

All about sound



The speakers at the TIDE conference may not qualify as AV professionals per se. But the breakout session led by Julien Le Bas from Jack Morton Worldwide together with Natasha Beckman and Stephen Hussey from Urban Soul Orchestra and Karsten Kummel from Neuman & Muller demonstrated how AV professionals could learn from their experience.

Le Bas presented a launch event which he managed for the BMW 7 Series car. The task was to redefine modern luxury and music was identified early on as a key driver.

Le Bas and the speakers walked the audience through the thought process behind the final product beginning with a discussion on how to best meet the client brief. They then went over how the term luxury was translated into sound.

The chosen venue had dry acoustics with a challenging u-shaped seating arrangement. The technical challenge was to provide the discerning audience a symphonic, orchestral audio experience that conveyed the sense of luxury. The listening experience for every single seat was individually tuned.

The music was also married with strong visuals to support and enhance its impact. Le Bas underlined the importance of paying close attention to every detail in order to deliver an experience which meets the mark. ■

schedules are constricted. Simpson has worked on a visualisation application that uses virtual reality. The application provides an exhaustive view of the Royal Opera House seating and staging area. In addition, the application allows the user to view the venue from any angle and any seat in the house. This enables production teams to factor in how audiences will view their staging before any props or sets have even been assembled.

AVIXA's name change highlights the increasing importance of "integrated experiences". AV systems are no longer islands. They need to be able to interface with IT systems and facilities management tools. They also need to be able to serve the needs of new clients, which go beyond the simple aspects of functionality. The TIDE conference highlighted that if the AV industry is to continue to grow and develop it needs to incorporate feedback from diverse fields. There is no better way to start this journey than with dialogue and discourse. ■



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