

# Case Study

## Art, Comfort & Technology with HDBaseT

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End Customer: Private art collectors  
Vertical: Home

“HDBaseT made it easier for us to provide the level of technical sophistication and pleasant aesthetics expected by the customer, without compromising on quality or performance of the system.”

Stephen Löwenstein, Owner & Integrator, löwenstein home comfort



## About the End Customer

Two contemporary art collectors acquired the 1800s-era Palais Rasumofsky in Vienna, and converted the magnificent neo-classical baroque building into a state-of-the-art residence and private art gallery.

## The Challenge

The 11,000 sq.ft. (1,000 sq.m.) Palace underwent a thorough renovation, both externally and internally, receiving international recognition as a winner in the World Architecture Festival Awards. Leading system integrator löwenstein home comfort was responsible for the future-proof technical solution for the distribution of content throughout the large building, while keeping most of the equipment out-of-sight from an aesthetics perspective. Flexibility was an important element in this project, as the owners often move television sets from the residence to the art gallery as part of an exhibition, so connection points throughout the building had to be installed. All AV sources – satellite receivers, Kaleidescape system, AppleTV, and an MMS-5 music server – were to be available anywhere in the house, including in the master bathroom. Easy control of the full system was expected.

## The Solution

löwenstein home comfort selected AMX's Enova DGX Digital Media Switcher, a 16x16 HDBaseT switcher, which was placed in an air conditioned room in the basement. The Enova DGX distributes all content to all ten TV sets (Sony and Panasonic) throughout the Palace over newly installed Cat6a cable. In the home and art gallery, there is no visible equipment, except for the TV sets and the wall-mounted AMX Modero X Series Control panel, an intuitive control interface for this whole-home solution. Additional in-room control capability is provided by remote controls and iPads. The AMX NetLink Controllers centrally integrate and control all the Palace's systems, including AV, lighting, blinds, heating, security and more.

With runs as long as 90 meters, HDBaseT was the obvious choice for the project. In addition, easy-to-install standard RJ-45 connectors placed throughout the building meant that löwenstein home comfort could provide the flexibility the owners expected for future redecoration, without the need to run additional cable.



## Results

HDBaseT allowed for the 'invisible' distribution of multimedia content throughout the Palace, despite the long distances. The easy-to-install category cable and RJ-45 connectors added the necessary flexibility for the art gallery exhibitions, and for future redecorations. An easy-to-use centralized control system enhanced the owners' experience in this historical building. A second stage of the project will utilize existing Cat5e cable for system expansion, and even fiber to account for distances above 100 meters.

## About HDBaseT

The HDBaseT standard, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single cable, delivering uncompressed ultra-high definition 4K video, audio, USB, Ethernet, control signals and up to 100 watts of power.