

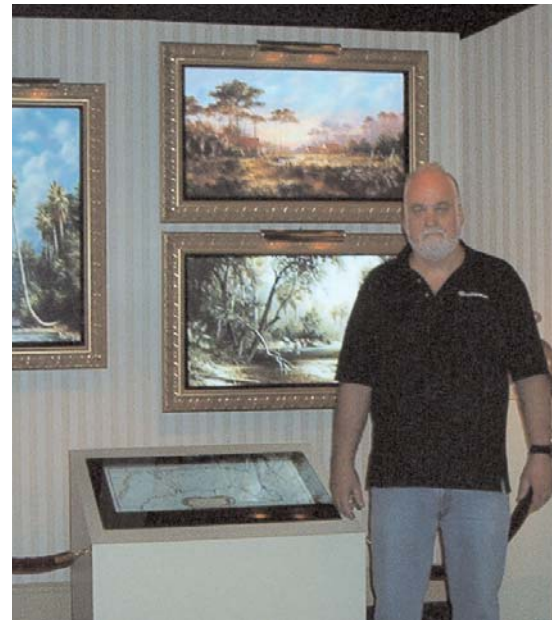
Pelican Beach Resort

Denon Professional's DN-V755 Creatively Promotes the Pelican Beach Resort Condominiums

It is said that a picture is worth a thousand words. At the newly constructed Pelican Beach Resort, plasma screens are used to demonstrate the beauty of Florida with picturesque features of the Sunshine State. As visitors walk through the lobby and enter the elevator, the presentation turns from resort highlights to key selling points of the condominium. The Denon Professional DN-V755 was the visual messaging equipment chosen to play the video highlighting the features of the model condominium the visitor is about to enter.

"The challenge, technology-wise is having some media, a file on a server or a DVD and we need to make sure the lights and audio do what they are supposed to do at certain times in the video" explains Paul Bell, an owner of A.R.T. Inc, the AV contracting company which specializes in installations of synchronizing sound, lighting and video. Jim O'Connell, of the PR firm, O'Connell & Goldberg creatively used a multi-media strategy to implement promotional concepts for several luxury real estate communities. Together O'Connell and Bell have designed and applied systems that integrate lighting, sound and video that is controlled by the touch of a button.

The multi-media used at the Pelican Beach Resort, differed in design from past projects to accompany the layout of the facility. The elevators that transport visitors to the model condo were equipped with screen panels that introduced and explained the benefits of the property. "On the screens in the elevator, there is resort information that plays continually in a loop, the visitor presses a button for the explanation of the models" Bell stated. This is where the DN-V755 plays an integral part.



Denon's DN-V755 is used to display visual messages on the plasma screens and as a selling tool for the Pelican Beach Resort.

Because this was the first property that required visitors to travel to the models, Bell had to find equipment that would display a continuing loop of information, with an easy method of interruption to present sales information about the model. After visiting the Denon booth at the InfoComm show and talking to the staff, Bell was impressed with the Denon Professional DN-V755. "The really cool part of the DN-V755 is with the touch of a button, the loop of video continually playing can drop out and begin to play tour guide." Bell continued, "The DN-V755 has the control to play something continually until you need your special part of the video to begin to play."

Visual Messaging

DN-V755



With regards to the installation, "I used two DN-V755 units in the elevators. They are installed above the elevator cabs," notes Bell. He was pleased to report that "they were very easy to use and install. Installation and usage of the units are very well documented, between the manual and the website." After an uncomplicated and simple installation, the units were ready to go. No troubleshooting was required. It was that easy.

The video tour guide has proven to be an effective sales method for this type of real estate and the DN-V755 has made this highly technical venture an uncomplicated project and promotional success.

A.R.T. Inc.

Founded: 1983

Services: Sound, Lighting and Video System Integration and Consulting

Markets Served: Florida and the Caribbean



Paul Bell, AV System Integrator, chose Denon's DN-V755 for visual messaging at the Pelican Beach Resort.



Paul Bell sets up the visual messaging system, including Denon's DN-V755.

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