

ATLANTA SOUND AND LIGHTING USES ELECTRO-VOICE® QRx™, Xi™, FRi™, AND EVID™ LOUDSPEAKERS AT NEW ATLANTA CLUB

Atlanta, GA (February 12th, 2003): The club scene in Atlanta has a brand new name on its listings: an Electro-Voice equipped hotspot called Vision. Longtime EV dealer Atlanta Sound and Lighting spec'd in and installed a total of four different EV loudspeaker lines inside this architecturally complex venue. AS&L's Scott Waterbury described the four EV lines selected to provide the "tight, even coverage" that was his client's 'vision' for Vision: "Vision was definitely a challenging project. We used 24 QRx 118S subs and 16 Xi-1152's to power out the main mids & highs. We also used 4 FRi 2082's in a separate bar, 6 EVID 6.2's in what's called the Kool Room, and 6 EVID 6.2's in the front lounge area. These four lines combined are great problem solvers. It's essentially a three level club: there's a street level and a lower level, and the third level is a VIP area on top of one of the main bars. The real challenge is that main part of the building is entirely brick and concrete, and has a domed ceiling like an aircraft hangar. It's an older Atlanta building - a large, reverberant space. David Daniels, the architect responsible for the remodeling, is a genius! He did fantastic things with curves and lines - it looks spectacular. We basically found the right speaker for the right room - for example the high-output Xi's for over the huge dance floor and the stylish EVID's for the lounge - and that means the club sounds and looks great as a whole."

Waterbury talked about the combination of Xi-1152's and QRx subs used in the tricky-to-tweak main room, and how the EV Dx38 digital processor gave them control over such an enormous space: "Again, our job was to make Vision sound as good as it looks. They wanted a nice tight sound, though it's a pretty cavernous club. And, of course, they wanted the larger speakers to be aesthetically discrete, so we had to have them very high off the ground. In that sense, the high-output Xi boxes really stepped up to the plate. We flew them up in the ceiling at the top of the dome. Initially there were a lot of naysayers who thought that we didn't use enough, but they were all singing a different tune on opening night! The coverage is great. Many people told us it was the best sound in the city. In fact, I heard many comments to that effect." AS&L used Dx38 processors and RACE software to assist in the transition from problem to solution: "The Dx38 made this aspect of the installation and tune up a breeze, especially in a room with such a reverberant field. We were able to go into multiple bands of EQ - there's so much equalization capability in there. Aside from just correcting the boxes with the Dx38, we were able to fix things with the reverb by locating and fine tuning reverberant frequencies, easily picking out exactly what needed to be removed. It was extremely useful as a solution to getting a natural sound in a particularly reverberant area."

Having successfully tackled the reverberant roof space with the Xi-1152's, AS&L were in no doubt as to what would work best down below. The low end sound at Vision is in the capable hands of the formidable QRx 118S, an industry leader in sub bass muscle that is surprisingly affordable considering its clear, high quality performance and construction. Scott Waterbury echoes the opinion of countless industry peers when considering the QRx's acoustical and mechanical quality

against its ticket price: "They offer us the ability to be competitive at a higher level, one where the need for higher level outputs is often exceeded by the budget! The QRx really solves a lot of problems for customers in that area. There were other contractors bidding on this project, and their subs were sometimes two, two and a half the price of these. When up against the competitor's products, the QRx gives you an opportunity to use a fine quality speaker with high output and reliability, but without the huge price. It really is the most competitively priced sub out there!"

Vision opened the first week of February 2003. On February 9th, during the NBA all-star weekend, the club played host to star performers such as P. Diddy, Jermaine Dupree and Ludakris. Client feedback has been extremely positive, and the Vision has been packed every night. In closing, Scott reflected on the success of the install, and two key elements in getting the job done well by the deadline: communication and attention to detail. Waterbury commented: "The clients were absolutely astounded at the level of service EV was able to give us throughout the project. For example, initially the whole place was going to be black, including the loudspeakers. Well into the project, towards the opening, it was decided that everything was going to be white! EV traded out the grills for us for a very small fee, at very short notice. Nothing was compromised, and the speakers blend in perfectly. This kind of dedication to service was very well received by our clients, and the club opened on time, looking and sounding great!" For more information about Atlanta Sound and Lighting, visit www.atlantasoundandlight.com

For more information, call 1-800-392-3497, or visit www.electrovoice.com.

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