



SunBriteDS Outdoor Displays

BJ's Restaurants and commercial integrator JAVI A/V both believe that atmosphere is critical. Part of achieving that ambiance is SunBriteDS's weatherproof outdoor displays, which JAVI and BJ's trust to transform outdoor patios into inviting and intimate retreats.

Jonathon Beitz, president of JAVI A/V, said, "The SunBriteDS displays held up in the various outdoor environments we tested them in and we've stuck with them ever since."

JAVI specializes in atmospheric installations, doing a large percentage of its business in the hospitality and retail sectors. He estimates his firm has installed over 100 SunBriteDS units nationwide.

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, 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.

"For BJ's Mission Valley, we specifically chose the SunBriteDS televisions so the patio could be used in the warm and sunny San Diego weather," said Beitz. "We usually install two SunBriteDS televisions per location but the Mission Valley project was different. The patio was massive and called for four units. The result was an inviting environment with a fire pit and plenty of outdoor seating for year-round entertainment."

Beitz's team is responsible only for the AV implementation but he said 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.

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.

Beitz says, "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."