

MOOD: MEDIA

# SANDHILL CRANE GOLF CLUB CASE STUDY



"Mood Media has been everything promised and more. And they're the only contractor on this [\$6.5m] project I could honestly say that about."

- Candice Temple

The City of Palm Beach Gardens

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# ABOUT SANDHILL CRANE GOLF CLUB

Nestled in beautiful Palm Beach Gardens, Sandhill Crane GC prides itself on providing a second-to-none member experience. In 2017, they enlisted Mood Media to help them elevate their member experience to even greater heights with innovative solutions in Music Streaming and Digital Signage.

## SOLUTION OVERVIEW MUSIC

Sandhill Crane GC uses **Mood Mix Pro** - the world's #1 streaming music solution designed specifically for business. Users can quickly log onto the Mood Mix control site to create, save, manage and schedule their music. An intuitive slider-based interface allows users to easily change the mixes, and they can also like or block songs to further fine-tune the sound.

Mix Pro features the world's largest library of fully-licensed music, including millions of tracks and more than 160 professionally-designed programs. Additionally, all tracks are screened for content and lyrics to ensure that they're suitable for a golf club experience.

In order to ensure maximum reliability and seamless playback, Mood Mix Pro is backed by a simple, yet robust device where content is downloaded to as it streams. As a result, music will continue to play from the device in the event of an internet disruption. The devices drive music to 7 zones across the Sandhill Crane facility.



## SOLUTION OVERVIEW DIGITAL SIGNAGE

Sandhill Crane also understands the power and allure of digital signage, leveraging the visual expertise of Mood for their clubhouse video wall. When it's not showing a live feed of different parts of the golf course, this multi-purpose display is used to provide information on upcoming events, club promotions, menu updates for the restaurant and much more - all wrapped with a digital signage template. All digital signage content (excluding live video) is created by Mood.