



CASE STUDY

The Crooked Hammock Brewery Delivers Immersive, Automated Entertainment Experience

Top brewery taps Strand Security and URC to deploy smart commercial automation to enable unparalleled entertainment for its patrons



Strand Security

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With locations in the Mid-Atlantic and Southeast United States, The Crooked Hammock Brewery realized that great food and beverage combined with immersive entertainment must be impactful, easy to implement and simple to maintain. Using advanced technology, the award-winning brewer engaged Strand Security to create uniquely branded spaces across its locations. The system allowed the automation and control of audio/video (AV) software.

Designed by Strand Security and built on URC's Total Control® automation and control system, technology is

enabling The Crooked Hammock Brewery to change its coastal restaurant environment. As The Crooked Hammock Brewery moves beyond traditional design and operations approaches, it uses systems technology to:

- Craft enjoyable spaces by automating audio and video systems
- Showcase brewing practice, dining and the coastal experience
- Unify control and automation across locations
- Drive staff efficiency by eliminating simple tasks
- Monitor and control remotely



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Myrtle Beach, SC
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"The growth of The Crooked Hammock Brewery has resulted in a greater reliance on technology and automation to deliver consistent entertainment and atmosphere control across all of our locations, stated Rich Garrahan, The Crooked Hammock Brewery's owner. He continued, "Chuck and team at Strand Security have created an automation system that allows us to spend more time creating incredible beer, food and good times for our guests."

To help support this vision of branded entertainment spaces, The Crooked Hammock Brewery hired Strand Security to support the advanced technology infrastructure using URC's Total Control Accelerator operating system and its superior hardware solutions. Components installed at The Crooked Hammock Brewery locations:

- Premium base stations like the MRX-15
- High-Definition Audio amps like the HDA-8100 and HDA-4100
- Architectural Speakers
- User Interface devices like the TKP-9600
- Networking Accessories like the HDA-SW5 and MRX-4IR



URC, a global leader in automation and control technology, provides automation and control systems from easy-to-install Accelerator to TC Flex which offers a "blank canvas" to create customized, unique spaces. Its hardware solutions deliver state-of-the-art functionality via touch screen controllers, processors and its new High-Definition Audio (HDA) products. With URC products as the core of the system, the installation delivered seamless, intuitive control.



Chuck Bryant, Founder of Strand Security, aided in bringing vision and concept to reality using the latest URC Total Control software and AVB network devices. Across 3 locations, the Total Control system controls 21 rooms, 36 pairs of speakers and 9 TVs. Chuck stated, "The Crooked Hammock Brewery challenged us to design a system that was easily repeatable and incredibly intuitive while delivering innovative entertainment experiences."

Given the success of the current systems, The Crooked Hammock Brewery management team plans to expand control to 3 stages and DJ locations. Come to the beach for the best brews!



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About Crooked Hammock Brewery

The Crooked Hammock Brewery is a full-service, beach-themed restaurant and brewery featuring a wide selection of hand-crafted beer options, food items, outstanding service and live entertainment. An award-winning brewer, The Crooked Hammock Brewery locations create experiences to last a lifetime by serving diverse American fare in an airy space with a coastal vibe. With live music and frequent events, The Crooked Hammock Brewery has been called the best combination of great food, fun and brew options on the coast. For more information visit www.crookedhammockbrewery.com

About Strand Security

Headquartered in Murrells Inlet, Strand Security delivers experienced security and automation technology for residential and commercial customers throughout the southeast coast. With over 10 years of local success, Strand Security delivers excellent customer service, innovative product, competitive rates and an expert team. Strand Security strives to exceed expectations with a professional, productive team that is always ready to go above and beyond. Award-winning technical support and training make URC the best choice for home automation. www.strandsecurity.com

Equipment List:

MRX-15, TKP-9600 (2), HDA-8100 (3),
HDA-4100 (2), HDA-SW5 (4), MRX-4IR (2)



About URC

Headquartered in Harrison, NY USA, URC is a global leader in smart home and commercial building automation and control solutions. URC technology is respected for unsurpassed performance and reliability with over 100 million remote controls sold in the past 10 years alone. URC control systems include Total Control® and Complete Control®. Innovative URC user interfaces include tabletop controllers, in-wall touch screens, handheld remotes, keypads and mobile apps – plus voice control integration with Amazon Alexa, Apple TV and Comcast Xfinity. URC systems are custom designed, installed and maintained by a network of URC trained systems integration professionals. Its award-winning technical support and training make URC the best choice for home automation.



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