

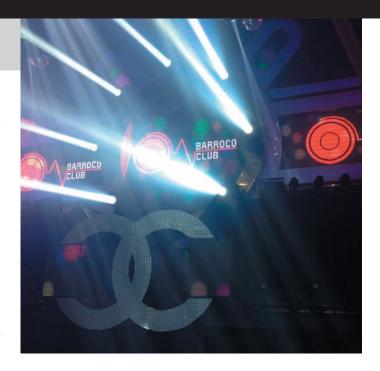


#### Martin Audio

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.



# **Nightclubs**

Martin Audio enjoys an enviable reputation in the night club scene having successfully integrated custom designs and standard product lines that have won notable venues prestigious awards, united dance floors and put smiles on the faces of everyone that hears the Martin Audio Experience.

### Ministry of Sound, London

Martin Audio's relationship with Ministry of Sound runs very deep, and across the last decade we have been responsible for delivering the complete sound system throughout the club, everything from our Contractor ceiling speakers and Blackline system through to the now legendary custom 5-way 6 stack in their main room, The Box.

Ministry of Sound's desire to have a closeness of relationship with a premium loudspeaker manufacturer and their collective belief in the quality of the Martin Audio experience has been rewarded with the Best Club Sound System Design at the IDMA for four consecutive years from 2010 to 2013.

# IT IS AN INCREDIBLE ACHIEVEMENT TO HAVE WON THIS AWARD ONCE AGAIN, AND IS A TESTAMENT TO THE CAPABILITY OF A SOUND SYSTEM THAT JUST KEEPS ON PUTTING SMILES ON FACES

The specification saw eight W8LC Compact Line Array enclosures distributed in two drops of four, for main coverage at The Bar. A further four W8LM Mini Line Array boxes were configured in two hangs of two per side (as side fills) and a pair of Blackline S218 as subwoofers.







The Bar's DJ booth also housed two Blackline F12's and a single S15 sub for DJ referencing. The Baby Box housed four each of the larger Blackline F15 and S218 subs with a pair of F8's as infill under the balcony area with two Blackline F12's used as the DJ monitors.

The main VIP room had a selection of four Blackline F10's and a single S218, allowing The Ministry to maximise the use of the room — from full-on party to background low level music.

Audio components in all other peripheral areas were also updated, such as entrance walkway, private VVIP rooms and outside courtyard to keep a well-balanced sound running throughout the club. As a result, sound in the VVIP Room was reinforced through four Contractor series C115's while the entrance corridor has four AQ6's (finished in white) and in the outside courtyard the sound was distributed through a pair of black AQ8's.

Onto the bespoke club stack, for its main room –The Box. Martin Audio's R&D Director, Jason Baird designed what is now the timeless six-stack 5-way hybrid soundfield. Designing custom versions of the AS118 bass and Wavefront W8C mid-high cabinets, with two 21" ASX subs form the base of each of the six stacks around the

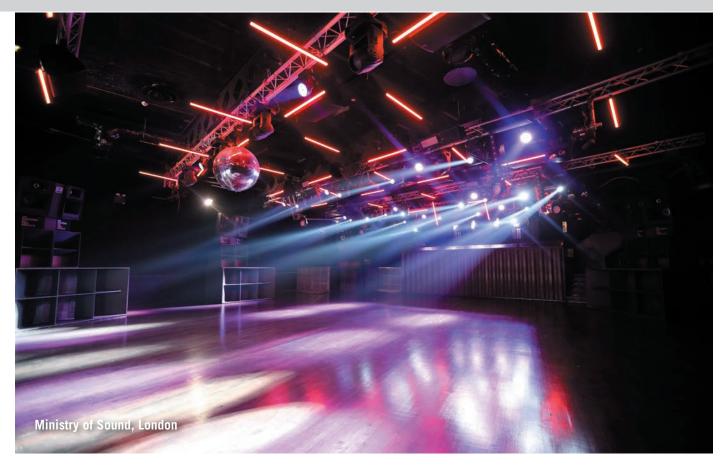
# OUR SUCCESS IN THIS FIELD REALLY IS A TRIBUTE TO THE HARD WORK OF EVERYONE INVOLVED IN THE PLANNING, DEVELOPMENT AND REFINEMENT WORK WHICH WENT INTO THE SOUND SYSTEM

perimeter of the dancefloor, coupled with a custom horn flare. The flare not only met the MoS management brief that the design should retain the physical presence of the old stacks, but at the same time enabled more output to be generated with better horizontal directivity. "By accurately aiming the stacks, we could broaden out the low frequencies to cover the whole of the dancefloor," he rationalised.

On winning the IDMA for the fourth time, Jason commented "It is an incredible achievement to have won this award once again, and is a testament to the capability of a sound system that just keeps on putting smiles on faces." Ministry production manager Chris Thoms added, "Our success in this field really is a tribute to the hard work of everyone involved in the planning, development and refinement work which went into the Martin Audio sound system."



# Ministry of Sound Adds CDD for Dolby Atmos Install



The world famous Ministry of Sound (MoS) nightclub, which runs Martin Audio sound systems exclusively throughout its London venue, has extended its long partnership with the British manufacturer by installing 16 of the company's new CDD15 (Coaxial Differential Dispersion) installation speakers in the ceiling of 'The Box', its premier dance room.

This will enable the club to utilise Dolby Atmos sound technology. Dolby Atmos transforms music performances by allowing sound to move anywhere around a room, even overhead.

The new year will see the first in a number of Dolby Atmos enabled events, kicked off by Hospital Records on January 23, utilising 22 Martin Audio loudspeaker channels.

Incorporating synchronised lighting cues, generated from music mixed in Dolby Atmos, Ministry of Sound will immerse visitors in unprecedented soundscapes delivered through the new Martin Audio CDD's and the existing ring of six bespoke Martin Audio ground stacks, positioned around the dance floor.

The additional speakers are designed to enhance the club's existing setup and change the perception of the way music is heard, confirms MoS production manager, Chris Thoms.

"When Dolby decided to introduce Dolby Atmos to the club world they were looking for a flagship venue to showcase it. We were approached both as a business and a music company — but more importantly we already had a sixpoint system set up, and The Box is an acoustically treated space — so it was a perfect fit.







"We told Dolby we wanted to maintain consistency with Martin Audio, so I contacted Jason Baird [Martin Audio's R&D Director]. We discussed various options and he recommended the CDD15 because of its coverage and power output — and the fact that it could compete with the SPL level of our existing stacks and give us enough punch."

Thoms explains the unique sound panning principle. "With our current dance stack configuration you have always been able to get a Left/Right stereo pan wherever you are standing in the club. With Dolby Atmos, content is free from channel restrictions, allowing artists to pan individual audio objects anywhere across a room, including overhead, while maintaining the original stereo bed."

The installation proved challenging due to an already congested ceiling. "It's very tight because we have all the H&V and lot of fixtures up there. In that respect the mounting options on the CDD were useful — half the speakers are on yokes and a few are on steel suspensions. They are set at a

uniform distance of 2.3m apart in a grid because they have to be close together to provide the best coverage for spatial elements."

Hospital Records is hosting the first event and producers and artists from the label have been working closely with Dolby to master their music in Dolby Atmos. "We are delighted to have the new Martin Audio speakers installed," states Thoms. "They have become perfectly integrated into the existing sound system infrastructure to support a Dolby Atmos performance."

In conclusion, Lohan Presencer, CEO, Ministry of Sound, states, "The sound system in The Box is the best in any nightclub anywhere in the world — but for our 25th anniversary next year, we wanted to raise the bar even higher. Dolby Atmos allows our patrons to experience the future of dance music, creating multidimensional soundscapes the likes of which have never been heard before in a nightclub environment."





#### CDD Puts The Roar Back into Tiger Tiger



Martin Audio has continued its long association with Novus Leisure's Tiger Tiger brand, with the company's latest generation of installation speakers, the stylish CDD range, being selected for the operators' original and flagship multiroom venue in London's West End

One of Novus Leisure's approved suppliers, Middlesex Sound & Light (MSL) specified CDD as part of a major overhaul, having already fitted the manufacturer's new Coaxial Differential Dispersion technology in several other high profile sites.

"We had also carried out a number of other recent refits for Novus using Martin Audio's AQ range, which we were great fans of," said MSL project director, Darrel Olivier. "But this high profile venue provided the perfect opportunity to debut the new CDD. In terms of aesthetics and sound quality CDD is a definite improvement, offering wider dispersion, as well as being less obtrusive."

According to Novus Leisure's Project Manager, Graeme Sutherland, the company had wanted to create a premium space, and looked at various options with Olivier before making the loudspeaker decision.

However, MSL first needed to carry out a careful review of the existing loudspeaker positional strategy. Some of the existing speakers were redeployed to ensure even sound coverage throughout while by ground-mounting the new subs it ensured maximum impact and LF extension." Aside from the Tiger Bar, Novus Leisure has replaced its former Ibiza-style White Room, with the more sophisticated hosted LUXE Room, which is available for private hire.

The Tiger Bar and dancefloor area have been equipped with four CDD15, four CDD12 and three S218X subs, while LUXE has been fitted with six CDD10 and an existing AQ215 sub which has been redeployed. Also the beneficiary of two CDD10 and CSX212 sub are the two restaurant areas which are now linked more visibly to the main bar.

Working with interior designer Terri Naylor of Dakota Design, MSL were responsible for the full AV integration — which is dominated by a giant floor to ceiling high-resolution graphics wall in the main Tiger Bar.

Novus Leisure Regional Operations Manager, Jenna Edwards, said, "Sound is the most important element when you are out clubbing and this system is phenomenal to listen to; I think this establishes our position as the best club experience in London."

Concluded Tiger Tiger general manager, Darren Gaffney, "This new installation has created a real wow factor for customers. It's had an immediate impact on sales."

Finally, Darrel Olivier adds that the new CDD range has received an instant seal of approval. "Feedback has been strong and positive wherever we have installed these."



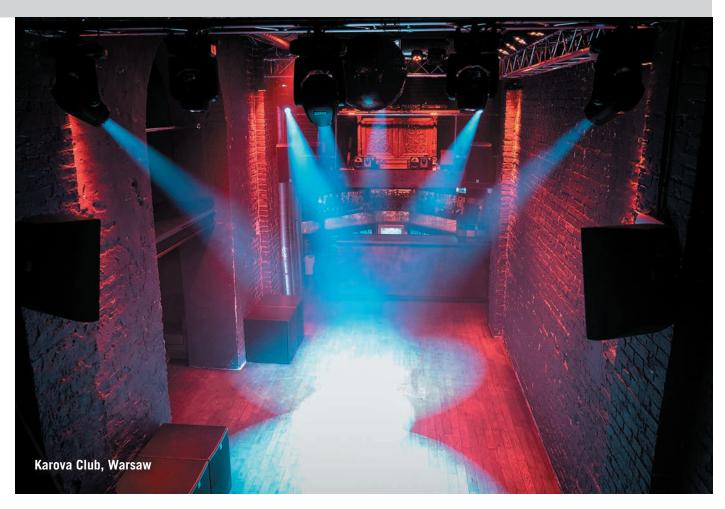








# Martin Audio CDD And BlacklineX For Karova Club



The new Karova Club in Warsaw has opened, with an advanced technology infrastructure. As a central component of the AV fit-out, Phono Media, Martin Audio's recently-appointed Polish distributor, supplied system integrator, LFX, with a CDD (Coaxial Differential Dispersion) and BlacklineX solution to fulfil the owners' request for the Martin Audio brand cachet.

Explains Phono Media director Jacek Stanislawski: "This is a brand new club and the owner approached them for a quotation, believing that Martin Audio would be a perfect solution for the club sound. The owner, Marcin, has a lot of knowledge and passion for sound and he demands the same high quality as he would expect at home. His goal was to provide hi-fi quality to achieve the same result with classic club music.

"Once LFX had made a presentation, showing references of installations at the Ministry of Sound and fabric—and we had carried out a listening demo with CDD—they were sold."

The 400-capacity venue is divided into two DJ booths and four other music zones — including a VIP area, Patio Smoking Room.

To achieve even coverage throughout they proposed four CDD12 and four CSX118 subwoofers as the main dancefloor sound. For stage sound they provided four Blackline X8 and Blackline X210 sub.

Project managing the installation were Jacek Stanislawski and LFX owner, Maciek Karczynski. Lukasz Rybinski was responsible for tuning the system, using Martin Audio's proprietary VU-NET, along with Smaart software.

# THE CDD SPEAKERS OFFER GREAT TRANSPARENCY AND FULFIL THE CLIENT'S REQUIREMENTS 100%

In summary, Stanislawski said, "The CDD speakers offer great transparency and fulfil the client's requirements 100%. In the short time we have been distributing Martin Audio we have carried out a number of installations with their systems, including Club 54."





### Penguin Media Equips Bau Wow with End-To-End Martin Audio



When club owners Matthew Dimmack and Cleto Capetta took over the former Lola-Lo club site in Brighton they wasted little time in approaching Penguin Media Solutions as they set out to convert it to the Bau Wow Club. As company director Dylan Thompson emphasises, "We already had a good relationship with Matt after working with him on other venues over the years, and so we were invited to tender."

The integrators went up against a handful of other companies, but their attention to detail won the owners over, as well as their ability to provide a live Martin Audio demonstration of the proposed system via sister company Penguin Media Hire, which holds extensive stock.

"Key to the system was its flexibility," Thompson recalls, "as the venue needed to be used for live shows as well as club nights — and this had to be taken into account."

As the 170-capacity club is situated in the basement, care had to be taken, as far as possible, not to bleed sound to the venue upstairs, and this required the main dancefloor speakers to be fitted with bespoke anti-vibration yokes, as well as plinths for the subwoofers. "We knew that by planning for this from the outset, we would reduce headaches further down the line," considered the Penguin Media man.

His company specified a pair of XD15 high-output, wide-bandwith speakers for the main room mid-tops as well as classic WS218X subwoofers (all on the anti-vibration yokes), to give visiting engineers a rider friendly and familiar sound signature. Stage fill for DJ-led events is catered for with an XD12, which is muted when the live preset is selected on the Soundweb control panel. At the rear of the main room a Martin Audio CDD8 comes into play when the venue is in DJ mode.

"The result is an incredibly powerful and dynamic system, which works as well for a live band as it does for an underground house or techno DJ," considers Dylan Thompson. "Also, the owners are extremely happy with the Martin Audio pedigree, as well as it not being pigeonholed as an 'EDM / club only' brand.

But Penguin Media Solutions were far from finished with the Martin Audio specification. In Room 2, they designated a pair of CDD12's along with a single CSX218 sub, to provide excellent coverage, with sufficient flexibility for private hire.

DJ Booth monitoring comprises a Martin Audio Blackline X12, along with a floor mounted CSX112 for added sub-bass.

THIS STATE-OF-THE-ART MARTIN AUDIO SOUND SYSTEM DELIVERS POWER AND CLARITY THAT IS UNEQUALLED IN THE SOUTH COAST FOR A VENUE OF ITS SIZE. THIS SYSTEM ALLOWS BAU WOW TO PUNCH WELL ABOVE ITS WEIGHT WITHIN ITS CATEGORY

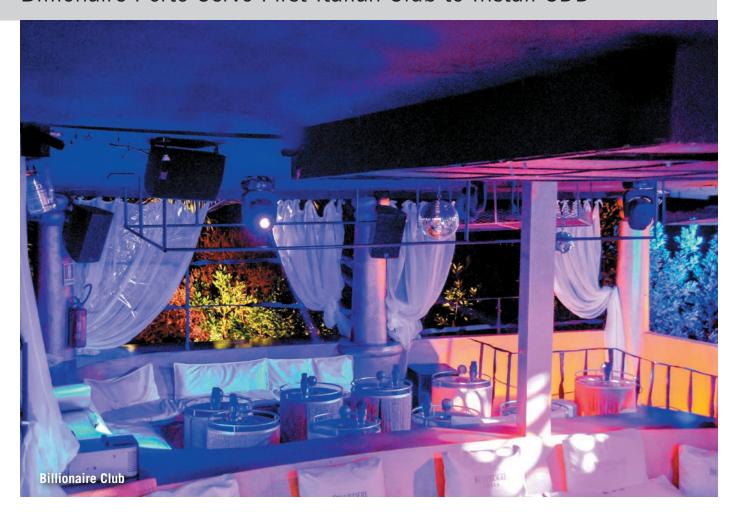
Other components in the audio infrastructure include BSS Soundweb routing matrix, Powersoft amplification, Soundcraft Performer 2 mixing desk (and Mini Stagebox) and Pioneer/Technics front end, while lighting includes custom pixel-mappable LED strips across the ceiling, along with conventional moving heads.

Said Cleto Capetta, "This state-of-the-art Martin Audio sound system delivers power and clarity that is unequalled in the South Coast for a venue of its size. This system allows Bau Wow to punch well above its weight within its category."





#### Billionaire Porto Cervo First Italian Club to Install CDD



Luxury venue on Costa Smeralda backs Martin Audio's flagship installation range

The first half of 2016 proved to be an exciting time for 'Billionaire Life', the luxury brand headed by the entrepreneur Flavio Briatore, which includes Billionaire Club, Twiga Versilia, Twiga and Cipriani Monte Carlo.

In February, the Billionaire brand arrived in Dubai with the opening of Billionaire Mansion, which quickly became the place to be seen for the local and international jet set, while in June during the European Grand Prix Formula One race, the Billionaire Club introduced three unforgettable events in Baku, Azerbaijan.

But as is the case every year, the most exciting event was staged on June 24th - with the start of the Billionaire Porto Cervo season in Italy. This is the reopening of the legendary venue that since 1998 has been the beating heart of nights on the Costa Esmeralda, entertaining the most demanding customers.

Founded by Flavio Briatore it was originally designed to restore some magic to the long summer nights on the Costa Smeralda. Thanks to the sense of intuition, creativity and entrepreneurship that characterises Briatore, the Billionaire Club soon became the largest meeting point of the international jet set, synonymous with glamour, quality and exclusivity.

A three-floor Villa, perched on a hill, with sweeping views of Porto Cervo and its superb coastline, the Billionaire Porto Cervo welcomes an international clientele, who nightly come to enjoy fine dining, great music and excellent service. The venue stages high end niche events, International DJs, with artists performing glamourous and extravagant shows.

# THE VISUALLY-APPEALING ENCLOSURE IS A SIGNATURE OF THE CDD SERIES AND THE COAXIAL DIFFERENTIAL DISPERSION TECHNOLOGY DELIVERS VERY CONSISTENT AUDIENCE COVERAGE

And it is here, in one of the most famous clubs in the world that the company Marko Cresci has installed the new Martin Audio CDD Series.

"Martin Audio has always been the number one choice for our installations," says Marko Cresci, owner of the company. "I immediately contacted Stefano Rocchi [MD of Audiosales, the Martin Audio distributor], when there was the opportunity to make Billionaire Porto Cervo the first club in Italy to install the new CDD Series."

'We're very proud that Martin Audio has become one of the Billionaire's partners,' says Rocchi. 'We're extremely satisfied with the overall result; the visually-appealing enclosure is a signature of the CDD Series and the Coaxial





Differential Dispersion technology delivers very consistent audience coverage. The frequency response and the SPL are really impressive across the entire venue.

The club itself includes two dance rooms, lounge room and a restaurant where a total of 18 CDD10 and two CSX118 subs have been installed.

'The main dance hall is served by six CDD10 and two CSX118 subs, while the second dance hall, the restaurant and the lounge room, are equipped with four CDD10 for each room,' says Pierluigi Bottazzi, responsible for the technical department at Audiosales.

'The CDD10's are powered by three Powersoft M50Q while the subs are amplified by two Powersoft K2 - and the entire system is managed by 1 XTA DC1048,' he concludes.

Roberto Pretto, CEO of Billionaire srl., and Philippe Renault, director of the Billionaire Porto Cervo, both expressed their satisfaction with the quality of the installation.

'I want to thank Audiosales for the high-quality components which they have provided for the purpose,' commented Renault.





# Seduction of Martin Audio Impacts on Nineteen Club



Nineteen Club, Hanoi's hottest new club and bar, situated right in the centre of the Vietnamese capital, has set a standard for other clubs to emulate, thanks to its Martin Audio sound system.

Venue owner, Vu Anh Phong, first decided to visit Ho Chi Minh city in the south, in order to learn the reason behind the phenomenon success of some of the more famous clubs. He immediately noticed that a common factor was Martin Audio sound systems that appeared to attract a clientele seeking a higher grade of entertainment. "The fact that Martin Audio contributes to these clubs' dramatic success, with the considerable number of guests visiting every night, was evident," he said.

Vu Anh Phong contacted Pham Duy Duc, director of well known club installers Duc Proaudio Company, who provided a proposal, basing his design on Martin Audio components for Nineteen Club. It was no surprise that Mr Phong decided immediately to overhaul the entire existing sound system, deploying this solution.

The new system comprises  $14 \times Blackline F15+ full range loudspeakers and eight S218+ subwoofers, controlled by amplifiers consisting of four MA5.2K, four MA3.0 with a DX1.5 dedicated digital signal processor.$ 

After five days of installation, Nineteen Club was ready to unveil its new audio system to the 500 capacity crowd, knowing that it would raise the temperature. "I am absolutely satisfied with my decision to upgrade the sound system and can now feel the true power of Martin Audio," summarised Vu Anh Phong.







#### Marquee Club, Sydney



"Considered by many to be the most cutting edge system available, this was to be MLA's first installation in the world and compatible with Marquee's market position," said Anthony Russo of installation specialists TAG.

The club itself has been designed around 13 zones over the two main rooms. Even coverage and control were paramount, delivering high SPL where required and comfortable clarity elsewhere.

The main dancefloor speaker system is comprised of six MLA enclosures and six MLX sub bass, with 18 specially modified VHF bullet arrays

ensuring it specs right out to 32KHz.

With its onboard six amplifiers, cutting edge DSP and networking, and with peak capabilities of 140-145dB, MLA is barely idling at Marquee, delivering nightly levels of 120dB or more. "As MLA is unlike any other loudspeaker manufactured, its set up requires a venue optimisation programme to be loaded specific to the task, and is exclusively venue based," confirms Anthony Russo. "The amazing ability to listening for hours on end with no fatigue is truly unique."

But TAG's involvement with the Marquee went well beyond a PA

system for the Main Floor. Apart from the Boombox and the chill-out Library there are several other small, segregated areas of entertainment and bar systems

The dance systems deployed here include 20 x Martin Audio W8LM line array elements plus VHF bullet arrays, and five WS218X subs — while the three bar areas are catered for with banks of Martin Audio O-Line micro line arrays, totalling 76 elements, with specially suspended banks of AQ212 subs. And with DJs also playing inside the enormous unisex toilet a high-end Martin Audio 6.8T and sub ceiling speaker system have been installed to satisfy waiting punters.

Finally, the DJ's thirst for monitoring is well catered for with Martin Audio AQ215 subs, Blackline F12+ and LE 2100 monitors.

Summing up, the TAG director says, "Marquee Nightclub at The Star Sydney has just installed by far the most advanced, cutting edge sound system in the world ... full stop. The most exciting aspect is reading countless reviews of events and seeing comments relating to the sound system such as 'jaw dropping', 'amazing', 'killer system' and 'best ever sound'; the list of superlatives is never-ending."

# Barocco Club, Vietnam

Clubs in Vietnam have reportedly become so taken with Martin Audio sound systems that some believe it has become an automatic passport for filling their venues.

One such nightspot, the 900-capacity Barocco Club in Ho Chi Minh City, is living proof of that following an upgrade.

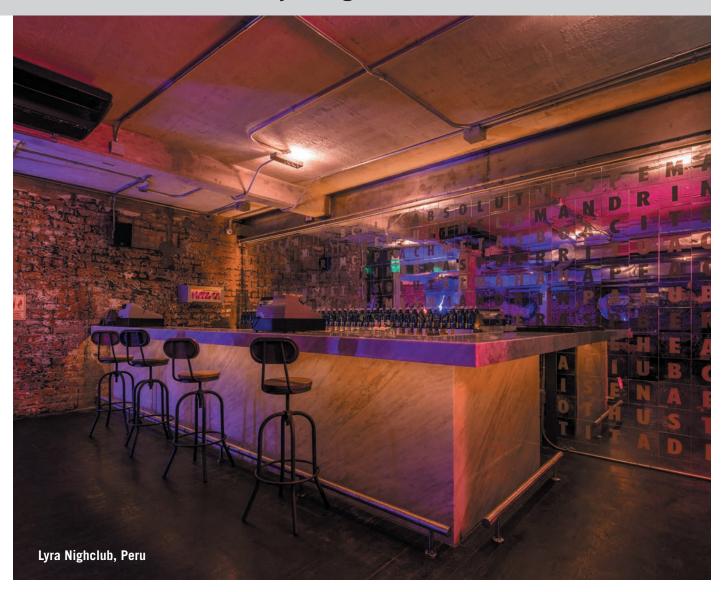
The new system deployed includes 12 Blackline H3+ full range loudspeakers and 12 Blackline S218+ subwoofers. Amplifiers consist of six MA5.2K, two MA6.8Q, two MA2.8Q — with the DX2 dedicated signal processor.

DJ Quoc, a respected DJ in Ho Chi Minh City added his endorsement. "I have performed in many clubs around the city and noticed that all clubs with Martin Audio sound systems seem to be constantly crowded," he said. "I can feel the clean, natural, powerful — but never noisy — sound produced by Martin Audio. This system really inspires me and I think audiences also have the same feeling."





# CDD Installed in Lima's Lyra Nightclub



Prodjmedia recently installed a full complement of Martin Audio CDD and CSX in Lima's popular Lyra nightclub which is dedicated to providing a truly world-class club and dance experience for its customers.

Founded by Fernando Vidal and Arturo Dyer, Lyra features local and international DJ's in the main room and rooftop bar/dancefloor, and as Prodjmedia's CEO Renzo Silva explains, "they wanted to create an environment with no compromises in terms of sound quality, so the first choice was obviously Martin Audio."

According to Renzo, the sound system includes two Martin Audio CDD15's with two CSX218 subs on the dancefloor, four CDD6's on the first floor, four CDD6's on the second floor and four CDD6's and one CSX112 sub in the rooftop café. The speakers are powered by Martin Audio MA 2.8Q, MA3.0 and MA 5.2K amps. A DX0.5loudspeaker management system is used to control the sound throughout the venue.

"There were some challenges in terms of the acoustics because most of the surfaces in the club are brick and cement with an industrial finish which can be a big problem

#### **▲ ▲** THEY LOVE THE CDD SYSTEM

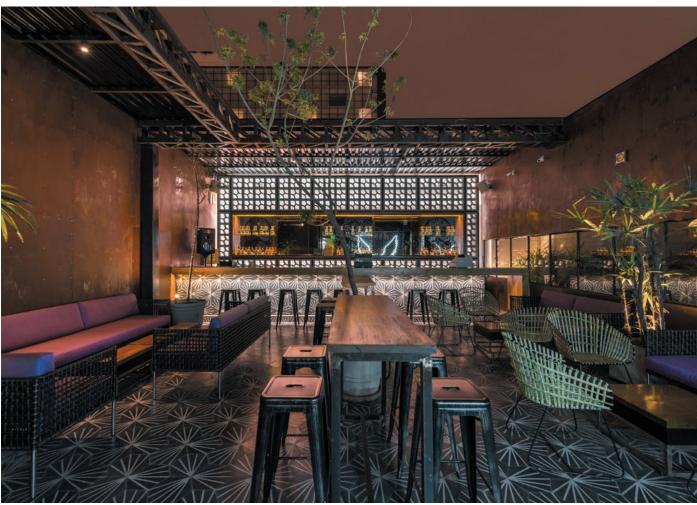
in terms of sound, but we managed to calibrate the system to eliminate those problems.

"The club has two floors with access to the main room," Renzo continues, "and we were able to correct the delays to provide optimum sound quality for the boxes and bar. For the rooftop system, we were able to control the sound in the space so neighbors couldn't complain about excessive noise. The DX0.5 was crucial to managing all of the speakers."

Asked about his clients' reaction to Martin Audio, he responds "they love the CDD system. They were surprised and pleased by the clarity of the speakers, power of the subs and overall audio quality. And the patrons are really excited about how good it sounds as well. Right now, Lyra is a club like no other in Perú and the owners definitely are planning to use Martin Audio on their next projects."









#### **Products Featured**













# martin-audio.com/products

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

Martin Audio Ltd

Century Point, Halifax Road, High Wycombe Buckinghamshire HP12 3SL, England Telephone: +44 (0) 1494 535 312 Facsimile: +44 (0) 1494 438 669 Email: info@martin-audio.com

