

## #AUDIO

### Bose System Bowls Over Lucky Strike Guests

THE LUCKY STRIKE Entertainment hits all the right points: the 20-location entertainment and hospitality company has operated its trendy bowling lounges in Los Angeles, New York, San Francisco, Houston, Chicago, Denver, Honolulu and other major cities for 15 years, combining bowling with great food and cool cocktails. Four years ago, the company began adding live music, locating entertainment stages in several of its locations. Hollywood was the first Lucky Strike Live venue, and it has become a major force in the L.A. live music scene as well as a showcase for many well-known concert artists and the sound equipment they use while there, notably a Bose Professional ShowMatch compact line array loudspeaker system.

Artists including Johnny Depp, Gilby Clarke, Deryck Whibley, Dave Grohl, Phil Anselmo, Jerry Cantrell, Sen Dog, Steve Vai, Nuno Bettencourt, and many others have performed through the Bose concert system. It comprises two arrays of four ShowMatch modules per side and six ground-stacked SM118 subwoofers supporting a stage that faces out onto several of the venue's dozen lanes.

The system is powered by six Bose PowerMatch PM8500N networked amplifiers and controlled using a ControlSpace ESP-880 processor. The ShowMatch system is joined by backline guitars and amplifiers provided by Friedman Amplification, drums from DW, microphones from Shure and a FOH console from Behringer.



Lucky Strike Live in Los Angeles features a Bose Professional ShowMatch compact line array loudspeaker system.

"When musicians hit the stage, they are blown away by what we have here," says Dan DeAngelo, Unit/Entertainment Manager at Lucky Strike Live's Hollywood location, who is responsible for curating and booking the venue's live music event calendar as well as coordinating marketing/promotion of all shows. "We have an incredible backline, and the Bose PA system is the star of the show. The musicians love it, the audience loves it. It sounds fantastic."

Michael Sanders, owner of Los Angeles-based integration firm Pyramid Pro Audio, worked closely with Lucky Strike Management to tailor the system to perfectly match the architecture, including the use of Bose Modeler Sound System software. In order to match around the stage — a wall and a bar at stage left with more open space to the right — Pyramid Pro Audio recommended the use of asymmetrical waveguides (50 degrees on the right side waveguide, 70 degrees on the left, for three SM5 and one SM10 modules per array) on the house right side hang in order to direct audio away from the bar and out towards the listening area.

Before ShowMatch, the venue had an older system that first needed to be removed. Sanders discovered that the existing rigging points were not sufficiently robust to support the new system. "We had to design some hanging points within the Lucky Strike structure and work around the existing electrical. We then ran all new cabling for the system, and installed the entire new ShowMatch system within a few days," he says.

Once installed, they were ready to commission the system, and Sanders recalls the first time they turned it on: "One of the really exciting things was when we first fired up

the ShowMatch system. The first song we played was AC/DC's 'Back in Black,' which I am very familiar with, and I could clearly hear the sticks hitting the high hat. That's when I knew ShowMatch totally impressed me.

"What I noticed was there was no harshness in the midrange and high frequencies, and that the guitar sounds were accurately reproduced exactly as they sounded on the stage," Sanders continues. "I also noticed the system could get super loud without tearing your head off, and I believe that has a lot to do with the Bose compression drivers. Across all the years that I've been dealing with sound equipment, ShowMatch is, bar none, the most accurate PA system that I've ever heard in my life."

The venue, which holds 762 people, is described as a high-energy space, and a "known secret" by L.A.'s music crowd, DeAngelo says. "With music, the sound is everything, so we have only the best on this stage. The Bose sound system is at the top of that list."

>> @BosePro, #ShowMatch, #PyramidProAudio

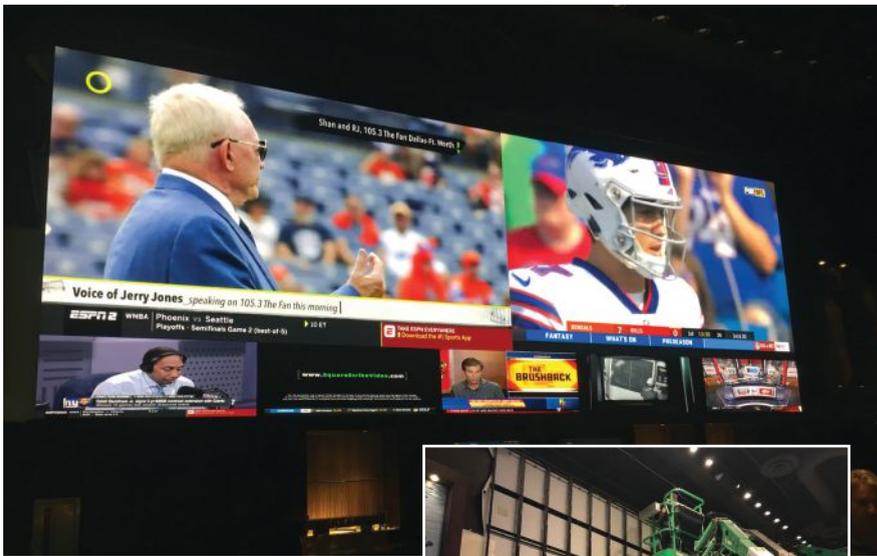
## #VIDEOWALLS

### Massive Display Is a Winner for Washington Resort Sports Bar

NORTHERN QUEST RESORT & CASINO, in Spokane, Wash., offers luxurious accommodations, Vegas-style gambling, a spa, and over a dozen restaurants, bars and lounges. One of the most popular spots is EPIC Sports Bar, a comfortable sports bar featuring upscale pub fare.

Like all sports bars, EPIC's crowds and varying event types make high quality displays a must for patrons, any time of day. However, constructing and maintaining a large screen was a challenge. The bar originally relied on an old TV screen, which was then upgraded to a movie screen and two sizable projectors that would play content. However, it was difficult, if not impossible to clean the screen and when the HVAC system was in use, the screen would shake. Further, the projectors proved to be quite noisy and replacement costs were astronomical.

With these issues in place, Northern Quest Resort & Casino decided to seek



**YESCO installed a 10-foot high and 30-foot wide Samsung IFH display using Peerless-AV's DS-LEDIF Mounting Solution for Samsung Smart LED Signage.**



out a digital signage option for EPIC that would best showcase sporting events and entertainment, while meeting the resort's high aesthetic standards.

In summer 2017, the resort began research options and turned to its long-standing installation partner, YESCO, for help with the project. Based on past experience and a strong partnership, YESCO selected Samsung for its IFH LED displays. With trusted recommendations, along with video wall expertise, quality hardware, and a comfortable price point, YESCO chose Peerless-AV as the mount manufacturer for the project.

An additional benefit of working with Peerless-AV was SEAMLESS by Peerless-AV, the company's LED video wall integration program that provided start-to-finish support throughout the project. Peerless-AV's dedicated SEAMLESS LED Solutions Team incorporated a dynamic group of structural and mechanical engineers, product managers, project managers, installers, and sales and service personnel, which were all available to YESCO and Northern Quest Resort & Casino.

YESCO set out to install a 10-foot high and 30-foot wide Samsung IFH display using Peerless-AV's DS-LEDIF Mounting Solution for Samsung Smart LED Signage. To hang a display of this magnitude, the giant mount used measured at six cabinets high and 19 cabinets long.

Peerless-AV's mounting solution was designed exclusively for Samsung's IF Series Smart LED Signage. Key features include:

- **Height Adjustment:** Overcomes installation irregularities to assure the LED pixels are aligned.
- **Depth Adjustment:** The entire mount creates one flat plane, regardless of wall imperfections.
- **Lightweight Design:** Aluminum frame is easier to install and minimizes the wall load.
- **Quick Assembly:** Predetermined adaptor rail locations speed up the assembly and minimize the errors.
- **Modular Design:** Unlimited video wall display configurations available.
- **Precision Engineering:** Tight tolerances and wall plate spacers assure the cabinets are properly positioned.
- **ADA Compliance:** Low-profile design meets the requirements for the Americans with Disabilities Act (ADA) certification.

Installation in the busy bar began in August 2018, with two main challenges: a very heavy display and an uneven wall. With a display weighing almost 1,500 pounds and a crooked wall, engineers were required to complete back bracing, which involved tearing into the sheet rock to install support kickers to the studs. Once the wall

was deemed safe to handle the weight of the giant TV and mount, the wall was then patched and installation commenced.

The next challenge was the uneven wall. A key factor in ensuring perfection on a crooked wall is the height and depth adjustments of the mount being used. Overall, Peerless-AV's mount proved easy to install — the displays simply slide in and fit together perfectly, like a puzzle. To mount these colossal displays, two lifts weighing 16,000 pounds each were utilized. Finally, the video wall was configured for viewing sports, the type of content that is displayed 90 percent of the time.

Working together, YESCO and Peerless-AV completed the installation of the mount and display in just three days. Since installing, patrons have noted the enhanced aesthetics, with new customers in awe of the ability to watch six to eight games on a screen of this size, Peerless-AV reports. Northern Quest Resort & Casino is equally thrilled to showcase a video wall that not only offers cost savings on maintenance, but also is representative of its high quality brand.

"The mounting solution made it easy to slide the LED displays in; it's truly a great solution and is much more aesthetically pleasing than the previous solution. It's also less expensive to run, saving costs long-term," says Brent Smith, branch manager, YESCO. "Plus, the SEAMLESS by Peerless-AV team is there every step."

➤➤ **@peerlessav, #SamsungIFH, @yesco\_signs**

## Christie MicroTiles LED Debut Dazzles ISE Crowd

AMONG THE 1,200 EXHIBITORS and thousands of new products that filled the 15 halls of the RAI Amsterdam this week for Integrated Systems Europe (ISE) 2019, there was one new release that earned almost universal praise from those who saw it and test-drove it: Christie MicroTiles LED.

Speaking with *C/* at Christie's stand during ISE 2019, Ted Romanowitz, senior product manager at Christie, said the new MicroTiles LED give integrators "advanced capabilities that really help you run your business more effectively and deliver incredible experience to your customer."

According to Romanowitz, that strength