

CASE STUDIES

Bars and Restaurants



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.



La Playa in Varna, Bulgaria

Bars and Restaurants

Designed to offer performance features not normally associated with install product, Martin Audio brings innovation and sound quality to this market sector. For Bars & restaurants with a premium reputation to uphold and to fulfil their varied sound reinforcement needs for their clientele, Martin Audio product solutions truly deliver.



Bunga Bunga, London



Skylark, New York

Martin Audio Install at Caesar's Vista Lounge



Caesar's Palace, Las Vegas

Las Vegas, NV—Caesar's Palace recently upgraded several of its lounges and bars including what is now the new Vista Lounge, a unique immersion experience featuring the latest in video technology along with a sophisticated Martin Audio sound system.

SenovvA of Los Angeles, San Francisco, New York and Toronto, a design and management group specializing in the entertainment, special event, architectural-construction and media services industries, was tasked with the design and integration of this one of a kind multimedia project.

Bill Sage, SenovvA Account Executive for the project, explains, "We worked with the Rockwell Architectural Group in New York and Bergman Walls and Associates in Las Vegas. They came up with this immersion concept for the Vista Lounge that makes you feel like you're at the top of a skyscraper looking out of the windows down at panoramic skylines of cities like Dubai, New York and Beijing through the use of 4K UHD videos in the windows and LED panels in the lounge's ceiling.

"We had to come up with the video and audio elements to make their vision and intent work," Sage adds. "We started with 32 NEC monitors projecting the programmed city views from a Watchout video media server that synchronizes and runs the video to all of the different displays with Crestron processing and control.

"The videos overlook various cities with real time effects like day to night, building office lights, airplanes, clouds and rain striking and running down the windows. The lounge can also load in content for branded environments and special events when a sponsor wants to buy out the bar. We also put 55 Oracle 8mm LED panels in the center of the lounge ceiling with special glass and effects that are synced to the window content to simulate a large skylight."

Choosing a sound system to complement the video scheme was easy for Sage and Curtis Kelly, Lead for SenovvA's Systems Design Group, given they share over 20 years of

experience with Martin Audio in both the live sound and installation markets.

"Vista is supposed to be a relaxed, low-key alternative to some of the more over the top clubs at Caesar's," says Bill. "There's a DJ who plays what I'd call chill-out music that doesn't overwhelm the patrons with sound and reinforces the romantic mood. The client wanted an Ultra-Lounge system with high quality sound they could feel, which added up to Martin Audio for us because Curtis and I knew it would give them everything they wanted and more.

"We mounted five Martin Audio DD12s high up on the walls at angles facing the bar which provide real smooth coverage for the room because of the Differential Dispersion™ technology in the boxes. There are also two PSX compact powered subwoofers, one buried under the DJ booth and one on the other side of the room which worked out well because we didn't have space for amps in the rack room and the built-in processing warms up the sound without overpowering the room. We also installed 8 Martin Audio C8.1T ceiling speakers for additional fill and to supplement the system when playing low-key background music. A BSS BLU-80 Audio DSP system provides additional processing."

In addition to Sage and Kelly, crew for the installation included Project Manager Coty Shipe, Video Server Programmer Andy Kulhavy and Crestron Programmer Micheal Block.

Asked about the client's response to the installation, Bill confirms, "They really love the Martin Audio system. Vista Lounge is a nice counterpoint to some of the other clubs at Caesar's because the videos really take you to other places and the sound is subtle but fantastic."



(left to right): Andy Kulhavy, David Cromer, Wayne Olson, Curtis Kelly, Jordan Catillaz, Coty Shipe.

Award-Winning Apogee Rooftop Bar Outfitted with Martin Audio



Chicago, IL—Apogee, an innovative rooftop bar on the 26th floor of the Dana Hotel and Spa, was recently awarded “New Concept of the Year” at the Nightclub and Bar Awards in Las Vegas.

Self-described as “the ultimate high point in the cocktail scene,” Apogee features “master mixologists that deliver quality cocktails quickly and consistently in hand-blown glassware and custom ceramic vessels.”

According to Tim Pickett of Encompass AV who installed a Martin Audio CDD system during Apogee’s original upgrade: “The venue is a re-concept by the Fifty/50 Group whom we work with on a regular basis for a number of restaurant and club installations in Chicago.

“They were replacing and totally upgrading the original bar that was on site, and the owner and his team were concerned that the original sound system wasn’t up to par. It was only two or three years old, but really hurt your ears at loud volumes. We did an A-B demo with Martin Audio CDD12’s and the original 12” speakers, and you could clearly hear the quality difference with the CDD12’s.”

The installed sound system included 12 CDD12’s and four CSX118 subs mounted on the ceiling around the perimeter of the bar and the main seating area. The bar’s

“ THE COVERAGE IS INCREDIBLY CONSISTENT, THE AUDIO QUALITY IS AMAZING, AND THE LOW END SOUNDS PHENOMENAL.

VIP room is equipped with four CDD10’s mounted on the walls with yoke mounts and two CSX212 subs mounted above acoustic paneling but ported outwards so the sound can be evenly distributed.

Tim confirms that the ownership “is ecstatic with the final results. There were originally some noise concerns because the venue is on top of a high rise with neighbors and other condos close by, but we were able to tweak the system and quickly eliminate any possible problems because of the control we have with CDD’s differential dispersion technology.

“Bottom line, the club sounds great,” Tim concludes. “The coverage is incredibly consistent, the audio quality is amazing, and the low end sounds phenomenal. The owners are way happier with the Martin Audio system than the original PA.”

Martin Audio Installed in Guerra's Bachata Rosa Restaurant



Bachata Rosa Restaurant

“THE FINAL RESULT USING MARTIN AUDIO WAS IMPRESSIVE, WITH GOOD INTEGRATION OF THE SYSTEM IN THE DIFFERENT AREAS.”

Punta Cana, Dominican Republic—Sound Video Lighting of Santo Domingo recently installed a full complement of Martin Audio CDD speakers in Juan Luis Guerra's popular Bachata Rosa restaurant as part of a comprehensive AV upgrade.

Guerra is a Dominican singer, songwriter, composer, and producer who has sold over 30 million records and won numerous awards including 18 Latin Grammys, two Grammys, and two Latin Billboard Music Awards.

According to SVL's Jonathan del Villar, “The restaurant has six zones including the terrace with two Martin Audio CDD5s, two CDD12 and one CSX112 sub. The main dining salon is equipped with two CDD12, one CSX212 sub and four C4.8T ceiling speakers for a special VIP area with lower ceilings. Bachata Rosa dining, the thematic area with a small stage where all the decoration and ambiance is based on Juan Luis Guerra's music and career, has four CDD12 and two CSX212 subs.

“For the entrance, a hallway that recreates a street of the old Santo Domingo city, there are five buildings with different themes, each with a CDD5. There's the ‘guagua’ (bus) room, based on one of Guerra's big hits, “La Guagua,” that you have to go through to enter the thematic area of the restaurant with two CDD5 in a separate zone and a player always playing a loop made by Juan Luis with background from the original song recording. The six

bathrooms are equipped with four C4.8T speakers as well. Power was provided by eight iKON iK81 10kw 8-channel power amplifiers.

“For the design and distribution of the speakers in the different areas,” Jonathan explains, “we used Ease Focus v3 to make predictions. We did the whole system setup process with Martin Audio's VU-NET 2.1, where we used the CDD presets from the library, also through VU-net we were able to work system settings like EQ, Delay, Phase, etc. directly on the amps. All measurements were made with a Smaart Live V7 Steinberg audio interface and Earthworks M30 mic.”

Asked why Martin Audio was chosen for the project, Jonathan adds, “because of the level of quality and prestige of the brand, considering that this restaurant is thematic of one of the most important artists of Dominican Republic, likewise the system had to be at the highest level.

“The final result using Martin Audio was impressive, with good integration of the system in the different areas, the dispersion and coherence of the excellent sound and the incomparable quality. We are very pleased with the result and very grateful to our client for the trust placed in Martin Audio, considering that this is one of the first establishments of this type in installing the brand in the Dominican Republic.”

Ayre Productions Outfits Federales Bar with CDD



Federales Tequila & Tacos

Ayre Productions recently equipped Federales Tequila & Tacos, a trendy Mexican-themed bar/restaurant on Chicago's West Loop, with Martin Audio CDD speakers.

The company's third install with CDD, which also includes the popular eateries Fremont and Steakbar, Federales is a partnership of the Four Corners Tavern Group and Hogsalt. Designed by Studio K's Karen Herold, the unusual space features a retractable roof and suspended iron cage hanging in the bar that holds video monitors and bottles, along with a 154-seat outdoor patio.

As Ayre's John Wagner explains, 'Federales has a rustic warehouse type feel and serves Tacos, Margaritas, Tequilas and custom craft drinks. A main feature is a wood-burning oven. It was a complete new build. In terms of the audio, the client wanted a restaurant system for background music and playback. DJ's come in from time to time and the space becomes a lounge.'

“ ONCE THE MUSIC COORDINATOR HEARD CDD, HE WAS SURPRISED AND PLEASED ABOUT HOW GOOD IT SOUNDED.

'We used seven CDD10's for the space,' adds John, 'with three cabinets on each side under the eaves of what is a rectangular space, all facing into the center but angled so they're not directly hitting the bar. The seventh cabinet is at one end of the rectangle firing straight through the room with two CSX212 subs at the end of the space in opposite corners.'

John's original design called for the speakers to be mounted piggyback on I-beams that support the metal cage in the bar, but the club didn't want anything obstructing the view of the sky when the retractable roof was open. Which explains why the speakers and subwoofers are mounted

under the eaves. The system easily covers the bar and seated tables on both sides with more than enough sound to reach the outdoor patio when the double-door glass wall and retractable garage doors are open.

Asked about the system's performance, John enthuses, 'the CDD's sound great at all volumes. We have more than enough audio than we need with this setup. The CDD's sound extremely clear, crisp and warm. They're ideal for the program material designed by Hogsalt's music coordinator, which is more of a downbeat house mix.

'Our client, Four Corners, is very happy with the system—they really love the sound of the cabinet—which explains why we've used them for all of their restaurants. Hogsalt used a competitor for their other venues and were hesitant when they first came in, but once the music coordinator

heard CDD, he was surprised and pleased about how good it sounded.'

Summing up, John adds, 'the CDD's wide dispersion definitely helps reduce the amount of boxes you need for an installation—what would take 10 with a conventional speaker only requires 6 or 7 with CDD. But my approach in designing leads to me to put in an extra box just to have a bit more overall volume and clarity.

'And CDD has a great price point as well. The speakers are more than competitive with other name brands trying to do the same thing. Every time we do an install, it's the first thing that comes to mind.'

Photography by JPM Photography.



Encompass AV Installs CDD in Chinese Restaurant/Lounge



“‘WOW’ THE AMOUNT OF SOUND WE HAVE IN THERE IS INCREDIBLE FOR THE SPACE WE HAVE TO COVER.”

Won Fun/2Fun Chinese Restaurant

Martin Audio CDD speaker systems were installed by Encompass AV to optimize coverage and audio quality in the stylish Won Fun/2Fun Sichuan Chinese restaurant/lounge complex in the West Loop district of Chicago.

The Won Fun restaurant downstairs is complemented by the high energy 2Fun lounge upstairs with DJ’s, Karaoke and light food.

To get optimum audio quality and coverage, Encompass AV’s Tim Pickett reports, ‘We chose Martin Audio CDD for both spaces. Won Fun is a narrow rectangular space with 6 CDD10’s mounted on the ceiling above the hanging lights and two CSX 212 subs built into the booths. With 6 CDD10’s, the system can handle anything from background music up to a high-energy lounge feel.’

‘Upstairs, the 2Fun Lounge has a much larger system to accommodate the higher energy live music, with nine CDD15’s flown in a u-shape around the bar, four on each side and one on the end cap facing outwards that cover the room beautifully and six CSX118’s built into the booths.’

‘The only real challenge in that space was getting the low end where we wanted it. We had to play with phase and timing and run each sub channel with its own DSP just because the subs are in the booth seats. We had to flip some subs out of phase, add some delay to tighten the sound up, and play with crossover points. But when we got it set up, the room came alive like crazy. We got a tremendous amount of low end energy that hits real hard and obviously the CDD15’s just sound better as they get louder.’

Tim has chosen CDD for many of his installation projects, largely based on the extended coverage: ‘What I really like about CDD is the wider dispersion which allowed us to use less boxes but still have great coverage even close to the cabinets throughout the venue. It also allowed us to spend the money on the larger CDD15’s so we could get the higher SPLs the club owner wanted.’

‘They’re ideal,’ he adds ‘because the lounge is not a big room where you need a giant horn to throw 40 or 50 ft. We had nine of these to cover 3,000 square feet which was more than enough, especially considering 1,000 ft. is an area where you didn’t want coverage. And because of the low ceiling and the short throw distance you need that wide dispersion and it worked out great.’

‘Downstairs, the CDD10’s works perfectly in the narrow space because of the wide dispersion down low so people who are only two or three feet away from the speaker or off axis are still getting good coverage.’

Asked about his client’s reaction to the CDD system, Tim concludes, ‘He was ecstatic and didn’t even know what he had until we really pushed the system. He had asked if they had to bring in sound reinforcement for the DJ’s and I said, ‘absolutely not.’

‘I played some tracks to show what the system could do at higher volumes and he was absolutely blown away. He just said, ‘Wow’ with a big smile on his face. The amount of sound we have in there is incredible for the space we have to cover. The owner was adamant about having a great quality sound system that, in his words, would ‘rage.’ And that’s exactly what we did.’

Martin Audio CDD Beefs Up Sound for Salmontini



“ I WAS BLOWN AWAY WHEN I FIRST HEARD THE POWER OF THE MARTIN AUDIO SOUND SYSTEM.

Salmontini, London

Old Barn Audio (OBA) has equipped a five star sushi and fish restaurant in London's swanky Belgravia, populated by A-list celebrities, with Martin Audio's new CDD system, to meet its expanded business model.

Opened two years ago, Salmontini initially brought in OBA to fit a background music system following a referral. But as the business developed, managing director Jason Bassili responded to the demands of his upmarket clientele by requesting a full-blown live music system. Directors Phil Clark and Neil Kavanagh had no hesitation in which brand they would use, and the latter was soon on site specifying a potent CDD system.

CDD's innovative engineering, using patented Coaxial Differential Dispersion technology, which guarantees consistency of coverage, is matched by the general aesthetic of these distinctive curved enclosures.

"It was the logical decision for them," says Clark. "They were not only spending a large amount of money hiring in systems for their live and DJ nights but all the associated cabling was spoiling the aesthetic and making the deluxe restaurant look messy."

Surveying the six-zone layout, Kavanagh designated four CDD10 in each of the Orangery and lounge bar locations — flown from the walls and ceiling — with the full range sound in each area underpinned by a discreet floor-mounted CSX212 sub.

Since the venue is open from midday until 3am, Clark knew instinctively that one of the advantages of Martin Audio's latest install systems is that it will run at low level as a dedicated background music system and then effortlessly ramp up the volume after dark.

The different presets for each event are stored in a BSS Soundweb DSP, with touch screen controls enabling local source select and volume control. There are multiple iPod, CD and DJ inputs — with a separate input downstairs for those hiring the 26-cover private dining room.

Jason Bassili is certainly impressed. "I was blown away when I first heard the power of the Martin Audio sound system," he enthused. "And the esoteric look of the system is perfectly suited to a stylish venue such as Salmontini."

MSL Fits New Restaurant Brand with Martin Audio CDD



Burger & Lobster Bar, Bath, UK

Long time advocate of Martin Audio's signature sound, venue installation specialist Middlesex Sound & Light (MSL) has wasted no time in introducing the manufacturer's new CDD range to the leisure hospitality industry.

The company has completed several high profile projects including its first installation for the burgeoning Burger & Lobster bar/restaurant brand. For their sixth venue opening in Bath the operators took over the Grade II*-listed Octagon Chapel — originally built in 1767 but recently restored within the courtyards of the city's new Milsom Place retail and restaurant development.

The new CDD — the successor to Martin Audio's popular AQ architectural range — combines distinctive curved enclosures with unique Coaxial Differential Dispersion™ technology to deliver high performance, projecting more output to the rear of the audience to distribute sound evenly front-to-back, while having wide horizontal coverage close-up.

Darrel Olivier, project director at Middlesex Sound & Light, selected nearly 50 of the ultra-compact CDD5 (5") drivers, taking advantage of the point source performance and consistent coverage in a combination of factory fit black and white enclosures. Providing 120°-90° horizontal (and 80° vertical) they blend seamlessly into the environment.

Working with main contractor, Du Boulay Contracts, design LSM interior designer Andrew Harwood and Burger & Lobster project manager, Alex Neil, Darrel Olivier says that he was sold on CDD from the moment he heard it demonstrated. "CDD is a significant move on from AQ and

we were massive fans of that," he stated. "Aesthetically it's better, the sound quality has improved, with wider dispersion, and it's less obtrusive. The designer didn't want speaker visibility and as it's a listed building fixing speakers and running cables was challenging. But luckily CDD comes with versatile brackets and so this provided a great opportunity for us."

MSL had provided quotes for previous openings, but with the development plan in full spate it was not until Bath before they were given the opportunity to put their own specification together. Olivier eschewed the speaker brand used elsewhere in favour of CDD, explaining, "Because of the make-up of the building, which is octagonal and on three floors — and the fact that it coincided with the launch of CDD — it seemed to the obvious route to go, particularly with the support we receive from Martin Audio."

The venue itself comprises a large ground floor bar/restaurant, a mezzanine area overlooking the well below, with its giant chandelier drop. Underneath that are the original basement vaults, presenting a number of private alcoves forged into the open stonework, and an exit onto the modern piazza at the lower level.

MSL counteracted the natural reverberation from the building's hard surfaces within the rotunda, by specifying a generous quantity of speakers that could be run at low volume from the Powersoft amplifiers.

At ground floor level 10 CDD5s have been mounted under the mezzanine balcony, along with three CSX112 (12in) subs. The mezzanine itself sees eight further CDD15

and three CSX112 while in the basement are 14 x CDD5 and three CSX112.

Each of the venue's three separate entrances are equipped with a further pair of CDD5's at the door, while along the customer routes in this mazy environment are 10 more of the tiny speakers; some are concealed in lobster pots, part of the bric-a-brac in the route leading to the rest rooms, where Martin Audio C4.8T ceiling speakers have been specified.

For the most part the ground stacked subs have also been given low visibility, either recessed into fixed seating or mounted behind grilles, concealed by the lobster tanks. However, in the basement, the subwoofer in the stone snug has been sensitively washed by MR16 in-ground LED.

Played out from their own music player is a carefully customer profiled playlist created by Burger & Lobster's own Zarig,. "Music is a big part of the offer," states Olivier, "and we have given them a plug-in point for a DJ down in the basement."

To carry the music evenly into every nook, cranny and corner of the labyrinthine octagon, split across 24 sound zones, MSL has also specified a BSS Soundweb BLU-100 DSP and two BLU-BOB output expanders — giving them a necessary 24 outputs and greater control of the delays. Local bar control and source select on each of the three trading floors is provided via BLU-10 wall remotes.

According to Darrel Olivier, the reaction to CDD, as fed back by his installation tech team, was 100% positive. And Burger and Lobster Restaurants' Head of Projects & Property, Alex Neil, added his own endorsement. "The design of the system is very effective," he stated. "I personally think the overall quality and distribution of the sound is excellent, especially considering the shape and age of the building."

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Marriott's The View Upgrades with CDD

Global Audio Systems recently completed a retrofit replacement of the current sound system in The View, New York's only revolving rooftop restaurant, with Martin Audio CDD5 installation speakers.

Located on the 48th floor of the Marriott Marquis Hotel overlooking Times Square, The View provides constantly changing views of the city along with upscale fare for its diners as it completes a 360-degree rotation every hour.

Global's Jason Ojeda comments that the client "wanted to replace the existing in-ceiling speakers with a system that could provide clarity and full frequency reproduction. We designed a system consisting of 40 of CDD5 speakers mounted up on the wall of the circle's inner section that fire to the outside ring where the patrons are seated.

"The system is designed to maintain stereo imaging of the music for all of the diners as they revolve around the restaurant's matrix for the ultimate music experience to accompany the amazing views of the city.

"A media player complemented by BSS London processing provides the program material which is a blend of jazz and pop music," Jason continues. "They also have the capability to modify the system for a DJ.

In terms of performance, "CDD provides absolutely consistent coverage throughout the restaurant with no drop offs, perfect balance and audio quality that's exceptionally clear and smooth wherever you're located.

"Because CDD has such wide dispersion, we'd originally planned on 50 speakers for the job but when we plotted it out onsite, we ended up needing only 40 boxes to get exceptional results. The CDD-5's output and frequency response is unbelievable for a 5" speaker. It's very dynamic and the perfect choice for a compact, unobtrusive background speaker in a restaurant.

"The client is ecstatic with the system," Jason concludes, "so much so it looks like this project will turn into another retrofit in the Marriott's main lobby and bar area."



The View, New York

“THE CLIENT IS ECSTATIC WITH THE SYSTEM.”



Penguin Upgrades Kent Uni's K-Bar With CDD



K-Bar, University of Kent

Situated on the University of Kent's Canterbury Campus, the popular K-Bar recently underwent a major design overhaul, with the addition of a juice and smoothie bar, and boasting a new state-of-the-art AV system, designed and installed by Penguin Media Solutions. This includes end-to-end Martin Audio CDD loudspeakers.

Notes Dylan Thompson, Project Manager and system specifier, "With the arrival of CDD I don't need to look elsewhere, which is a nice position to be in. CDD has been a revelation — it's well priced, sounds great and I can spec it for just about anything."

Penguin were awarded the contract by Kent Hospitality, which manages all the university's bars and leisure facilities, having worked for them previously. "We met Keith Williams, Head of Trading at Kent Hospitality a few years ago now, and he really liked our ideas and approach."

The brief this time was to develop a technical infrastructure for a multipurpose facility that would trade as a sports bar by day, with a small stage for live bands and DJs coming on weekend nights. It needed to be cost-effective, multi-zonal, for flexible audio and video routing, and offer simple control for bar staff.

And with a C-Burn 'Secret DJ' pumping background music through the sound system during daylight hours the CDD has certainly been put through its paces.

Once again working under the project management of John Holley (JSH Project Management) the installation time was an issue as it had to be completed during the Easter recess, so meticulous planning and collaboration with the other trades was essential.

At the Stage end are a pair of CDD10 (10") speakers, wall-mounted on Powerdrive brackets either side of the stage, and a CSX212 (2 x 12") sub. Facing this at the opposite end of the room are a pair of CDD8 (8"), left and right and another CSX212 sub. "It can therefore function as a

2.1 cinema surround system or for student presentations, while if the DJ wants to work from that end the volume can be adjusted accordingly," says Dylan.

A separate sofa/loose furniture area, away from the main action, is served by a pair of CDD8, with a further pair of CDD8 providing a warm sound at the bar.

In this four-zone design, any source can be routed to any destination via Soundweb London DSP, operating under the master control of a Crestron processor, which also handles the video routing to the seven screens. All local control is performed from an iPad with a custom user interface from Penguin.

Summing up, Dylan Thompson said, "There were a lot of different speaker brands previously all clashing with each other. By standardising on CDD, and halving the number of boxes the sound has improved massively."

Explaining the brief Kent Hospitality's Keith Williams, confirmed that the sound system element needed to be capable of delivering unobtrusive yet powerful foreground and background sound reinforcement. "We required Penguin to programme the system in zones so that volume across the space could be adjusted according to use and specifics of event. The new CDD system more than met the requirement.

"The clarity of sound is stunning, and the ability to have loud music yet still allow conversation is amazing. The speakers spread sound in a consistent way as you walk through the space.

"At the same time, the speakers themselves are unobtrusive — they blend well and are discreet as requested."

Finally, he reports that customers have commented on the vast improvement in both sound and visuals within the bar. "We are grateful to Penguin for recommending the Martin Audio CDD series, which has more than met the brief."

Swingers Goes Crazy for Martin Audio CDD



More than 70 of Martin Audio's new CDD installation loudspeakers, featuring patented Coaxial Differential Dispersion driver technology, have been installed by Middlesex Sound & Light (MSL) in a London based leisure hospitality venue, called Swingers.

Built around two nine-hole crazy golf courses, Swingers also consists of a dining area with street food, a two-tier Clubhouse and five bars.

Run by the Institute of Competitive Socialising (ICS), it not only hosts corporate crazy golf sessions for the business world — bringing the outside indoors — but then transforms the 16,000 sq. ft of space into a more upbeat vibe after dark, with nightly DJs. It is described as an environment of “competitive socialising”.

MSL are just one of a number of integrators who have made the CDD their ‘go to’ solution since its spectacular launch in Frankfurt 15 months ago. Director Darrel Olivier says that after seeing the Swingers operation, run by Jeremy Simmonds and his business partner Matt Grech-

Smith, prototyped at a short-term pop-up in Shoreditch, he was excited by the prospect of equipping the quirky underground venue opposite the Gherkin in Leadenhall Street with a full AV integration.

“We were asked to provide very high quality and evenly distributed audio system which could be ramped up for the night time trade,” states Olivier. While MSL have fitted 24 CDD8 (8”) speakers and a total of five CSX112 (1 x 12”) subs around the two golf courses it is for the Clubhouses that Olivier has reserved the most potent sound. Here he has placed four CDD8 and a powerful CSX212 (2 x 12”) sub for the DJs after dark, with a further four CDD6 in the Lower Clubhouse bar and 10 x CDD6 in the Upper Clubhouse on the mezzanine level.

Moving through the building MSL have specified four CDD6 in the Private Dining Room and six CDD8 in the general dining area. Elsewhere, there are a pair of CDD5 (5”) in Reception, four CDD6 in the Entrance, eight further CDD5 in ancillary areas, such as Corridors, Washrooms and

Toilets. The entire system is driven by Powersoft M-series amplifiers.

The installers have also designed an intuitive series of presets and routing commands programmed into the BSS DSP, with source select and global volume control. “We worked closely with the operations team at Swingers, to create different presets for volume at different times of the day and because of the inherent reverberation in the building worked hard on the gain structure of the individual input channels to make sure we delivered the best sound. By installing so many CDD enclosures we were able to compensate for the challenging environment.”

Inputs are derived from BGM, DJ, live feeds, various AV inputs and there is a separate aux audio input. Two 65” Sony commercial display screens have been detailed — one for the Private Dining area and the other for the leader board — connected and run by WyreStorm HDBaseT matrix HD video switcher, with headroom for future proofing.

Summing up, Darrel Olivier says, “We are massive Martin Audio fans. CDD works well, looks good, provides even coverage and represents exceptional value, while the variety of Martin Audio bracketry gives us enormous flexibility.

“Because we spec so much CDD I know it like the back of my hand. And when clients see your confidence in a system it helps you negotiate the sale.”

Jeremy Simmonds was equally positive. “This is a challenging environment in which to achieve top quality sound, particularly given the challenges presented by the building and the many different areas within our scheme. CDD handles everything thrown at it while Darrel and his team have integrated and programmed all the AV technology in such a way that the system works for our needs as the atmosphere changes from lunch time right through to the early hours.”



Sound Division's Top London Club Installs

Sound Division Group has carried out three installations in high profile London venues this summer, making widespread use of Martin Audio's discreet but high performance C6.8T and C8.1T ceiling speakers.

Featuring a 6.5" (165mm) bass driver and a 0.8" (19mm) dome tweeter, these circular recessed speakers have achieved wide adoption since their launch in view of their wide (150°) dispersion, high SPL and suitability for low-ceilinged venues.

In two of the venues — Circus Bar & Restaurant in Covent Garden and Aqua Nueva at Oxford Circus — these have been retrofitted into an existing Martin Audio technical infrastructure as part of major revamps carried out by the London based installation company.

Circus was first fitted out by Sound Division with Martin Audio AQ architectural speakers back in early 2010. The latest phase sees the company bringing more control to the bar/restaurant areas — adding four C6.8T ceiling speakers in each zone, with a further three distributed in the rear bar lounge. Another C6.8T can be found under the atrium in the front dining area, while a recessed C4.8T relays music in the washrooms.

Meanwhile, the main performance area continues to operate with the successful implementation of AQ8's originally installed.

Circus Bar & Restaurant owner, Adam Davies confirmed, "We wanted to move to a more discreet speaker, create more zones and reduce the distance between each customer and the nearest speaker. We could then reduce the noise pollution to our neighbours without compromising the venue's sound quality. Sound Division came up with the solution to do this.

"We are extremely happy with the result. The extra speakers perform remarkably well for ceiling speakers and the general sound quality for the whole venue has improved. We have eliminated any dead spots, not compromised our volume and kept our neighbours happy."

Sound Division MD David Graham adds, "With their excellent clarity, Martin Audio C6.8T's were the perfect solution for the venue's problems. At the same time we redeployed the existing amplifiers [Martin Audio MA1.3s and MA900] and re-EQ'd the system in Soundweb."

With its large footprint, and impressive views from the fifth floor balconies overlooking both Regent Street and Argyll Street in London's West End, the Aqua Restaurant Group — with sites ranging from Hong Kong and Beijing to London's Shard — has refurbished and refocused its Spanish restaurant, Aqua Nueva, into a traditional dining room, courtesy of interior specialist, Rob Angell Design International. In so doing it has extended its exclusive relationship with Martin Audio and Sound Division.





Several C6.8T and C8.1T ceiling speakers were installed in the dining rooms when the venue opened around five years ago and these have been reused and extended.

A covered walkway now links the main central bar and Japanese Kyoto restaurant with the Spanish Nueva, where there are also two private dining rooms.

The bar itself features 10 x Martin Audio C8.1T ceiling speakers and Sound Division has provided supplementary cabling should additional bass support be required in the bar.

The new Spanish dining room sees five Martin Audio C6.8T flush speakers (in custom matching finish with further C6.8T's in each of the private dining rooms — along with the washrooms.

At the same time Sound Division has upgraded the sound management system for both restaurants to a pair of networked Soundweb London BLU 100 DSP routers, containing the gain structure.

With its all-day trading the operation veers between background music (customer profiled and played out through 8Track Music Solutions servers) and DJ entertainment.

Stated Chris Martin, General Manager, Aqua Restaurant

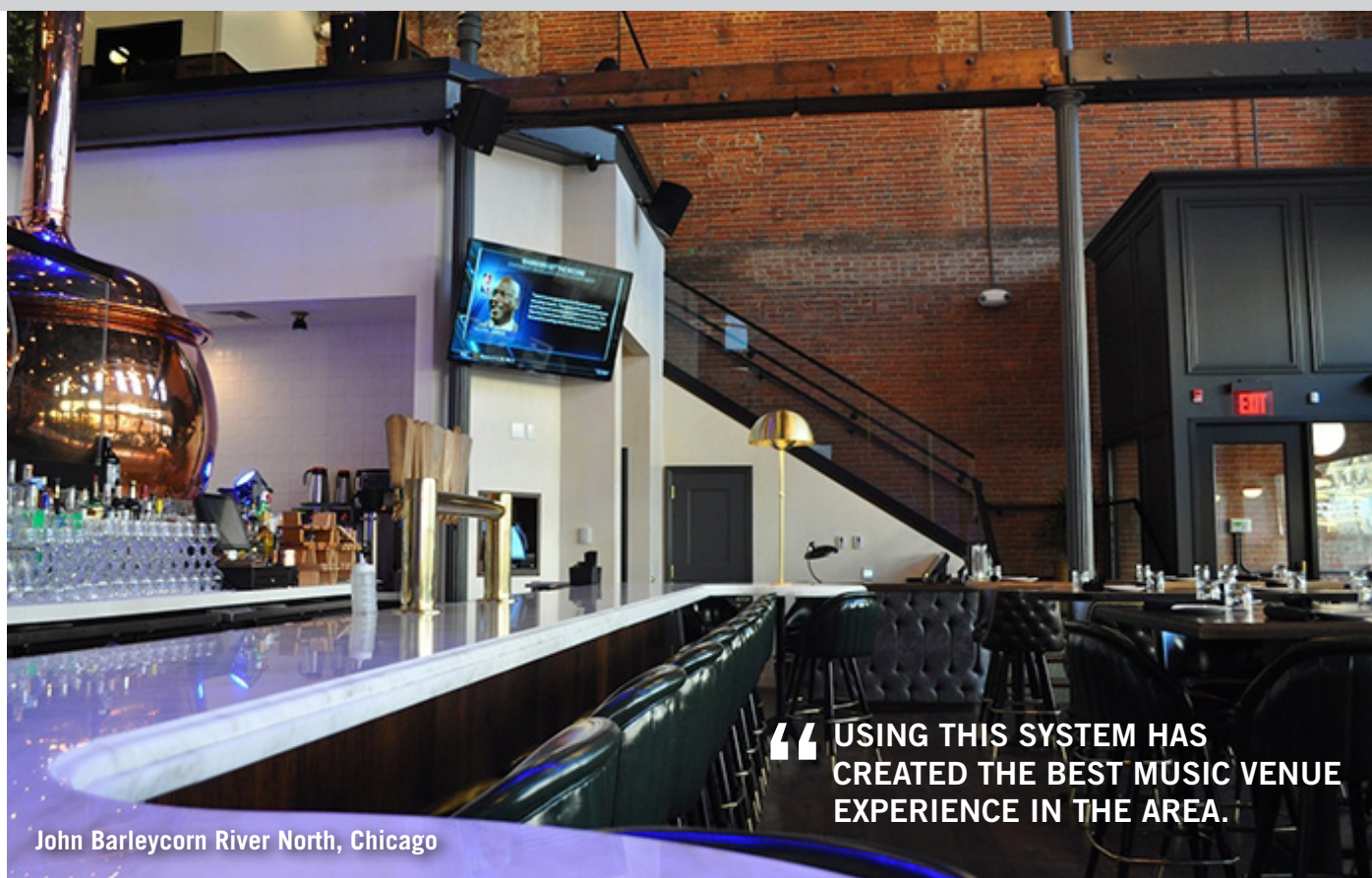
Group, “The discreet ceiling speaker in the restaurant perfectly meets our requirements for background music without intruding on the design aesthetic, while the intelligent reworking of the existing Martin Audio system ensures that we have a more powerful option for private events, and on DJ nights”.

Meanwhile the growing chain of Birley Sandwiches, recently took on a prestigious site in London's historic financial district — on the piazza behind the commercial skyscraper, 20 Fenchurch Street (also known as the ‘walkie talkie’ in view of its shape).

Set on two floors overlooking the piazza, Sound Division were introduced to the project by shopfitters, Bastille, and duly installed a background music system on the ground floor sandwich bar and similar upstairs in the lounge bar. Once again David Graham's company chose Martin Audio C6.8T — detailing four for the downstairs area and six for the floor above.

Summarised David Graham, “We have enjoyed considerable success, both with Martin Audio's AQ series but particularly with this Ceiling series, which are easy to fit and provide smooth, articulate speech and punchy music. They have always proved popular with our London-based customers and their chic clientele.”

CDD Installed at Tangled Roots Brewery



John Barleycorn River North, Chicago

“USING THIS SYSTEM HAS CREATED THE BEST MUSIC VENUE EXPERIENCE IN THE AREA.”

Ottawa, IL—Encompass AV recently deployed CDD and a range of other Martin Audio speakers for the newly built Tangled Roots Brewing company, a complete gut and remodel in a historic building site that includes a high end restaurant/bar with a performance space alongside a brewery, adjoining tasting room and private meeting spaces.

The Lone Buffalo restaurant on site specializes in “slow food” from the Brewery’s own farm with a variety of home crafted beers and has a small stage for local country, classic rock, bluegrass, acoustic reggae and roots artists.

To effectively provide background music for the restaurant, Tim Pickett and the Encompass AV team mounted 12 Martin Audio CDD8’s around the walls complemented by two AQ210 subs under the booths. Live performances benefit from a Martin Audio PA consisting of two flown XD15’s and two CSX218F subs above the stage.

Asked about both systems, Tim explains, “Background music sounds great with very smooth, balanced coverage throughout the room. The live system is working well too. Super stable, doesn’t feed back and responds well with all kinds of music.”

The tasting room, located next door to the restaurant, is equipped with 10 Martin Audio C6.8T in ceiling speakers along with two CSX212 subwoofers in the front and back of the space.

Upstairs, 12 CDD6 and three CSX212F subs for the 2nd floor restaurant and 6 CDD6 plus one CSX212F for the private dining room are all mounted in the rafters to provide effective yet visually unobtrusive dispersion of background music. Again, Tim comments, “It sounds great in both rooms, with plenty of clarity, definition and very smooth, balanced coverage.

The rest of the sound system includes a combination of Lab Gruppen and Martin Audio amplifiers and Symetrix Radius digital signal processing. The video system is comprised of Philips BDL5530QL and Sony XBR-65X850C displays with a Just Add Power Network Video System.

Asked about the audio, Tangled Roots partner and managing director Scott Struchen comments: “I’ve been working in the hospitality entertainment business for over 20 years. Starting up a new brewery with a live entertainment venue, I needed to make sure everything was perfect. We only use the best companies and equipment. Encompass AV was the solution using the top of the line Martin Audio system in our venue. Using this system has created the best music venue experience in the area! Thank you for making our place exceptional Encompass AV & Martin Audio!”

Concluding, Tim adds, “CDD not only reduces the amount of boxes you need because of the wide dispersion, saving time and money for installs. The speaker produces perfectly even coverage patterns without the gaps horns create when you get closer to the speakers, and that’s a very big deal.”

Lexington Upgrades with CDD from LMC Audio



Situated between London's Kings Cross and The Angel, popular entertainment venue, The Lexington, has upgraded the sound reinforcement system in its downstairs lounge bar — with Martin Audio's popular new CDD series, which makes use of patented Coaxial Dispersion Driver technology.

Supplied by LMC Audio, the main PA in the American-themed bar comprises four CDD10 (10") mounted on four pillars, firing into the centre. These are supported by a pair of ultra-compact CDD5 (5") that will be used as DJ monitors, and a CSX212 (2 x 12") compact subwoofer which is also situated in the DJ booth. Managing and optimising the system is Martin Audio's dedicated DX0.5 controller.

The venue had decided that an upgrade had been necessary in its downstairs bar. Although a refurbishment had already taken place on both floors of the venue, owner Stacey Thomas sensed the need to invest in the technical infrastructure and realised that a first class sound system was essential to this. It was deemed that the previous PA rig had been too 'noisy' and unfocused.

They approached LMC Audio and JP Cavaco, their London sales manager, suggested that CDD would provide better definition, with more controlled dispersion, from a more compact speaker. "I knew Martin Audio CDD would satisfy on all points," he said. "The coaxial design keeps the enclosure size compact and unobtrusive, and the unique CDD technology ensures the audio is consistent across the desired audience space. More than ever the installation

market must recognise the need to minimise sound pollution and CDD technology is the perfect tool for this application."

This assertion was borne out by the system demo conducted by Martin Audio account manager, Richard Van Nairn.

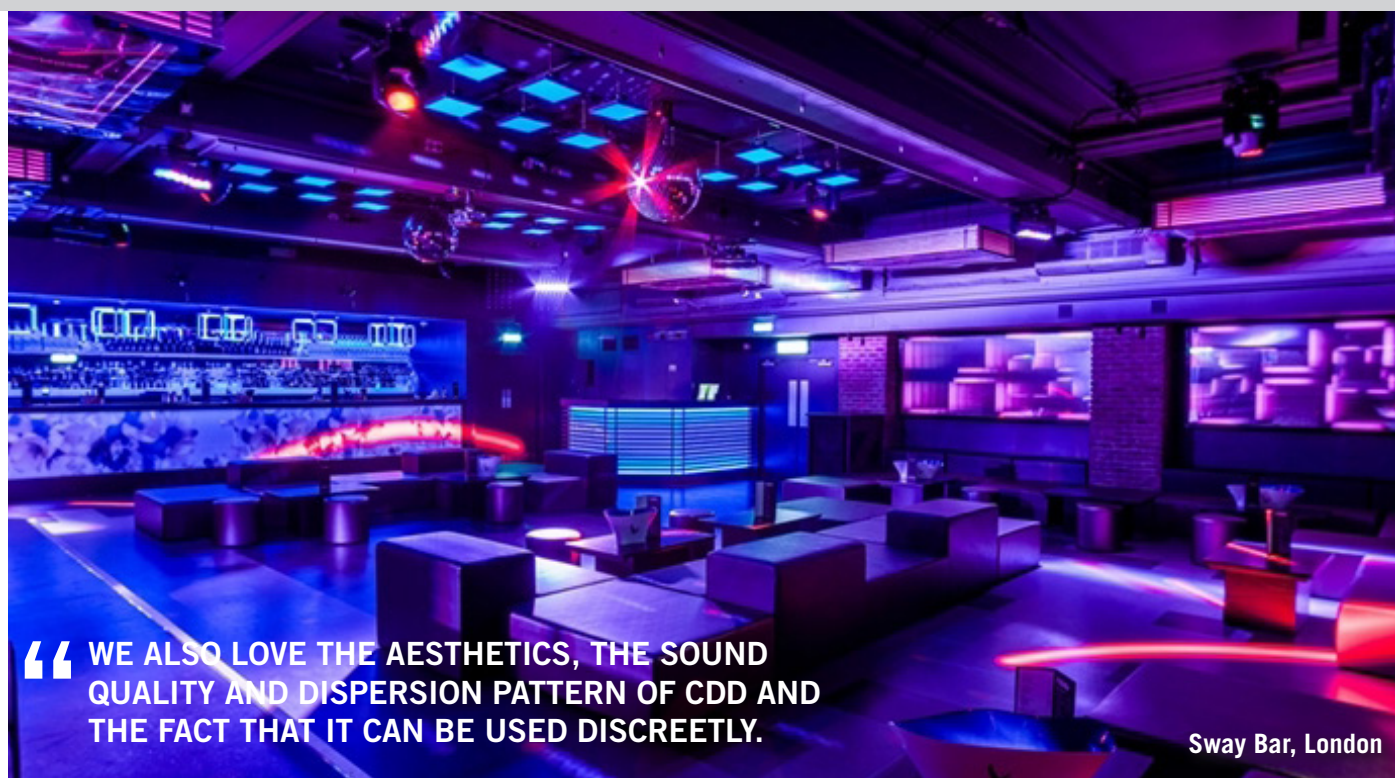
The new installation, which will come into its own during club nights, has certainly satisfied the requirements of resident sound engineer, Joe Hawley. "The CDD's are incredible boxes for their size — sufficiently loud but not too harsh. They deliver a far more focused sound in the centre of the room than the system we had previously, and offer highly controllable dispersion. It gives us the ability to keep the bar area quiet and focus the sound elsewhere as required."

He added, "As we have issues with the low end spilling out of the bar, by having the sub in the booth both the DJ's and those on the dancefloor can really feel the low end; but it is really contained in a small area in order to avoid spillage.

"As for the DX0.5, this made everything so easy. Although there was no preset for exactly what we wanted to achieve, building a preset specifically for us was easy, and the Martin Audio recommended settings for the CDD series sound great. All we had to do on the DX0.5 was minor level adjustment and limiting on the inputs."

This level of control also satisfies sound restrictions outside the venue, he concludes, "while inside, a happy bar staff makes for a happy clientele."

Martin Audio CDD Holds Sway for Novus Leisure



Sway Bar, London

Novus Leisure has carried out a major upgrade to its multi-room Sway Bar in London Holborn's fashionable Great Queen Street, imbuing it with a cool New York vibe.

Of the venue's five rooms three were earmarked for a major technical and design overhaul as part of the £1m refurbishment, and Middlesex Sound & Light (MSL) specified Martin Audio's new CDD (Coaxial Differential Dispersion) installation range of loudspeakers in each. The spaces concerned were the now sophisticated basement Cocktail Bar (previously Crystal Bar) and Club Room (a conversion of the former Groovy Wonderland), as well as the Ground Floor Bar and Kitchen upstairs. MSL also installed new lighting.

Novus Leisure Project Manager, Graeme Sutherland, says that the aim was to bring a traditional 1980s style disco into the modern age and give the venue greater flexibility, with the ability to host third party conferences downstairs as well as up. This required a versatile sound system, since the venue trades all day, six days a week, feeding both background music at low level from a Kaleidovision multi-zone player in the daytime before the DJs ramp up the volume on the Pioneer CDJs in these locations after dark.

In the upstairs Bar and Kitchen MSL have deployed eight Martin Audio CDD8 (8in) speakers, with two CSX212 (2 x 12in) subs handling the low frequencies and two CDD6 (6in) as infills. Downstairs in the Cocktail Bar the music is pumped out via six CDD12 (12in) speakers, while two of Martin Audio's AQ215 (2 x 15in) subs from the previous installation have been reused. Meanwhile, the Club Room now boasts a powerful sound output generated from four CDD15 (15in) and two CSX218 (2 x 18in) subs.

Each area also has its own independent input point and is controlled from an amp rack in the basement. Sound levels and thresholds are programmed into BSS Soundweb, with additional output expansion and local input/volume control, and specially created parameter presets reflecting the different type of functions hosted at Sway.

In some instances this enables the Martin Audio subs to be muted, leaving the mid highs to operate as full range boxes.

All the flown CDDs downstairs are set in landscape orientation (with the exception of the CDD15s), while upstairs they have been specified in white to blend in with the new décor conceived by Terri Naylor at Dakota Design.

This is the latest of numerous installations of Martin Audio's CDD series in less than a year since its launch, while the operators themselves have a long tradition of using Martin Audio speakers. MSL director Darrel Olivier says much of this is due to the support they receive from the manufacturer and the versatility of the mounting hardware. "We also love the aesthetics, the sound quality and dispersion pattern of CDD and the fact that it can be used discreetly. It is our 'go to' solution which accounts for why we have already installed more than 400 of these enclosures."

Graeme Sutherland is equally positive, stating that the system meets all the requirements for improved sound as befits the new streamlining of the operation. "This is a big multi-room venue in a strategic location; it's a lot more open than previously, with a realigned entrance, and the new refurbishment will certainly benefit the customer experience," he confirmed.

CDD Covers Multiple Levels at Fremont Chicago



Fremont, Chicago

Ayre Productions recently completed an audio upgrade for the Fremont Chicago, a new upscale restaurant/lounge in the city's River North area, which includes a complement of Martin Audio CDD loudspeakers that provide exceptional coverage for both levels of the venue.

One of several audio renovations in the Chicagoland area for their client the Four Corners group, Fremont Chicago provided Ayre with an ideal opportunity to install CDD for the first time.

As Ayre's John Wagner explains, "We'd been telling our client about CDD, but we wanted to hear the product before committing to it. So we met with Martin Audio at InfoComm 2015, heard the speakers which completely blew us away, and CDD is now what we're proposing for pretty much every install."

The fact that Fremont Chicago functions both as a restaurant on the main floor and an upstairs bar/lounge with a performance space on the first floor presented unique challenges in terms of speaker positioning and coverage.

"On the first level, it's one big room they want to function as a restaurant where there's a large opening in the ceiling to provide a view of the second floor, which has a retractable glass roof. As you enjoy dinner on the first level, you can also see what's going on onstage," John points out. "The first floor was designed for dining and conversation. After dinner, the second level is available to enjoy music provided by DJ's or live bands on Thursdays.

"We also mounted two CDD12's above the main dining

space directed down the center of the room, with two CDD5's mounted 15 to 20 ft. up on the back wall as rear fill for the bar, and three CSX212 subwoofers positioned discreetly around the room along with C6.8T ceiling speakers to help with the booth areas, all of which covers more than enough of what the client would even want. This setup provides flat and even coverage. Everyone who sits in the dining room rants and raves about how amazing it sounds!"

In addition to an expansive bar and lounge area, the second floor has a small stage for weekly appearances by live acoustic performers with a mandate to avoid loud volumes that might annoy patrons dining downstairs.

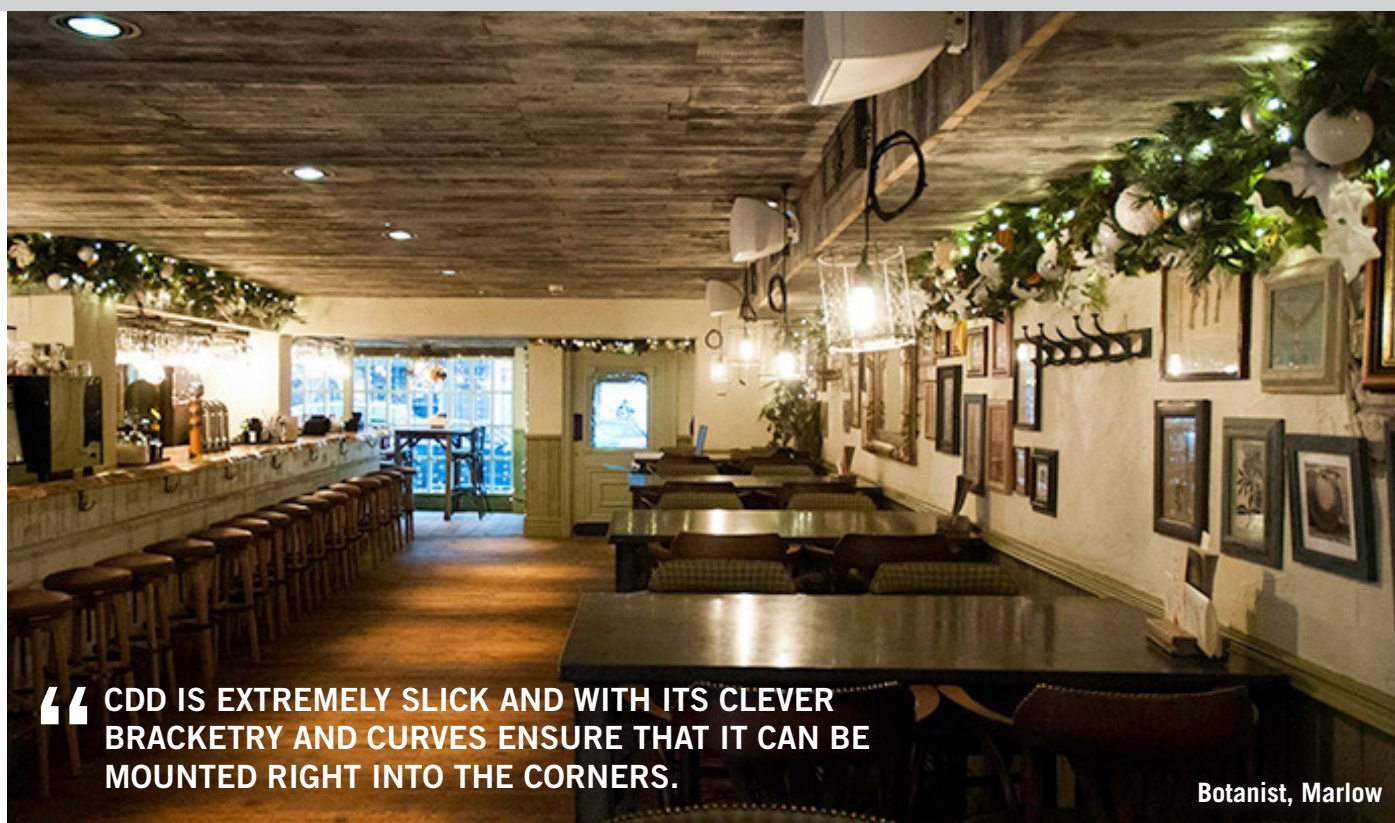
"For the lounge itself, we have CDD15's as FOH over existing subwoofers under the stage and CDD12's mounted in four corners firing into the center of the room. Two CDD5's are mounted on either side of the upstairs bar for additional fill with a CDD5 in a long hallway to the bathrooms and five C6.8T ceiling speakers around the perimeters of the room. There's also a CSX212 sub in a soffit and two CSX118 subs deployed on the other side of the room. The sound system is for stage reinforcement, background music and some dancing. All of the booths are maneuverable to provide more standing room, so we had to create a system that's super versatile."

For John, CDD's initial appeal is based on "their unique styling, mounting flexibility, ease of installation and use. In terms of audio performance, I believe CDD goes beyond what other cabinets are capable of. We work with other manufacturers, but a speaker like the CDD5 is ridiculous in terms of its incredibly compact size and the amazing amount of output it reproduces. That plus the sound quality and clarity is exceptional. You can mount a CDD5 in a corner between a ceiling and a wall and you barely know it's there, but you're hearing a huge sound."

Summing up, John adds: "The CDD's wide dispersion capability allows us to use a smaller amount of speakers for each space. The price point on each of these enclosures is also a pleasant surprise. They come in slightly less expensive than the typical speakers, and not having to use as many cabinets to cover a room saves money in terms of time and labor as well. The cabinet construction is great, the devices in them sound great, and price is a key factor in selling CDD.

"Best of all, our clients love CDD. They'd been using another brand but were ready for something different and when we brought their attention to the CDD line, they were skeptical but very interested. To demo the speakers, I took a CDD5 to the location and plugged an iPod directly into the amplifier and all of their eyes opened up and they saw stars. Now they want to do four more locations with CDD as well!"

Martin Audio CDD Blooms for The Botanist



The fast expanding Botanist chain of music-led bar/restaurants, the brainchild of operators The New World Trading Company, recently opened its latest outlet in Marlow, Bucks.

Cheshire-based music consultants Genre Music, who have overseen all previous six Botanists (as well as the other venues in the operators' 12-strong portfolio), managed the installation of Martin Audio's new CDD installation range loudspeakers —specified on the recommendation of their sub-contractors F1 Sound Co.

Explained Genre Music MD, Steven Walter, “While we handle all the operators' music requirements and book their live acts, we bring in technical experts for the sound system installations, working in conjunction with several partner companies; in the south, this is F1 Sound Co.”

The Whitstable-based pro-audio specialists, run by Matt Bate and Sam Liston, have long been fans of Martin Audio's premium systems and Bate had wanted to use CDD since attending its launch at last year's Prolight+Sound Show in Frankfurt.

CDD (Coaxial Differential Dispersion) was engineered to deliver class-leading coverage consistency to demanding venues. And they don't come any more demanding than the Botanist with its seven nights a week live music policy and daytime background music, programmed and playlisted by Genre Music themselves, and played out through a C-Burn hard drive system. Not for nothing is its slogan: “Real music by real musicians”.

Explaining the interior concept, Walter adds, “We try and maintain consistency of style throughout the estate as far as the hardware is concerned, and the CDD range fits perfectly into that ethos; I have worked with Matt Bate since 2000 and knew he had been a big user of Martin Audio over the years.

“The demand from interior designers is always for the speakers to look good — stylish and discreet but at the same time be powerful and transparent. CDD is extremely slick and with its clever bracketry and curves ensure that it can be mounted right into the corners.”

The venue itself is divided into four zones to serve a clientele of 180. This includes Bar, serving ales, craft beers and chic cocktails, Restaurant, serving deli and rotisserie inspired food, heated Outdoor Garden and Toilets/Ancillaries. Eight CDD6 (6”) speakers can be found in the bar, including a musician monitor on the tiny stage, wall mounted above the piano, with two CSX112 12” subs concealed behind grilles across the front of the bar.

Over in the restaurant there are 11 wall-mounted CDD6's, run full range, while outside four CDD5s are recessed under a garden roof.

In conclusion, Steve Walter says, “We are delighted with CDD. The system was really easy to set up and very little EQ was necessary. The response from the clients and musicians has also been excellent — and you feel with these boxes that they are no bigger than they need to be to deliver first class sound. It also meets the budget and fits with the operational requirements.”

Gotham Red Bank Upgrades with Martin Audio CDD



Red Bank, New York

Global Audio Systems has just completed an upgrade of the Gotham Red Bank restaurant with a full complement of Martin Audio CDD installation speakers.

As described by Global Audio owner Jason Ojeda, “Gotham is a restaurant that turns into a nightclub on Friday and Saturday nights, becoming an Ultra-Lounge later in the evening.

One of the challenges implicit in Gotham’s restaurant/lounge format is the sound system had to be equally effective in providing background music for dining and foreground DJ programming for what Jason describes as “sophisticated, mature dance music in a deep house lounge environment.”

Part of the solution came from Jason’s longtime friend Ernie Lake at El Media, a custom music server provider for top-drawer venues such as the Four Seasons and Waldorf Astoria hotels, and Rouge Tomate and Le Bernardin restaurants in New York.

The other critical component was Martin Audio’s popular CDD (Coaxial Differential Dispersion) speakers mounted up on the walls throughout the venue. As Jason explains, “we used 20 Martin Audio CDD speakers including CDD5’s in the hallways and restrooms, CDD6’s in the bar and dining areas, a CDD12 as DJ monitor and a CDD15 for the dance area.”

Asked why he chose CDD, Jason responds, “I literally just read up on the CDD Series and its dispersion capabilities and gave it a test. CDD lets us cut down on the quantity of speakers because of their exceptional coverage.

“GOTHAM’S OWNERS ARE BLOWN AWAY.”

“Because of CDD’s reduced size, increased efficiency and wide dispersion capabilities, the Gotham Red Bank project required 20 to 30% less speakers, which means fewer power amps and less time and labor to install, adding up to real savings.

“In terms of appearance and cosmetics, CDD maintains a very clean look within the space because you don’t see a million speakers all over the place. Also the box design is very compact for its performance. CDD is designed to make installers, designers, architects and clients feel great about the installation.”

Discussing the CDD’s audio performance, Jason adds, “the speakers provide a very wide horizontal and vertical dispersion. The critical details of the program material sound absolutely clear within the entire listening area. The bottom line is you can hear the vocal and the midrange everywhere it’s needed. The coverage is amazing, there’s no drop-off from 1K and above.

“CDD works for every spectrum of music, whether it’s the live piano bar with a Baby Grand, Frank Sinatra in the background or dance music.

“Gotham’s owners are blown away,” he concludes. “They were so impressed with CDD after the first phase of the installation, they decided to rip out the existing speakers in the dance floor area and replace them with CDD. They’ve noticed the difference in sound quality 100%.”



Products Featured

CDD

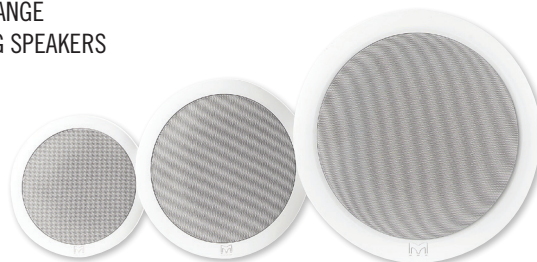
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This is just a small selection from a wealth of examples from around the world that you can find out more about by visiting www.martin-audio.com

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