

CASE STUDIES

Shopping Malls



Unite Your Audience
The Martin Audio Experience





Martin Audio

At Martin Audio we believe that uniting audiences with exciting sound creates shared memories that sear into the consciousness delivering more successful tours, events and repeatedly packed venues.

We achieve this by an obsessive attention to detail on the professional sound system's acoustic performance, frequently challenging convention and involving a sophisticated mix of design, research, mathematical modelling and software engineering, to deliver dynamic, full-frequency sound right across the audience.

With over forty years of live sound and installation expertise to our name, Martin Audio offers a wide range of premium professional loudspeakers so customers can be assured of selecting the right system for their chosen application, whether it's a small scale installation or a festival for over 150,000 people.



Kanyon, Turkey

Shopping Malls

Providing smooth articulate sound with high intelligibility through different zones and coverage patterns, as well as meeting the requirements of a life safety system, can be a challenging exercise when it comes to shopping malls. Thankfully, Martin Audio can help.

Kanyon, Turkey



Kanyon, Turkey

Located at the intersection of two key Istanbul municipalities (Besiktas and Sisli) the Kanyon complex is Turkey's most distinguished residential, commercial and retail project, offering homes with terraces and balconies, creating an office life that integrates cohesively with a social, and fusing a unique approach to shopping, entertainment and retail in an extraordinary architectural shell.

The bold design of the 250,000 sq. metre project, which was inspired by the forms of natural canyons, is softened by landscaping, winding outdoor walkways made of natural materials, fountains and terraced gardens. Kanyon's residences and business tower oversee four levels of open-air streets lined with 160 boutiques, numerous restaurants, cafes, bars, a cinema, health and fitness centre, gourmet market and an outdoor performance area.

The performance area is one of the most innovative aspects of the mall but acoustically challenging. Designed over several levels, each with an asymmetric floor called for a unique sound system that would provide even coverage over all listening areas for the wide variety of entertainment to be hosted.

The solution was found in Martin Audio's, powerful W8LM Mini Line Arrays, which provided both a functional and powerful system installation meeting the need to have a very wide horizontal but narrow vertical coverage.

Orchard Park Mall, Okanagan

“THE INTELLIGIBILITY OF THE ANNOUNCEMENTS HAS BEEN DRAMATICALLY IMPROVED THROUGHOUT THE ENTIRE MALL. AND THE CLIENTS ARE EXTREMELY IMPRESSED WITH THE MARTIN AUDIO SYSTEM.”



Orchard Park Mall, Okanagan

When the owners of the flagship Orchard Park Mall, the largest in the Okanagan area, approached Northwest Global Entertainment about an upgrade to their audio, the challenge was straightforward.

As company president Steve Williams describes it, “They were having problems with their PA system. Announcements weren’t being heard clearly and they weren’t getting the warm, clear sound distributed evenly throughout the mall because of the system’s generic speakers.

“They’d heard about the quality and pedigree of Martin Audio ceiling speakers and how they’ve been used at the Venetian and the Wynn in Las Vegas, and at Wimbledon in England. So we gave them a couple of C6.8T speakers to demo in their ceiling and they noticed a difference in warmth and intelligibility right away, and ordered 160 speakers to replace all of the existing speakers in the mall.”

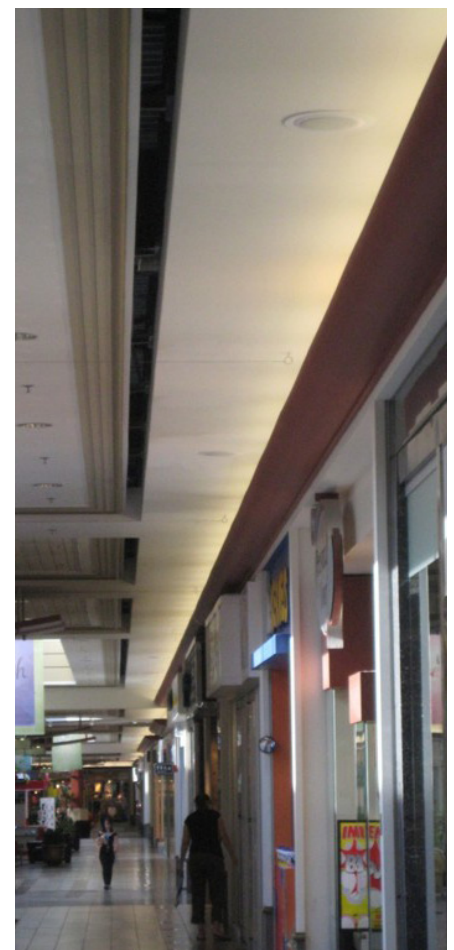
Northwest Global supplied the speakers and technical support for the project, while the mall maintenance

staff did the installation. The actual speaker complement consisted of 140 Martin Audio C6.8T and 12 C8.1T Ceiling Series speakers, and CS10 Ceiling sub-woofers.

According to Steve, “the biggest challenge was this had to be significantly better than what they had before, which was pretty easy with the Martin Audio speakers.”

Since the installation, “Mall merchants and shoppers have commented on the noticeable improvement to the overall sound quality and clarity of the sound, says Williams. “The intelligibility of the announcements has been dramatically improved throughout the entire mall. And the clients are extremely impressed with the Martin Audio system.

Concluding, Steve adds, “It was funny because the cleaning staff cranked the system up at night while they were working and forgot to turn it down, so the mall staff came in the morning turned it on and there was metal and hip-hop rocking the entire mall!”



Products Featured

Wavefront

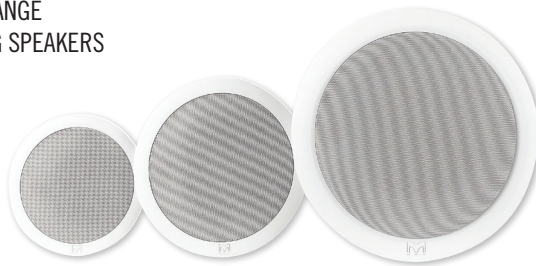
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This is just a small selection from a wealth of examples from around the world that you can find out more about by visiting www.martin-audio.com

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