

TalkBack

A Publication for Telecom/Datacom Professionals.

VALCOM

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Valcom Rolls Into An American Institution

What is it about a bowling alley that gives people a good feeling inside? When you walk into any bowling center in America, there seems to be this feeling of familiarity – is it that unique sound all bowling centers have? It's where you meet friends after work or run into old school buddies. A refuge where you can relax and be yourself.

You see, one of the things that creates that 'good feeling' people have about bowling is that the sport is uncomplicated and never has been subjected to a great deal of change. Part of the beauty of bowling is its simplicity.

That's not to say bowling centers can't be state-of-the-art. It's just that your equipment and technology better be useful and practical first and foremost. Nothing should distract from the game.

So when Dick Hubbard began the remodeling project at Sarasota Lanes last summer, he was excited about the computer system upgrade and installation of cutting edge equipment. Every course of action he was taking was for the purpose of improving the game, and specifically, the experience of his very loyal customers.

But just as the remodeling was about to be completed, an incident occurred. Dick recalls. "We were almost done, and the guys putting in the equipment were about to hook up this great big switch-board-looking device with blinking lights. I said, 'You gotta be kidding me?!?!'. It was supposed to serve as the control for our intercom between the individual lanes

and our operator. The 40-station master unit was part of the total system, including the auto-scoring keypad units already installed at each lane... so I was very concerned at this point. To me, high-tech means 'no clutter', so I told the crew they better have something else because this system should be cutting edge. I knew right away that I did not want this control. I told the installers to hold what they were doing, I said, 'I gotta call my phone guy'".

The 'phone guy' was Bob MacDonald, President of Custom Communications of Bradenton, Florida. Bob knew Dick well; in fact, Dick was one of his first customers. Custom Communications had been servicing Sarasota Lanes for years, and Bob understood how Dick preferred the effective, yet practical approach when it came to applying technology.



Dick Hubbard - Sarasota Lanes, Bob MacDonald - Custom Communications, Tom Hubbard, Rip Van Winkle Lanes

Quick System Overview

Sarasota Lanes - Sarasota, Florida

Valcom System

- V-2924 Talkback Page Control (24 Zones)
- V-2925 Expansion Module (Additional 24 Zones)
- V-2926 Optional Enhancement Board (Caller ID)
- V-1072A Talkback Speaker

Telephone System

- Panasonic KXTD816
- Hybrid Key System

Contractor

Custom Communications
Bradenton, Florida

"Dick did seem a bit panic stricken on that first telephone call," Bob remembers, "and understandably so. He had just been through this major installation of a really nice system with all these neat features, and then he finds the last major component—a crucial part of the system—to be unacceptable for his needs. Everything else was great—the automatic scoring, the individual monitors, the desktop/seating configuration, even the built-in ball speed radar monitor. But the intercom component was also built in. And Dick was very concerned that the integrated system would require this massive, complicated unit on an already crowded countertop. He certainly didn't want to put in a separate and additional communication system when he already had a convenient button on this new keypad control."

As Bob listened to his customer's concerns and the explanation of what was really wanted, he was confident he could provide a solution before he hung up the phone.

The solution would come from Valcom.

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Valcom Breaks Waves To Take On Mission



How do you get something done if you can't be there to do it? For Perry Trittech, Inc., the answer is—you do it remotely.

Perry Trittech, Inc. is one of the world's leading producers of remotely operated vehicles (ROVs) and work systems for the international subsea and telecom industries. Since 1960, the company has manufactured a wide variety of equipment for underwater purposes, including diving systems and submarines. A subsidiary of the Coflexip Stena

Offshore Group, headquartered in France, Perry Trittech's ROVs are used in commercial, research, military and exploration applications all over the globe—the blue part of course. A significant portion of the work performed by the ROVs includes laying and repairing fiber optic cable and oil exploration. That means the vehicles serve multiple industries and literally help position the company to meet two of the most rapidly rising global market demands: the ever increasing need for communications capacity and fuel resources.

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[Valcom Breaking Waves Continued from pg 1](#)

Headquartered in Jupiter, Florida, the Perry Tritech, Inc. facilities include several buildings at nearly 50,000 square feet to house the manufacturing plant, engineering, and administrative offices. Specifically designed to optimize the production of ROVs and other products, work inside the plant includes welding, machining, electrical and mechanical assembly. There's also a large test tank and a 40-ton crane.

As you might expect with this scope of operation, the people at Perry Tritech, Inc. are highly skilled and hard working. They must also be very attentive. For safety reasons and for the sake of efficiency, the 150 employees have to be aware of their surroundings at all times, and they must be accessible anywhere within the busy plant.

So, how do you stay in contact with all your personnel if you can't be everywhere at once? For Perry Tritech, Inc., the answer is—you do it with Valcom.



Perry TriTech, Inc. — Jupiter, Florida

During a recent expansion project, Systems Manager Lewis Balentine asked a contractor about the best way to provide paging. The contractor recommended Valcom.

"Then I told the contractor I wanted to install the paging system myself," recalls Lewis. "He said I should really take a look at Valcom. I went to Valcom's website and reviewed the product offering. What I found was a system that would work the way we need it to, speakers that would accommodate our unique environments, and products that are very easy to install."

According to Lewis, the Valcom paging system was initially selected because the expansion involved office space that was not Perry Tritech property, and he was seeking the simplest solution. Once he began working with Valcom, Lewis discovered that ease of installation was only one of the benefits.

"I am very happy with Valcom," says Lewis. "Using a Valcom page control and speakers on the existing telephone wiring was the perfect solution."



The system sounds great, and it is a tremendous improvement over centrally amplified paging systems. For any replacement of older product, I want it to be done with Valcom."

Quick System Overview

Perry TriTech—Jupiter, Florida

Valcom System

- V-2003A One-Way Page Control (3 zones)
- V-1020C Eight-Inch Ceiling Speaker
- V-1030C Five-Watt Paging Horn

Telephone System

- Mitel PABX System

Contractor

Self-Install

Perry Tritech uses Valcom's V-2003A Page Control with its built-in power supply to provide one-way paging to multiple zones throughout the facility. Valcom's V-1020C Ceiling Speakers are used in the administrative offices and general areas, while the V-1030C Five-Watt Horn is used in the manufacturing areas. The built-in volume control on each individual speaker and horn was especially convenient for balancing the sound in all the areas with different ambient noise levels. Valcom systems operate seamlessly with any telephone system, and Perry Tritech, Inc. uses it through their Mitel PABX for paging personnel and general announcements.

Imagine a company that manufactures a device rugged enough to withstand the icy depths of the North Atlantic Ocean, yet sensitive enough to find and repair strands of glass in pitch-blackness on a rocky terrain. Strong enough to take on ripping currents and tons of pressure, yet delicate enough to locate small objects at thousands of feet below sea level. Do you think this company would have high expectations of the communication products it chooses to use?

A mission easily accomplished by Valcom!●

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"I called Alltel, my supply house, and they confirmed what I thought would be the best solution. Together, within a few minutes, we figured a Valcom Handsfree Paging System would provide the best answer to Dick's problem."

The ability of Valcom to work with any phone system makes it the perfect product for customizing a system, or even retrofitting a system, as was the case for the bowling center.

Custom Communications used Valcom's V-2924 Page Control along with the V-2925 Expansion Unit to provide handsfree talkback communication from each of the 36 lanes to the main desk. The handsfree capability is extremely important because people bowling shouldn't have to worry about holding a button or handset. Bob's crew simply replaced the existing speakers with Valcom talkback speakers and were able to continue using the newly installed keypad controls!

So, without the new system's recommended master unit, how could the bowling center

personnel at the main desk identify which lane was paging them? Simple!

Valcom's V-2926 Optional Enhancement Board, allows the system to utilize "Caller ID" functionality. Instead of the huge "switchboard", the staff only needs a single telephone at the main desk. Custom Communications quickly typed in the lane numbers and now when the phone rings at the main desk, the person answering looks at the lane number, and responds accordingly.

The solution worked so well, that Dick's brother, Tom Hubbard also used Valcom with his new system at Rip Van Winkle Lanes in Manatee County.

"When Dick saw what we had done, he said it was fantastic, and was jumping up and down," says Bob. "That's the reason I continue to use Valcom. It's the perfect solution and it enables me to pick up new clients all the time."

"With Valcom, our system is much neater and the sound quality is great," says Dick.

The newcomers to Sarasota Lanes and Rip Van Winkle Lanes are impressed with the high-end systems at both bowling centers in the south Tampa Bay region of western Florida. But just as important to the Hubbards, is how both the "regulars" and "old-timers" embrace the improvements.

Valcom's integrated paging systems are easy and flexible and work with all types of telephone systems.

They quickly integrate with existing systems, at a moment's notice, and blend into any environment — even an American institution!●