

SEAMLESS AND INTUITIVE CONTROL

# Warriors Shop

## A Golden Experience for Warrior Fans

 San Francisco, California

Golden State Warrior fans rejoiced as the [Chase Center](#) opened a new flagship retail store, aptly named Warriors Shop, in San Francisco's Mission Bay neighborhood. Operated by Fanatics, the 10,000-square-foot multi-level store has the largest selection of licensed Warriors merchandise available and the venue is leveraging technology to greet visitors with engaging content. To optimize the visitor's journey, the store employed the [Q-SYS Platform](#) for the integration of audio and control functions throughout the retail outlet. Thanks to these measures, customers have been able to enjoy a superlative commercial experience.



“**Q-SYS delivered an incredible audio system for our customers and gave our staff an intuitive way to quickly change sources and levels, and get back to helping customers.**”

**Brian Baron**

Owner, AV Technology Systems

# Challenges

## Conquering AV Challenges

Warriors Shop faced several challenges before implementing the AV system. They wanted to provide engaging content to greet visitors and enhance their shopping experience. Furthermore, they wanted a robust system that could manage the massive amount of content projected on the screens, including user-friendly control for employees to adjust sound levels and inputs. To address these needs, the Warriors Shop brought in integration specialist [AV Technology Systems](#). After analyzing their proposed system, AV Technology Systems chose the Q-SYS Platform to provide a simple and comprehensive solution to the Warriors Shop.



January 24, 2020      2:11 PM      AUDIO      **WARRIORS SHOP**  
A Fanatics Experience

### Lower Sales

**Streaming Receiver** Mute

10

+

-

-28.5dB

### Upper Sales

**Streaming Receiver** Mute

10

+

-

-36.5dB

**AUDIO CHANNELS**

- 1 - Media player 1
- 2 - Media player 2
- 3 - Media player 3
- 4 - Media player 4
- 5 - Media player 5
- 6 - Media player 9
- 7 - TV Box 1
- 8 - TV Box 2
- 9 - TV Box 3
- \*\*10 - Streaming Receiver (Music)
- 11 - DVD/Blu-Ray
- 12 - Int. Audio Plyr
- 13 - USB Audio
- 14 - DJ Audio

## Solutions

### Successful Hand-Off

The team at AV Technology Systems designed the system around a [Q-SYS Core 110f processor](#), which manages audio and control processing throughout the shop's ten zones. Q-SYS allows integrators to bypass complicated control processing hardware, and AV Technology Systems leveraged this feature by adding [Q-SYS TSC Series Touch Screen Controllers](#) as well as wireless control on an iPad using [Q-SYS Control](#), allowing staff to control the system from literally anywhere in the store.

A single Q-SYS CXD-Q Series CXD8.8Q network amplifier (consider the [CX-Q Series](#)) provides power for 10 [Acoustic Design Series AD-P SUB/SAT](#) pendant systems throughout the upper and lower levels. The network was also handled by a Q-SYS NS-1108P network switch (now updated to [NS Series Gen 2 Network Switches](#)).

### Game-Changing Experience

"Game day is crucial for us, considering the massive amount of content running on the displays and their associated audio," recalled Brian Baron, owner of AV Technology Systems. "Q-SYS delivered an incredible audio system for our customers and gave our staff an intuitive way to quickly change sources and levels, and get back to helping customers."



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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