

The Bergs, Bondi

Flexible AV for a Multi-Experience Venue

Amber TECHNOLOGY
CASE STUDY



PROJECT OVERVIEW

Bondi Icebergs. An iconic name that evokes ocean swims, coastal dining, and one of Australia's most recognisable venues. Following a major multi-stage renovation, the club has been reimagined as The Bergs, a modern, highly flexible hospitality space designed to support multiple, simultaneous experiences.

The transformation introduced new bars, expanded dining areas, upgraded amenities, and dedicated function spaces. Just as importantly, it demanded an AV system capable of matching this new level of flexibility.

To deliver this, **Showtime Production Services**, led by **Scott Masters**, Senior Project Manager, designed and deployed a scalable, multi-zone AV solution featuring a WyreStorm AV-over-IP platform, supported by NETGEAR AV Line PoE switching.

THE CHALLENGE: True Multi-Zone Flexibility

The Bergs operates as a dynamic, multi-purpose venue, often running several events at once, from sports viewing and casual dining to private functions and live entertainment.

The AV system needed to:

- * Deliver independent content across multiple zones
- * Seamlessly switch between live TV, streaming, and local inputs
- * Be simple for staff to operate via tablet control
- * Scale easily as the venue evolves
- * Support fast turnaround between back-to-back events

As Scott explains:

"After 25 years in the club industry, flexibility is everything. You have to design for change, because it's inevitable."



THE SOLUTION: Wyrestorm and Netgear AV Line

At the core of the deployment is the WyreStorm NetworkHD Video-over-IP system, enabling flexible, high-quality video distribution across the venue's LCD and custom LED displays.

This is paired with NETGEAR AV Line PoE Ethernet switching, ensuring reliable and efficient transport of AV data across the network, critical for consistent performance in a high-demand hospitality environment.

Scott selected the platform based on real-world usability and deployment efficiency:

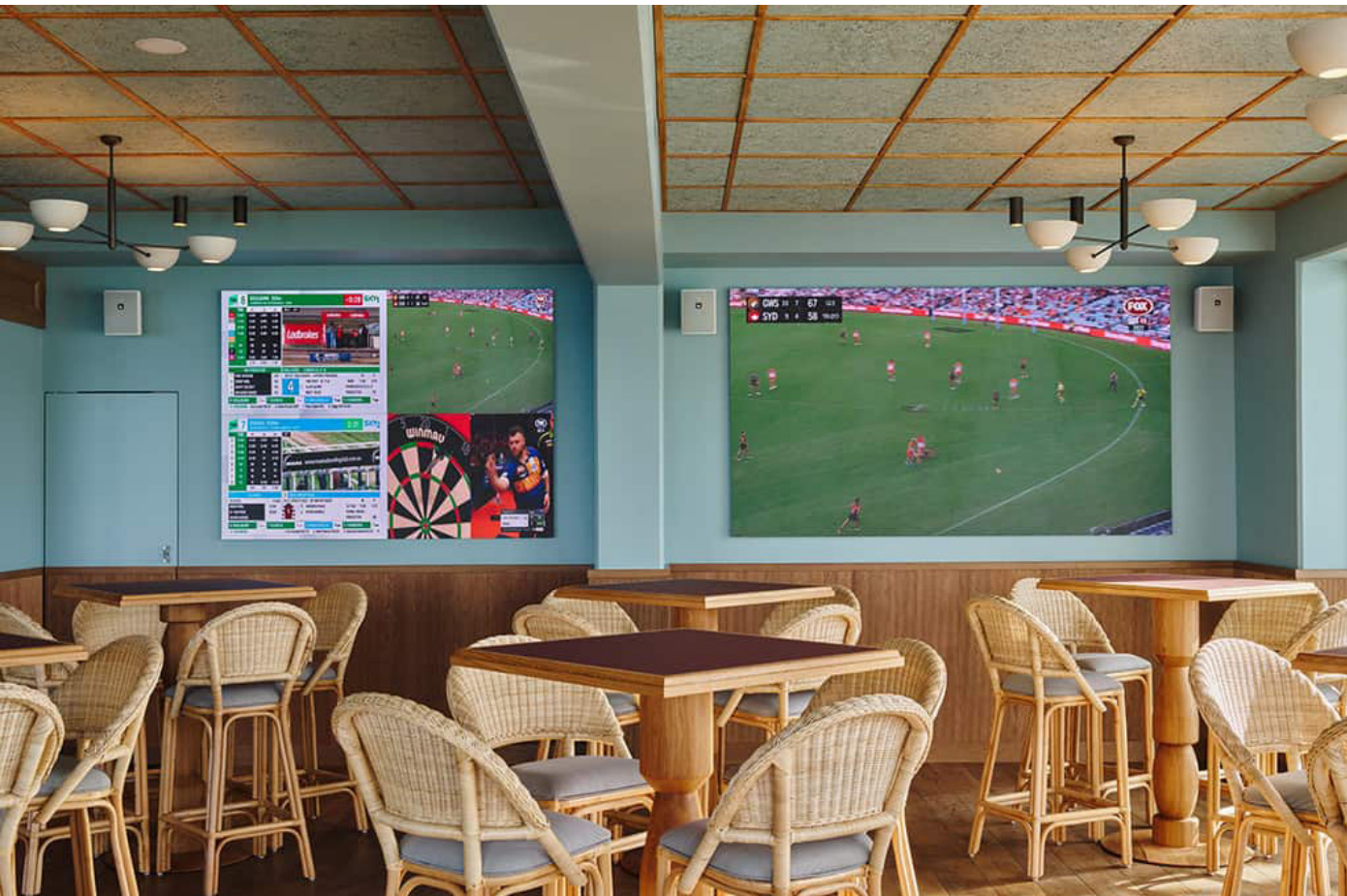
"I deployed the WyreStorm system because it's flexible, powerful, easy to use, and has its own app control. Compared to traditional IPTV systems, it's almost out-of-the-box, far quicker to configure and deploy."

SYSTEM CONFIGURATION Video Distribution: Wyrestorm AV-over-IP Systems

- * WyreStorm VOIP System
- * 9 × 4K Encoders (6 × TV channel inputs including Foxtel and Sky, 3 × HDMI inputs)
- * 2 × 4K Receivers (supporting Samsung and Hisense displays across the venue)
- * 2 × 4K Multiview Receivers (powering LED displays with multi-window viewing)

Network Infrastructure

- * NETGEAR AV Line PoE Ethernet Switching
- This configuration enables the distribution of multiple video sources across all zones, with the flexibility to present single content streams or multi-view layouts depending on the event requirements.



USER EXPERIENCE: Simplicity Meets Control

Despite the system's sophistication, ease of use was essential.

Staff control the AV via tablet, allowing them to:

- * Instantly switch content between displays
- * Route different sources to different zones
- * Manage multiple events simultaneously with minimal training

This intuitive control layer ensures seamless operation during peak trading periods.

DESIGNED FOR GROWTH

The modular AV-over-IP architecture ensures The Bergs is ready for future expansion. Additional encoders, displays, or zones can be integrated without major infrastructure changes.

Scott emphasised this forward-thinking approach:

"The design prioritised flexibility and room for expansion. It means the system can grow with the venue without needing to start again."

THE RESULT: A Truly Adaptive Venue

The AV system is central to delivering the venue's new identity, enabling everything from relaxed dining to high-energy functions, all within a single, adaptable space.

With WyreStorm's AV-over-IP solution and NETGEAR AV Line switching, The Bergs now benefits from:

- * Seamless multi-zone video distribution
- * Powerful yet simple tablet-based control
- * Reliable AV network performance
- * A scalable foundation for future upgrades

The result is a venue that can effortlessly adapt to any occasion, delivering the right experience, in the right space, at the right time.



Uninterrupted ocean views featuring Bondi and the famous Icebergs pools



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