

A photograph of a bar with beer taps and a glowing blue light strip. The image is split into two main sections by a curved white line. The left section shows a close-up of beer taps and a glowing blue light strip. The right section is white and contains text.

Entertainment  
Venue Solutions

  
Martin





## Your business is people

and the one thing they have in common is their diversity.

In order for a venue to be the best - to be the one to remember and return to time and time again - it has to cater to a diverse group of people who want different things at different times.

If you want to see just how diverse, look at the range of drinks behind your bar...



Blue is relaxed. Sensitive and calming. People under-estimate the passage of time when in a blue environment.



**Yellow** is joy. It is happiness and hope. People feel easier beginning conversations when bathed in yellow.



**Red** is passion – the color of excitement. When a human looks at red, their heart beats faster.

But you've got to know  
what you are saying...

You've got the décor in place, the tunes set up and the right drinks, but what's your space saying?

In life every color  
has a meaning.

Martin doesn't  
simply know light  
- we understand  
color.





Think lazy hazy summer days...

Try a rippling mint blue stream  
- you just want to be there.

## And in color, every shade can define a mood

By using the boundless combination of color and pattern, you can insinuate purpose and mood.

Glass and gobos play with light, decorating walls and floors and creating an ambience for your space.

Martin doesn't  
just use color

- we give it  
depth and  
shade.





5 pm



## And then there is the pace you set

How can you keep the guy on the left interested without isolating the girl up on the right?

Allowing your bar, club or venue to keep pace with their vital signs, that's how.

Use the subtleties of speed and pulse in light fixtures to build atmosphere along with the evening. And doing this with intuitive and easy light control goes a long way in customizing every night and keeping boredom off the guest list.



5 am

The foundation of all Martin fixtures is breadth of functionality, range of speed and ease in control.





## And the fog and haze effects to get the most out of your lights

Projecting light patterns on walls and floors is one thing, but when you fill the space between with haze and fog, the refraction gives electric midair effects. You can see and feel the beam of light and you get the utmost out of your light fixtures.

That's the art of  
fog and haze.





## Then there is sound to complete the picture

Through its division of Mach speakers Martin is able to cover every aspect of your speaker requirements. From powerful dance floor arrays to in-built subtler broadcasts for lounge interiors.

But it is not simply about brilliant sound; Mach concentrates on giving you simplicity in installation and total versatility in how you can set your sound.

It's so much  
more than  
excellent  
sound.





## So here are some total solutions...

Inside and out, from the car park through to the cloakrooms, restrooms and corridors. In lounge bars, dance floors and function centers of any space. Martin is the total entertainment solution provider.









You can make every bar  
a theme bar!







## Will that be a latte or a shot sir?

One of the fastest growing areas of competition facing the club and bar industry today is the advent of cafés and restaurants which provide more and more services in the 'gray area' of traditional venues.

Using dynamic lighting to alter, not just the feel of an area but also its functionality, can effectively beat them at their own game. If you are paying the rent for the space, utilize it!

You buy the  
coffee machine  
and we'll supply the  
lights to accompany  
their cappuccinos.





## Who are we?

Martin is the total club supplier.

On top of that we keep the world's largest concerts, tours, theaters, shows, bands, venues and DJ's running.

But what sets Martin apart from all the rest is not simply quality and performance, but the ability to provide you with the total solution. Total.

That is not only a range of lights, effects, controllers and speakers from the dance floor to the bar - but two decades of hands-on experience in the entertainment industry we bring to each unique venue solution.

Light, control,  
fog and sound  
- that's who we are.



## Who are you?

The club, bar and entertainment world today faces some of the most exciting yet challenging times ever.

The population of club goes is steadily growing while at the same time the people and activities vying for their free time also expands.

This is not just more clubs and café style lounges in the neighborhood, but a host of new home activities and lifestyle changes that have a direct impact on your business.

Now, more than ever there is a necessity to find the right solution to attract and retain customers with the look and sensation that will keep them coming back.



That's your market, but who are *you* really and what do you want your space to say?

Take a moment to tell us and we'll do everything we can to help you get there!

1) **Where is the venue?**

City: \_\_\_\_\_ State: \_\_\_\_\_

2) **Size in meters/foot square:** \_\_\_\_\_

3) **Ceiling/Trim Height:** \_\_\_\_\_

4) **Capacity of the building:** \_\_\_\_\_

5) **Average attendance:** \_\_\_\_\_

6) **Theme:** (Please circle)

- 1 Dance
- 2 Lounge
- 3 VIP
- 4 Gentlemen's
- 5 Live
- 6 Bar
- 7 Other (WRITE IN): \_\_\_\_\_

7) **Music format:** (Please circle)

- 1 Dance
- 2 Country
- 3 Jazz
- 4 Live
- 5 Rock
- 6 Pop/Top 40
- 7 Other (WRITE IN): \_\_\_\_\_

8) What timeline do you have in place for your upgrades?

(WRITE IN): \_\_\_\_\_

9) Are you working with any of the following in your upgrades?

- 1 Architect
- 2 Interior designer
- 3 General contractor
- 4 Electrical contractor
- 5 Lighting/Sound designer
- 6 Other (WRITE IN): \_\_\_\_\_

10) Have you used Martin products before?

- 1 Yes
- 2 No

11) Do you use video in your venue?

- 1 Yes
- 2 No

12) Are you looking to lease or purchase new equipment?

- 1 Yes
- 2 No

Please send or fax your response to your nearest Martin dealer.  
Contact details at [www.martin.com](http://www.martin.com)







## Total economics

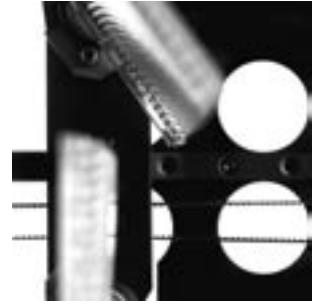
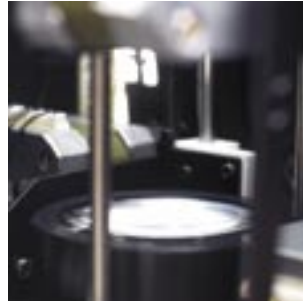
As a total supplier of entertainment solutions, the philosophy behind the 'one-stop shop' is integral to Martin. We believe in providing you with a single supplier for all your venue needs: light, controls, sound, fog and haze.

That means you have to deal with a quarter of the people and paper work, a quarter of service issues, a quarter of delivery costs and for it all you have just one main contact: Martin.

On top of this Martin offers professional consultants and a maintenance service to help you get the most out of your fixtures and the longest lifespan.

Total Club?  
- Totally Martin





## The Martin product

Martin prides itself on the level of excellence it engineers into every product.

This quality is reflected in factors such as reduced operation and maintenance costs, high efficiency in lamp performance, and a second-to-none product durability.

When you buy Martin you invest in fixtures that will maintain their value and performance for years to come. And behind every Martin product there is a service support like no other - 24 hours a day, seven days a week, anywhere in the world.

## Moving heads



MAC 250 Entour



## Scanners



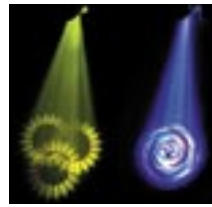
RoboScan Pro 918



MAC 250 Krypton



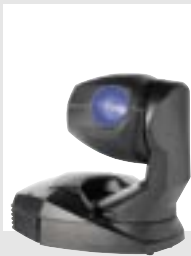
MX - 10 Extreme



## Color Changers



CX-10 Extreme



MiniMAC Wash



MX - 4



CX - 2



MiniMAC Profile



MX - 1



RoboColor Pro 400



Effect Lights



ego 01

Effect Lights



Mania EF1i

Effect Lights



Atomic DMX 3000  
Atomic Colors



ego 02



Mania DC1



Wizard Extreme



ego 03



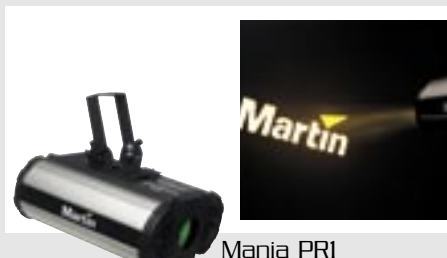
Mania DC2



Acrobat



ego X4



Mania PR1



T-Rex

## Controllers



Xciter

## Controllers

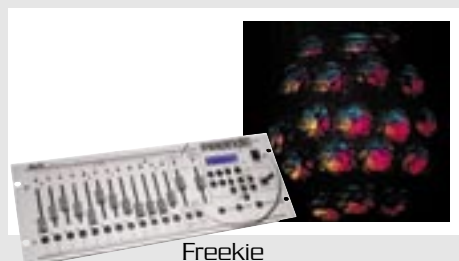


MC-X

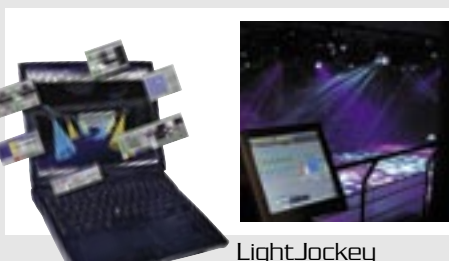
## Jem Fog



ZR24/7 Hazer



Freekie



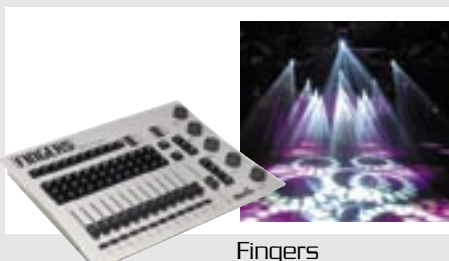
LightJockey



ZR33 Hi-Mass



MC-Showtime



Fingers



MC-1



Matrix

## Martin Fog



Magnum Hazer



Magnum 2000



Magnum 800  
Techno Fog



Magnum 550



Magnum Club Smoke

## Mach Speakers



Mach CN7



Mach CN8



Mach CM7

## Mach Speakers



Mach Subwoofer



Mach C14

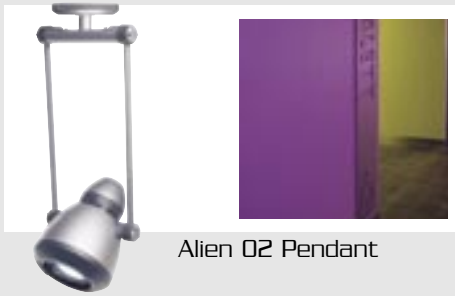


Mach C16



Mach C18

## Alien Series



Alien 02 Pendant

## Cyclo Series



Cyclo 02

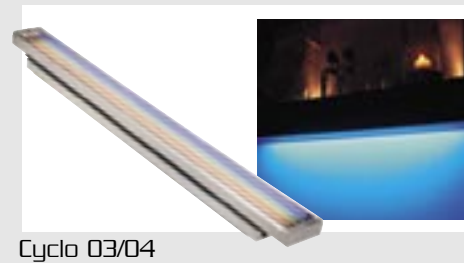
## Projection



Imager 01



Alien 02 Spot



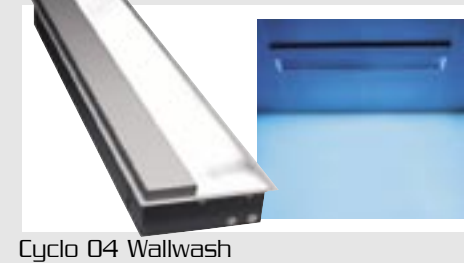
Cyclo 03/04



Imager 04



Alien 05 Stem mount



Cyclo 04 Wallwash



MiniMAC Maestro



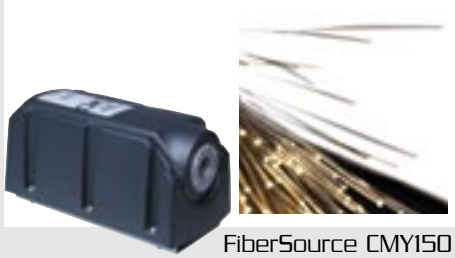
Alien 05 Recessed



Cyclo Directional



## FiberSource



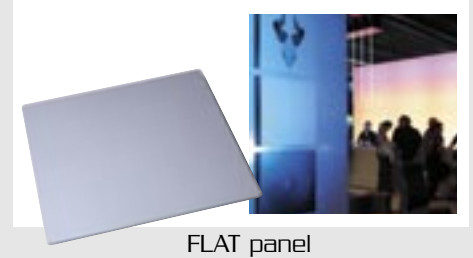
FiberSource CMY150

## Exterior Series



Exterior 200

## Viro & FLAT Sound



FLAT panel



FiberSource Q150



Exterior 600 Compact



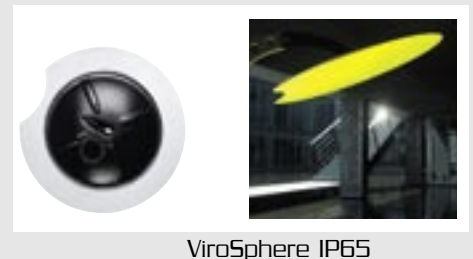
Sub Woofer



FiberSource QFX150



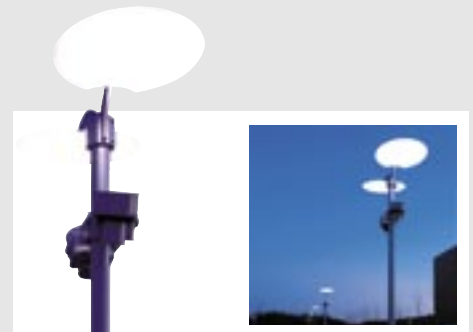
Exterior 600



ViroSphere IP65



Inground 200



ViroStation

# Martin, Mach and Jem distributors

## Subsidiaries



France

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Germany

Tel: +49 8131 59820



Italy

Tel: +39 035 42 85 411



Singapore

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UK

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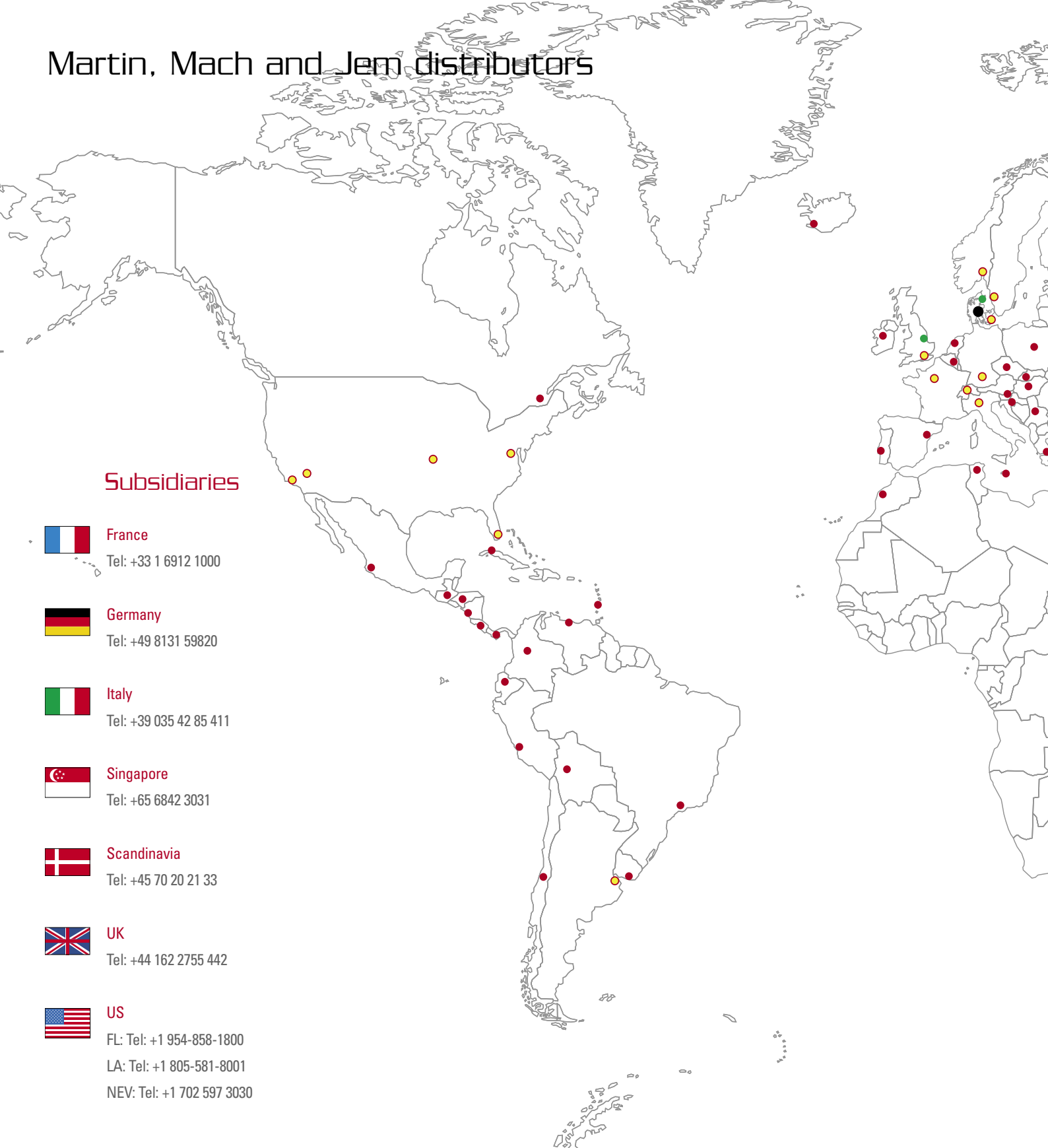


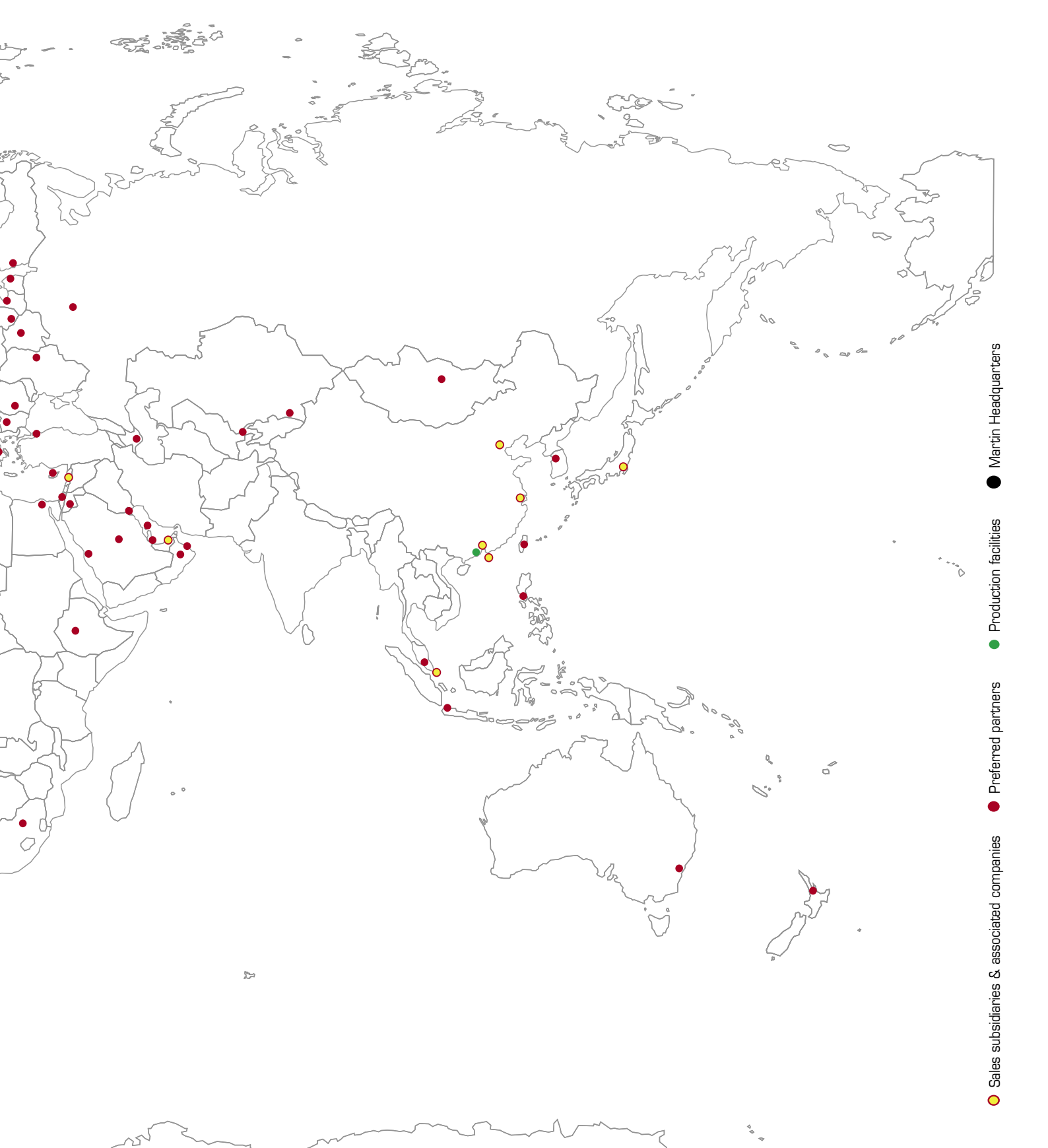
US

FL: Tel: +1 954-858-1800

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NEV: Tel: +1 702 597 3030





Sales subsidiaries & associated companies

Preferred partners

Production facilities

Martin Headquarters

**Martin**

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