

Buffalo Wild Wings Restaurant Chain Serves Up Exciting Sports with the Optoma TH1060 & TX779

BUFFALO WILD WINGS
CORONA, CA

RETAIL NEEDS

Buffalo Wild Wings customers expect to see their favorite sports on the big screen. The national restaurant chain, which offers dozens of projectors and televisions, is open seven days per week for up to 13 hours, providing exciting, high-quality entertainment.

EXPERT SOLUTION

Remote control capabilities, as well as picture quality, ease of bulb replacement and price topped their feature requirements. Smart Systems Technologies recommended a dozen Optoma TX779 and TH1060 projectors for optimal total cost of ownership and a comprehensive feature set.

RESULTS

Optoma projectors have become standard fare in all three of the Buffalo Wild Wings franchise locations. Users have seven-day-per-week access to the broadest array of big-screen sporting events from the moment the restaurant opens until it closes each evening.



Sports fans and barbecue lovers flock to 700 Buffalo Wild Wings restaurants sprawled across 43 states to enjoy 18 sauce flavors with their chicken wings and to cheer for their favorite sports teams playing on a big screen. In Corona, CA, the franchise owners called upon solution provider Smart Systems Technologies to help amp up the entertainment.

“The corporate spec called for a different manufacturer’s projector and the franchisee originally wanted to go with that,” said Craig Curran, president of solution provider Smart Systems Technologies, Inc. (SST) in Irvine, CA. “We pointed to a different path that we wanted to take.”

“Using Optoma’s projectors, the picture clarity is much better and it gives us a real wow factor.”

—Brett Babick, chief operating officer of Desert Wild Wings (holding company of the Corona, CA Buffalo Wild Wings)

Build It and They Will Come

At Buffalo Wild Wings in Corona, up to 244 guests go to have their favorite sporting event turned into a party experience. The restaurant serves up entertainment on 60 HD LCD televisions and 11 projection screens to ensure that every imaginable sporting event, from USF boxing to Sunday football, is represented and that every customer gets to see exactly what he or she wants.

“For big events, people want to see their team on the big screen and they want the atmosphere of fun and loud excitement,” said Jose Lopez, general manager at the Corona location. “At Buffalo Wild Wings, everyone gets a big screen. It becomes almost like a movie theater experience. We want to build a reputation of serving ice-cold beer and great wings, and of having the biggest screens and best projectors in town.”



TH1060



the exciting and detailed viewing experience that would woo potential customers. Meanwhile, for the biggest screens, the TH1060 delivered the 4500 ANSI lumens, as well as 2500:1 contrast ratio and high-definition pictures.

In addition, the TX779 and the TH1060 both integrate easily with the Elan control system that lets the restaurant control the flow of entertainment to the various screens. "From an operational standpoint, those integration and networking

big dog screen, the premier screen that has the greatest visibility and exposure," said Babick.

Meanwhile, the Optoma TX779 units project onto 10 foot screens throughout the rest of the venue. "The quality of the projectors and quality of the picture are second to none without exception," said Babick. "We are proud of the entertainment we can offer our customers."

Now, the restaurant can show 16 different video feeds at once, combining 10

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—Brett Babick

capabilities let managers spend less time managing projectors and much more time making sure guests are happy," said Brett Babick, chief operating officer of Desert Wild Wings, the holding company that runs three Buffalo Wild Wings in California.

DirectTV receivers and a DVD player, as well as internal marketing programming. However, the projectors remain a key part of the total system. "When you add the projector, you have to have the best game on that TV because people flock to that area," said Lopez. "The picture is clear and big and good for the restaurant."

The projectors run seven days per week from 11 a.m., when the restaurant opens, until it closes 13 or more hours later. "Our customers get here early in the morning to see their team play, and they want to sit there and watch their team on the big screen from the moment it starts until it ends," said Lopez.

A Better Recipe

In light of the stringent demands on the projector and the size of the screens, SST felt that a combination of nine Optoma TX779 and two Optoma TH1060 DLP projectors could best meet their need. Stellar picture quality, affordable maintenance, strong network capabilities and manageable overall project cost all took top spots on the must-have list of demands for the project.

The solution provider knew that the TX779's 4500 ANSI lumens brightness and 3000:1 contrast ratio would deliver

In the end, the rich feature set and robust operation proved well worth the price of the projector. "The entire system was very price sensitive, and this number of projectors has an impact for sure," said Curran. "Although the Optoma projectors were slightly more expensive, we felt this choice allowed us to bring much more to the franchisee."

Big-Screen Experience

Buffalo Wild Wings strategically positioned the projectors and screens throughout the dining room and bar to allow customers all over the restaurant to get a great view. "We are trying to create the game-day experience," said Babick, adding that there is one Optoma projector per 22 seats. "These projectors play a vital part in our overall presentation package."

One of the Optoma TH1060 projectors puts 12-foot images up for viewers on a screen located behind the bar. "That's the

Sweet Success

The projector recipe used at the Corona Buffalo Wild Wings eateries proved to be successful. In fact, the owners used the same recipe in two more of its locations with similar results. "We weren't overly impressed with the competitive product that was specified in the corporate guidelines," said Babick. "Using Optoma's projectors, the picture clarity is much better and it gives us a real wow factor."



TX779