

# *HighPoint*

**Sounding off. How Livewire Helped A Hip Scott's Addition Barbershop Create the Perfect Balance Between Grooving and Chatter.**



When you're a barber working on your feet all day, good tunes and lively conversations carry you through the long hours. But how do you balance both in a challenging space? Livewire to the rescue!

## About High Point Barbershop

High Point Barbershop & Shave Parlor is fueled by a love for Richmond and making its neighbors look and feel great. They started with one location but after less than 2 years, the demand for High Point's top notch services had outgrown their humble shop in the Fan. In 2017, they opened their second location in Scott's Addition with plenty of room to grow.

Regardless of who is behind the chair, at High Point you're guaranteed a good time and a great cut and shave.

## About the Space

High Point's shotgun style space is brightly lit and full of flourishes that let you know you're about to be pampered the minute you walk in. The low ceilings and cushy seating creates an intimate setting, however poses a challenge when it comes to sound.

*"Our barbershop feels like it could have been a basement in a hotel in New York City. It's shotgun style. The first chair is 30 feet away from the last chair." - David Foster, High Point Barbershop Owner*



## ■ The Challenge

Music is a big part of the shop at High Point, however the setup of the space made it a challenge determining how and where to install speakers.

*"We wanted to be able to have music but also have the barbers easily communicate with each other. It was a challenge to determine where to put the output of volume so that the barbers could work through their long days with music." - David Foster, High Point Barbershop Owner*

They also wanted to allow clients to hop on their wifi network without risking network security. And, they wanted to be able to monitor the shop through a surveillance system remotely.

*"I wanted to let clients use the wifi without worrying about them being a Generation X hacker who will steal all of our appointments." - David Foster, High Point Barbershop Owner*

## ■ Music to Their Ears

The team at Livewire swooped right in with solving their challenges. Coming up with the perfect speaker placement and volume made it so you weren't walking through a wall of sound when walking in. Now, from the first chair to the last chair, the sound is consistent. Everyone is grooving and can still talk shop with their clients.

*"It felt like we were dealing with professionals. I didn't have to explain anything. They knew exactly what we were going for." - David Foster, High Point Barbershop Owner*

To solve their wifi concerns, we created a guest and private network to ward off those pesky "Generation X hackers".

Livewire also installed a surveillance system consisting of 3 ceiling-mounted IP cameras throughout the space with a local storage device for recorded content. They can also remotely view the cameras through a mobile or desktop app.

# Why They Chose Livewire

Ever wonder how Brad Camp has such great hair? It's because he gets it cut at High Point Barbershop!



*"There was a lot of stuff left unfinished in our original location. Brad happened to be in the shop when something broke and came to the rescue. He did such a great job we hired the team to do the work start to finish on our second location in Scott's Addition."  
- David Foster, High Point Barbershop Owner*