



CASE STUDY

Integrated Automation Heats Up Anthony's by Romo's Pizza

Allstar Systems' Smart Automation Solution



Romo's Pizza (www.romospizzany.com) was established in November 2009 by Anthony Berghela. It was Anthony's lifelong dream to open a pizza shop of his own. Growing up in Bethlehem, NY, he knew this region was where he wanted to pursue his dream. Anthony launched Romo's Pizza, named after his beloved English bulldog. With the help of his family, Anthony pursued his dream, built success, accumulated awards, and built a new location in Voorheesville, NY. Beginning in 2018, Anthony jumped into the competition of the world of pizza making, competing in Las Vegas and Atlantic City at the Caputo Cup (www.worldpizzachampions.com/anthony-berghela), where he has finished in the top 10 each time.

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Romo's Pizza, known for its outstanding culinary experience, partnered with Allstar Systems, an expert AV integrator to bring seamless automation and cutting-edge technology to their newest location, Anthony's by Romo's Pizza in Voorheesville, NY. The project aimed to elevate the dining experience by integrating a robust, powerful control system that manages entertainment, ensuring every guest enjoys an ambiance of modern sophistication.



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Allstar Systems' team envisioned a smart automation solution that complemented its warm and inviting aesthetic while providing seamless operational efficiency. The team selected the URC Total Control® system as the backbone for its flexibility and robust integration capabilities. The goal was to ensure an environment that feels personal and inviting, with subtle technological assistance enhancing every element of the dining experience.

Audio was a key focus of the project, ensuring an immersive atmosphere for diners. High-definition audio offers tremendous value in commercial environments, enhancing the overall experience for customers and employees. In retail spaces, high-quality audio creates an engaging atmosphere that can influence shopping behaviors and encourage customers to spend more time in the store. Restaurants and cafes, like Anthony's by Romo's Pizza, benefit from crystal-clear background music that complements the dining experience without overpowering conversation. Ducking and paging, a key feature of URC's HDA (High-Definition Audio) product platform, quiets the music while elevating announcements.



Simple operation is important in this fast-paced environment. One-touch, reliable operation allows staff members to ensure award-winning cuisine and customer experience. Three (3) TKP-8600 In-Wall Touch Screens were installed in key operational areas, such as the main dining area, kitchen, and event spaces, allowing quick adjustments to sound and visuals. With Total Control's intuitive interface, entertainment settings can be adjusted with a single touch or voice command. Guests benefit from an inviting atmosphere tailored to the time of day, occasion, or specific customer requests.



Ensuring reliable connectivity was a critical part of the installation. The system employed SoundMachine for commercial music, ZeeVee for comprehensive video distribution, DirectTV for multichannel video programming distribution, Roku for streaming live content and Samsung TVs. All of these devices and subsystems easily integrated into Total Control for easy-to-use and engaging control and automation.

Romo's Voorheesville sets a new standard for technology-integrated dining experiences. By blending superior design by Allstar Systems and URC Total Control's powerful features, the pizzeria creates an enjoyable balance of ambiance, functionality, and customer satisfaction. The installation underscores the potential of technology to enhance both the operational workflow and guest satisfaction, positioning Anthony's as a leader in modern dining.

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.

Equipment List:

MRX-30, TKP-8600 (3), HDA-4100, HDA-1600 (4), MRX-10, MRX-2 (4)



About Allstar Systems

Headquartered in South Glens Falls, NY, Allstar Systems is a trusted leader in commercial automation and audiovisual solutions. Known for unparalleled quality and innovation, Allstar Systems provides cutting-edge technology and specializes in custom-engineered solutions including video walls, professional displays, and advanced control systems, catering to diverse industries like dining, office, media, education, and corporate environments. Allstar Systems integrates industry-leading brands and offers turnkey installations managed by its skilled team of technicians and engineers. With a commitment to client success, Allstar Systems delivers award-winning support and training, making it the preferred partner for AV and broadcast technology solutions.

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