



AFFINITY  
PETCARE

CASEBOOK

MULTIFUNCTIONAL SHOWROOM

VISUAL, ACOUSTIC, INTERACTIVE EXPERIENCE



# THE PROJECT

SHOWROOM

AFFINITY PETCARE

Ditec, leading audiovisual company, has designed a complete visual solution for the showroom of Affinity Petcare located in Masquefa. Ditec has developed the engineering solution, supply and installation of innovative systems and the latest equipment.



Multifunctional  
Showroom for  
Affinity Petcare

# 01

# OBJECTIVE

UNIQUE EXPERIENCE

ADVANCED TECHNOLOGY

## A UNIQUE EXPERIENCE

A new generation of advanced technology with a wide range of options, creating a unique sound, visual and interactive experience.

The room has been equipped with a flexible visual system tailored to the requirements of the specific events like meetings, conferences and presentations, creating the desired multifunctional meeting space for the client.



# 02

# VISUAL DESIGN

HIGH DEFINITION

PROJECTORS, SCREENS

## DYNAMISM

Greater dynamism with high-definition video transmission

Proyector The room has a DLP 3 CHIPS 11000 lumens brightness projector technology (by Barco). Providing a great dynamism with motorized-lens to set zoom level and position.

In addition, the innovative matrix switching system Extron transmits high-definition video, audio, control, power and Ethernet up to 100m using a single CATx cable.

This gives the system **high performance, flexibility and scalability.**



## SHARE AND COLLABORATE

We need to use our mobile devices at meetings to present, collaborate and share content wirelessly quickly and easily.

Ditec has opted for the wireless content management system Crestron AirMedia, which allows to launch content from any mobile device or laptop wirelessly (BYOD) and almost automatically, allowing to present and share wirelessly PowerPoint, Excel, Word and PDF documents, personal photos or Android™ iOS® on the screen.



## WIRELESS MICROPHONE SYSTEMS

The meeting space has a sound system based on two front wall JBL speakers and a subwoofer 500W on the roof to achieve a much wider frequency range.

In addition, to give flexibility to the room, there are two Shure Microflex Wireless microphones to hold lectures or presentations. Being one hand and one headset, both within the standard DECT (Digital Enhanced Cordless Telecommunications) that provides privacy, (the audio captured by the microphones can not be taxed or captured by third parties) and robustness as the range frequency does not interfere with wifi or mobile phones. The entire system is integrated within a powerful audio processor with the latest BSS Audio technology, providing a fully audio and equalization control for the whole room.



# 05

# AUTOMATION

IPAD CONTROL

ABSOLUTE CONTROL

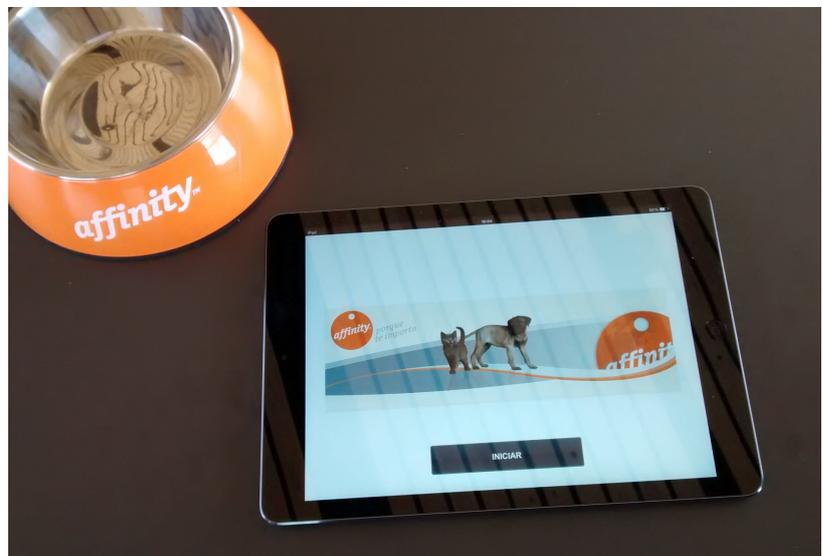
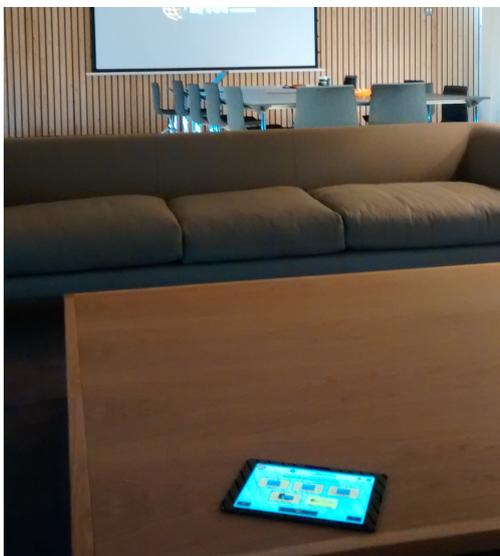
## CONTROL SYSTEM USING IPAD AND “PLAN B” BACK UP LINE

Complete control from anywhere in the room.

Navigate using an iPad to control lights, curtains, video and audio in total comfort and from anywhere in the room. This iPad is integrated with a powerful Crestron control system that manages all orders and unifies the room.

### Back-up Line

You always need a plan B. The room has a separate controller system, which further allows the control of the room - projection and audio, in case you leave the light on or if you have to approach a problem. This system gives the space robustness, reliability and peace of mind for the users.



MULTI-USE SPACE - VISUAL EXPERIENCE - SOUND  
EXPERIENCE - AUTOMATION & CONTROL - THE NEW  
GENERATION OF INTEGRATION WITH THE MOST ADVANCED  
TECHNOLOGY.

**BARCELONA**

C/ Sicilia, 368 bajos  
08025 Barcelona  
Tel. (+34) 932 656 517

**MADRID**

Av. de Manoteras 22 Naves 29-50  
28050 Madrid  
Tel. (+34) 912 330 034

**[www.ditec.es](http://www.ditec.es)**