



## CASE STUDY: BJ'S RESTAURANTS / JAVI

SUNBRITEDS OUTDOOR DISPLAYS SELECTED BY ATMOSPHERE EXPERTS, BJ'S RESTAURANTS AND JAVI A/V LLC



# BJ'S RESTAURANTS / JAVI

## NATIONAL RESTAURANT CHAIN & INTEGRATOR AGREE ON THE IMPORTANCE OF BUILDING THE PROPER ATMOSPHERE

While they're in very different industries, BJ's Restaurants and commercial integrator JAVI A/V LLC both believe that atmosphere is critical. It's the first thing on JAVI's website, and BJ's strives to infuse on-brand ambience at all of its locations. Part of achieving that ambience is SunBriteDS's weatherproof outdoor displays, which JAVI and BJ's trust implicitly to transform outdoor patios into inviting and intimate retreats.

*"We were using another brand of outdoor displays when we discovered SunBriteDS several years ago," said Jonathon Beitz, President of JAVI A/V LLC. "The SunBriteDS displays held up much better in the different outdoor environments we tested them in and we've stuck with them ever since."*

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Beitz's relationship with BJ's dates back to the late 1990s, when he got into the commercial integration business. Today, JAVI specializes in atmospheric installations, doing 80 percent of its business in the hospitality and retail sectors. He estimates his firm has installed SunBriteDS units in around 50 BJ's locations, including BJ's Mission Valley San Diego location, where Beitz's team recently installed 4 units.

"It was a custom-designed location tailored specifically for the warm and sunny San Diegan weather," said Beitz. "We usually install one SunBriteDS per location but the Mission Valley project was different. The patio was massive and called for four units. The end result was an inviting environment with a fire pit and plenty of outdoor seating for year-round entertainment."

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Beitz's team is responsible only for the A/V implementation but he explains that atmosphere is taken into consideration from the earliest stages of development and construction of every BJ's Restaurant. When designing each space, the goal is to make sure that every patron has a clear view of at least one television no matter where he or she is in the restaurant.

From their clear, high-definition images to their sleek and slim design, SunBriteDS displays anchor the visual component of the BJ's experience. The 32-inch models are available in black, silver and white to seamlessly integrate with any environment. SunBriteDS also offers 46-, 55- and 65-inch models.

SunBriteDS is dedicated solely to creating weatherproof televisions and displays from the ground up. Established in 2004, SunBriteDS uses a time-tested formula in designing outdoor displays that keep out all forms of moisture, dust, insects, salty air, BBQ grease and more. Durable exteriors prevent environmental damage and internal temperature regulation systems keep all internal electronics performing consistently in -40° to 122° Fahrenheit weather.

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Beitz relies on SunBriteDS displays to perform consistently, whether that's displaying a glare-free image during the day for the lunch crowd or setting the right mood even after the sun sets.

*“The atmosphere is a big part of the BJ’s brand identity and A/V is as important as the other details,” said Beitz. “Ideally, customers will remember BJ’s not just for the great food and service but for the authentic experience they had. SunBriteDS displays are a huge part of our ability to create an atmosphere that keeps people coming back.”*

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For more information on JAVI A/V LLC, please visit <http://www.javi-llc.com/>

For more information on BJ's Restaurants, <http://www.bjsrestaurants.com/>

For more information on SunBriteDS, please visit <http://www.SunBriteDS.com/>