

Elevated Luxury With Elegant Smart Tech: AV Smart Solutions and Silver Cloud Hotels at Point Ruston



At [AV Smart Solutions](#), we're dedicated to making audiovisual (AV) tech smarter, simpler and more scalable. That's exactly what [Silver Cloud Hotels](#) — pinnacles of luxury in the Pacific Northwest — needed from us.

Its [Point Ruston Waterfront location](#) in Tacoma offers jawdropping views of Puget Sound, the Cascade Range and the Olympic Mountains. Since 1980, it's provided guests with top-notch accommodations and a singular commitment to customer service. It's no wonder guests repeatedly flock there for both business and personal stays.

In May of 2019, Silver Cloud Hotels contacted AV Smart Solutions. One of our clients had recommended us as the go-to experts in smart tech, from audio troubleshooting to full-scale installation.

We were exhilarated to take on the project. After consulting closely with Silver Cloud Hotels, we began planning seamless AV integration throughout the expansive building.

And then, COVID-19 hit. It was a challenge, to say the very least — but a challenge we were doggedly determined to face.

With health and the hotel's needs top of mind, we strove to ensure each area performed flawlessly, connected smoothly and looked effortlessly chic. From November 2019 to January 2021 — throughout the height of the pandemic — we balanced our expertise with Silver Cloud Hotels' singular vision.

Now, we offer ongoing support, and Silver Cloud Hotels has the ultimate in AV technology. The results speak for themselves.

Here's how we equipped each area per the hotel's specifications and [our extensive hospitality experience](#).

[Related: [Smart Hotel Benefits for Owners and Guests Alike](#)]

Our Work at Silver Cloud Hotels at Point Ruston

From the ground entrance to the rooftop pool, Silver Cloud Hotels' staff and guests have access to the sharpest smart technology. It's created a [transformative hospitality experience](#).

Lobby

Both AV Smart Solutions and Silver Cloud Hotels know a guest's first impression can make or break their decision to book. We meticulously designed and installed the [music system](#) (both audio and house) for the hotel's [lobby](#), corridor, entrances, reception and first-level restrooms.

The hoteliers noted our intense attention to detail and design:

"That custom paint for the speaker cover is above and beyond. Fantastic ... I couldn't figure out how they 'wallpapered' the covers and got the perforation to come through ... great touch on the paint."

— Silver Cloud Hotels at Point Ruston

[Related: [How To Create a Smart Entrance for Your Home](#)]

Equipment

Here's a list of what we installed in the lobby for [full-bodied audio](#) and house music:

- Crown CDi-series amplifiers
- Episode in-ceiling speakers
- Episode surface-mount speakers
- Strong 42U rack
- Araknis router
- Araknis switches
- WattBox IP power conditioner

Corridor

We designed and installed the corridor's [digital signage](#) system to display the day's [ballroom events](#) and/or general property information. Staff can now design and upload custom digital signage through web applications and simple, intuitive smart device apps.

[Related: [Digital Wayfinding Signage: Everything You Need To Know](#)]

Equipment

Here's what we installed in the corridor for at-a-touch convenience:

- Episode in-ceiling speakers
- Strong tilt mounts
- Samsung Edge-lit LED displays

Spa and Salon

Silver Cloud Hotels' [Spa Serein](#) is one of its finest amenities. We designed and installed the spa and salon music system, allowing for playback and control of the [house music system](#).

In-ceiling speakers play music at a predefined level in all spa/salon common areas. Meanwhile, house music plays in the treatment rooms, and guests can connect to the AV network and stream their own music to their personal treatment rooms.

We placed a simple, intuitive keypad in each treatment room that provides basic music control, like adjusting volume, playing, pausing and skipping.

[Related: [Smart Bathroom Features To Turn Your Bathroom Into an Oasis](#)]

Equipment

We took extra care to make the salon and spa AV system as soothing and sleek as possible:

- Strong 46U rack
- Sonos amps
- Episode mixer-amplifier
- Episode in-ceiling speakers
- Araknis router
- Araknis port switch
- Araknis indoor wireless access point
- Speaker transformers
- iPort Xpress audio keypads for Sonos

Conference Room

Silver Cloud Hotels' [conference room](#) is one of its outstanding features, particularly for guests away on business.

We designed and installed the [multimedia presentation](#) system, which allows guests to display [media and presentations](#) through a simple-to-use video display. A wall-mounted 65-inch LED TV wirelessly displays [video content](#), and audio plays back through the TV.

Guests connect to and access the multimedia systems through a closed-loop AV [Wi-Fi network](#) via an isolated access point in the room. We also ensured an HDMI input is available for direct, hardwired connections, and connection activates the system automatically.

[Related: [Creating Better Workspaces With Smart Office Buildings](#)]

Equipment

From seminars to speeches to pitches, guests enjoy crisp [conference room presentations](#) with this equipment:

- Strong dual-arm articulating mount
- Crestron presentation system
- Binary 4K ultra-HD extender
- Binary 5K ultra-HD high-speed HDMI cables

Breakout Rooms

Silver Cloud Hotels' breakout rooms make [conferencing](#) smarter, and we added AV tech to up the ante.

We designed and installed the [multimedia presentation system](#), which allows guests to display media and presentations through hardwired HDMI, VGA and/or a wireless display connection. HD projectors and 120-inch electric rolldown screens display video, and audio plays through in-ceiling speakers. A Sonos audio streaming device lets guests easily play back their music and speaking presentations.

Guests can connect to and access the multimedia systems through a closed-loop AV [Wi-Fi network](#) via isolated access points in each room. All rooms can operate independently of one another, can be used for separate events in each breakout room and/or can link together as one large room.

Attending guests control the multimedia systems through simple, intuitive 7-inch touchscreen controllers and apps.

[Related: [Guide to Creating a High-Tech Home Office](#)]

Equipment

We know guests put painstaking work into presentations, so our breakout room setups elevate their efforts:

- Dragonfly motorized projection screens
- BenQ laser projectors
- Shure wireless mic systems
- Crestron touchscreens
- Crestron DigitalMedia presentation systems
- Crown CDi-series amplifier
- Episode in-ceiling speakers
- Araknis indoor wireless access points
- WattBox IP power conditioner
- Crestron wallplate DigitalMedia transmitters
- Crestron controllers and interfaces
- Strong universal fine-adjust projector mounts

Covered Deck

Silver Cloud Hotels' [covered deck](#) is a chic area for guests to mingle, reflect and relax. We designed and installed the deck's [audio system](#), which allows guests to operate a Sonos audio streaming device.

The Sonos device lets guests play back personal music and playlists through a smart device app. We included a wireless, handheld mic to enhance speaking presentations. Guests can connect to and access the audio systems via a closed-loop AV Wi-Fi network with isolated access points in the covered deck.

The audio system also provides house music playback when an event isn't occurring in the space. Staff can control the system through an in-wall keypad and/or through an app.

[Related: [7 Upgrades To Transform Your Outdoor Entertainment Center](#)]

Equipment

We knew the covered deck's equipment needed to multitask, so we installed the ideal components:

- Episode mixer-amplifier
- Episode speakers with woofer and grille kit
- Sonos Connect music streaming interface
- Single-channel wireless mic system
- Araknis indoor wireless access point

Ballroom

Silver Cloud Hotels at Point Ruston boasts a [stunning 5,400-square-foot ballroom](#). With that much space, we ensured guests can bask in the fullest, richest sound and vision.

The ballroom [multimedia presentation system](#) allows guests to display media and presentations through hardwired HDMI, VGA and/or a wireless display connection. HD projectors and 120-inch electric rolldown screens display video, and audio plays through in-ceiling speakers.

A Sonos audio streaming device lets guests play back their personal music and playlists via a smart device app. We also included three wireless handheld mics to enhance speaking presentations.

[Related: [How To Build a Premium Home Sound System](#)]

Equipment

We guaranteed every inch of the striking ballroom has immersive, interactive AV:

- Strong 42U rack systems
- Sonos Connect music streaming interfaces
- Single-channel wireless mic systems
- Crestron DigitalMedia presentation systems
- Crestron wallplate DigitalMedia transmitters
- Crestron controllers and interfaces
- Crestron touchscreens
- Crown CDi-series amplifiers
- Episode in-ceiling speakers
- WattBox IP power conditioner
- BenQ laser projectors
- Strong universal fine-adjust projector mounts
- Dragonfly motorized projection screens
- Elite ProAV Saker Plus electric projector screens

Restaurant and Bar

AV Smart Solutions and Silver Cloud Hotels both know just how much of a difference the [right restaurant ambience](#) can make. Guests can dine and enjoy top-shelf cocktails at [Copper & Salt](#) — one of Silver Cloud Hotels' exquisite draws — after a day full of work or play.

The [restaurant](#) and bar [audio system](#) allows playback and control of the house music system. Audio plays through the mood streaming device, and in-ceiling speakers play music at a predefined level.

[Related: [Smart Kitchen Design](#)]

Equipment

Here's a list of what we installed to elevate Copper & Salt at Silver Cloud Hotels:

- Strong 16U rack
- Episode in-ceiling speakers
- Crown CDi-series amplifier
- WattBox power conditioner with OvrC Home

Fitness Center

Physical fitness meets smart tech at Silver Cloud Hotels' 3,000-square-foot fitness center. [Music works wonders for mood](#), so we ensured guests get precisely what they like to hear.

The fitness center [music system](#) allows playback and control of the house music system to the fitness center and restrooms. Audio plays through in-ceiling speakers, and we mounted volume-control devices on the walls for easy access.

[Related: [Home Gym Automation: Your Guide to Creating a Smart Gym](#)]

Equipment

We carefully considered what tech would work best for guests engaged in an invigorating workout:

- Episode in-ceiling speakers
- Crown CDi-series amplifier
- Strong 16U rack
- Episode in-wall volume controls

Rooftop Pool, Covered Patio and Sun Deck

Silver Cloud Hotels' rooftop pool offers astounding views of the city and the sea. Whether brainstorming, exercising, dining or partying, the pool area provides the perfect nightcap.

We designed and installed an [audio and outdoor TV system](#). Audio plays through a mood streaming device, and speakers play music with controllable volume levels in each zone. We wall-mounted the TV in the covered patio and provided Xfinity handheld remote controls for guests' convenience.

[Related: [What Do You Need From Your Smart TV?](#)]

Equipment

Here's a list of the sturdy, cutting-edge equipment we installed around the rooftop pool, patio and deck:

- Strong 21U rack system
- Crown CDi-series amplifier
- WattBox IP power conditioner
- Sonos Connect music streaming device
- Araknis router
- Araknis Websmart gigabit switch
- Araknis outdoor wireless access point
- Episode satellite speakers
- Episode surface-mount speakers

Then and Now: Silver Cloud Hotels With AV Smart Solutions

Guests who visit (and revisit) [Silver Cloud Hotels at Point Ruston](#) now have thorough AV control in all the establishment's common areas. Whether they're giving [presentations](#), celebrating or simply soaking in the scenery, using smart AV tech has never been simpler.

Silver Cloud Hotels boasts the best equipment, and it outshines its competitors as guests book rooms again and again.

And at [AV Smart Solutions](#), we're proud to say we exceeded Silver Cloud Hotels' expectations, despite the chaotic pandemic onset. We do so with every client we serve because we're zealous about [careful design](#), close client consultation and precise AV equipment.

Our design, build and integrate approach ensures you get the seamless performance you need. When you're ready to enhance or create your AV systems — whether at your [home](#), [business](#) or [office](#) — reach out!

Call us at (425) 655-5052 or complete our [inquiry form](#) for a free consultation. One of our AV specialists will be in touch.

Featured image via [Silver Cloud Hotels at Point Ruston](#)