



The 5-star Marriott-Likupang, deploys Lightware's AV-over-IP VINX to Provide Sound Solution for its Luxury Ballroom

Case Study

Lightware Visual Engineering

Marriot Hotel Likupang

Market

Hospitality

Country

Indonesia

Lightware Equipment Used in Project

VINX-120AP-HDMI-ENC-DNT | VINX-110AP-HDMI-DEC

The Hotel Marriott, the first 5-star hotel in North Sulawesi is boasting a terrific location in the rural part of West Likupang, Indonesia. With its launch scheduled for August 2023, the hotel promises to become a stunning travel destination for snorkeling lovers, divers, and those who look for discovering the mysterious underwater realms aboard a luxurious commercial submarine. Recently, President of Indonesia, Mr. Joko Widodo, visited the construction site of Marriott Hotel as a future powerful touristic attraction and economic driver of the region.

The hotel features plenty of luxury areas one of which is a divisible ballroom of 30 x 36 meters, where Lightware technology is rolled out to deliver an unbeatable audio signal across this space and other zones of Marriott-Likupang.

By that time, PT Albeta Sukses Mandiri, Jakarta, AV consultant and integration company, delivered several successful projects for the Marriott hotel chain in Indonesia. Back in 2020, the construction budget of the high-profile hotel of Marriott-Likupang was challenged by the Covid's impacts and limitations. That is why PT Albeta had to be smart and cost-effective in sourcing the AV technology for the project. The integrator had a time-tested successful experience with Lightware technology boasting stability, flexibility, and ease of deployment, so the choice favored the VINX AV-over-IP solution.

PT Albeta offered the innovative AV-over-IP technology of Lightware to provide an elegant and efficient solution that is free from heavy and quite costly HDBaseT copper-based traditional architecture. **“The cost-benefit was very impressive, up to 40% overall against traditional HDBaseT solution,”** says William Gendri General Manager of PT Albeta. **“We saved a lot. We only had to buy a network switcher, which is much cheaper,”** William carries on.

The project features VINX encoder VINX-120AP-HDMI-ENC-DNT * 4 units and VINX decoder VINX-110AP-HDMI-DEC * 4 units, for 3 ballrooms and the pre-function area in the front of the rooms. VINX encoder VINX-120AP-HDMI-ENC-DNT features independent Dante and AES67 support. This future-proof solution allows operators to adapt easily to any scenario where audio signal management is in focus. Usually, a ballroom setting includes plenty of wall plates for the HDMI connection. The Marriot-Likupang audio solution features 14 wall plates.



“ If it were an HDBaseT technology, the project would need a costly matrix switcher featuring a 16x16 chassis and as many transmitters as the number of wall plates. Whilst here we needed only to buy encoders and decoders, as many as the number of input devices.

The HDBaseT technology provides a quality 4K 4:4:4 signal, but with VINX, even if we have compression, it is very small, 1 frame, and that is not noticeable in a ballroom application hosted in a 1 Gb-network,”
– William Gendri says.

In this project, open API features, present in all Lightware devices, enabled seamless integration of the VINX extenders with the Q-SYS control and Barco ClickShare wireless presentation solution.

Every project, especially prestigious high-profile ones, like Marriot-Likupang, faces time limitations and is expected to meet deadlines. This hotel is to be launched in Summer-2023. For all the parties involved, delivery terms were critical. Lightware met obligations and supplied the VINX solution in a timely and most reliable manner.

The Marriott-Likupang construction is in its finishing phase now. The integration team of PT Albeta has been on site for four months now. Likewise, the developer PT Bhineka Manca Wisata and the constructor PT Mitra Konstruksi, the integration team of PT Albeta are thrilled to finalize the project timely and in the most professional manner offering the future touristic attraction of Likupang, Indonesia, the benefits of the Lightware AV-over-IP technology.

For detailed information on VINX, please check: lightware.com/product-families/vinx

You can find out more about PT Albeta here: albeta.co.id/en