

McNally Robinson Booksellers Combines TOA's CCTV and Audio



Opening April 1, 2008, Polo Park's newest book store, McNally Robinson Booksellers has installed TOA's reliable audio and CCTV products. Occupying 20,000 square feet, this bookstore has a centre-court entrance via escalator and an exterior entrance expansion built out into the St. James Street parking lot, home to a new Prairie Ink Restaurant and Bakery. McNally Robinson Booksellers are a pioneer bookstore in Canada, being the largest independent bookstores in the country. The store boasts such features as a full service restaurant (Prairie Ink Restaurant and Bakery), areas within the bookstore for special events, and even innovative design layouts.

When McNally Robinson Booksellers was designing their security and audio system they turned to Mr. Gerry Noren, Owner of Bluewater Sound Inc. Bluewater Sound Inc. was involved from the architect planning stages of the bookstore. Being a loyal TOA dealer for more than 12 years, Mr. Noren turned to TOA's products because of their reliability, picture quality and functionality of the cameras, and exceptional sound quality and performance from the speakers and amplifiers.

Being McNally Robinson Bookstore's 5th location, the owners were specific about what they were looking for in a security system. Existing locations have security systems the owners feel they could improve upon as sometimes identifying the person in the picture is challenging. Mr. Noren demonstrated TOA's cameras, proving to Mr. McNally that there is a solution for clear picture quality on a CCTV camera. The cameras needed to be able to be integrated to be used in conjunction with a security software program that is run through a computer system using several terabytes of storage. The software program the bookstore chose allows the user to zoom, use alarms, network the system to view from a remote location, and easily search specific events. The cameras had to be able to be integrated into McNally's monitoring system, and had to have clear picture quality with day/night features, so that an individual could be identified, even in low light situations. TOA's Vandal-resistant Dome Camera (C-CV854D) and Colour Mini Dome Camera (C-CV202-3) fit the application.

McNally Robinson Bookstores and Bluewater Sound Inc. used the behaviours of human nature to install the cameras at all entrances and throughout the facility. With a 10' ceiling, TOA's Vandal-resistant Camera was installed at the escalators and stairway entrances for its durability, picture quality and day/night features. The Colour Mini Dome Cameras are installed throughout the bookstore. With the new security system, McNally Robinson Bookstores are not only able to keep their customers safe and cut down on theft, but are also able to locate moved or misplaced items throughout the store.

All of McNally Robinson Booksellers Winnipeg stores are equipped with TOA's audio products. The Polo Park location is no exception. The bookstore often hosts special events, music groups, poet readings and book signings. The store required background music and paging for the bookstore and restaurant, but also required areas where they could host audio for the special events. One area is set up in the restaurant, while the other area is in the travel section of the bookstore (where the shelves can be rolled away to make room for speakers, and customers). Mr. Noren used TOA's A-9000 Series Digital Matrix Mixer/Amplifiers as the main control center. The DA-250 Multi-channel Digital Power Amplifier creates six zones allowing for paging throughout the store and restaurant, background music for the entire facility, and special zones for both special event areas within the bookstore and restaurant. The bookstore is equipped with twenty-six F-122 Ceiling Speakers. In the special events travel area, two F-2000 Wide-Dispersion Speakers complement the F-122 Ceiling Speakers for full coverage of the area. The restaurant boasts TOA's H-3 Interior Design Speakers, blending into the valance of the high glass walls of the restaurant, looking more like a lighting sconce than a speaker.



Bluewater Sound Inc. was extremely satisfied with the product and ease of installation into the McNally Robinson Bookstore. "Selling TOA for more than 12 years, I can count on one hand how many units I have had to repair." explained Mr. Noren. "I trust TOA's products on many of my projects because of its reliability, superior sound and picture quality. McNally's Robinson Bookstore is just as pleased with their security and audio installation as I am."