



SPECTACULAR AUDIOVISUAL SOLUTION IS THE CENTREPIECE AT SHOELESS JOE'S NEW RESTAURANT IN NIAGARA FALLS

SHOELESS JOE'S NIAGARA FALLS



ABOUT SHOELESS JOE'S

Shoeless Joe's is one of the largest sports theme casual dining restaurant chains in Ontario operating from more than 30 locations across the province. The chain of restaurants wanted to change the look of its new establishments, creating a more dynamic, immersive customer environment. The opening of Shoeless Joe's within the Niagara Fallsview Casino was an ideal opportunity to implement the innovative new design concept.

THE ADVANCED SOLUTION

Opening within one of the newest and largest casinos in the Niagara Falls area, Shoeless Joe's wanted to take advantage of this prime and prestigious location and offer customers and tourists to the area a unique casual dining experience, complete with state-of-the-art audiovisual technology. The chain turned to the experts at Advanced to install 37 flat-panel displays throughout the restaurant, strategically placed to envelope all

principal areas such as the bar, upstairs/downstairs dining rooms, aisles and stairways. Additionally flat-panel displays were included in every booth for private viewing of sporting events.

Crisp, accurate sound was the product of JBL audio, installed throughout the first and second floor bar and dining area, as well as on the outdoor patio. In addition, attenuators were set to control volume so as not to overpower the private conversation of guest. The main installation was completed in under one month and the restaurant is now one of Niagara Falls' premier sports bars, providing a sensory-rich experience to the millions of tourists who visit the area each year.