operations. This setup enabled staff to

easily change content, adjust settings, and control the system with minimal training. With just one press, staff could change the displayed content to communicate important messages swiftly and clearly to guests.

To complete the upgrade, Frendy installed modern high-definition displays with minimal bezels, connected through a virtual matrix system that utilized the local network for signal transmission, ensuring high-quality and reliable video signals throughout the venue.

“We upgraded Tavastia with high-quality LG information displays and SmartSign’s user-friendly content management system, complemented by Kramer’s solutions for effortless signal transfer,” says Mika Lausamo, Sales & AV at Frendy.

# Value

These improvements have led to significantly better customer experience, enabling clients to display their advertisements seamlessly and enhancing their engagement and satisfaction during events.

Designed to be user-friendly, the new system allows staff with basic technical

skills to easily manage and operate the AV equipment, reducing the need for extensive training. In addition, the system's ability to simultaneously display different content on various screens has enhanced the venue's capability to cater to diverse event requirements and audience preferences.



## About Kramer

Kramer audio-visual experiences power creativity, collaboration, and engagement. From AVSM to advanced cloud-based communication, collaboration and control solutions, Kramer creates audio-visual experiences that are more engaging, more inclusive and more connected than ever before. Headquartered in the heart of Startup Nation - Tel Aviv, Israel with locations around the world, Kramer's audio-visual experts are designing the future of engagement technology. Physical and digital boundaries have blurred. But no matter how hybrid our world becomes, our desire for real, human connection will never cease. Kramer's intuitive, seamless technology breaks down walls, bridges gaps, and makes people feel closer together even when they're far apart.



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