

#AV DISTRIBUTION

Yamaha Audio System Aids Office Building Transformation

ON THE OUTSKIRTS of Amsterdam stands a five-story building that had been occupied by former Dutch postal service PTT Post and IBM. When it was vacated, rather than let it decay, owner Bas van Veggel staged a contest with entrants invited to submit ideas for how to best use a large building that is some distance from the busy heart of Amsterdam, but close to Schiphol airport.

This competition was won by Ricardo van Loenen, who teamed up with Guus Meulendijks to propose using the building for rented office and work space to small enterprises and sole traders with small budgets; facilities to supply food, drink and office "essentials" at low cost; and with areas to host events and meetings.

B.Amsterdam was born, with its motto "Relax Meet Work Create Think" displayed prominently over the main entrance.

From the beginning there was a need for AV facilities, so van Loenen asked Harmen van 't Loo of Motiondezn, a Yamaha Commercial Audio dealer, to become part of the creative team; van 't Loo is now co-owner of the Events department at B.Amsterdam and is responsible for all AV-related activities and the associated equipment.

He is progressively installing Yamaha audio equipment throughout the building, which currently includes 12 DXR10 loudspeakers, two DXS15 subs, MTX5-D matrix mixer, QL1 digital mixing console, Rio1608-D i/o unit, EXo8 output expander and DCP1V4S wall-mounted control panel in a meeting area on the ground floor and 10 pairs of VXS5W loudspeakers, each with an MA2030 compact mixer amplifier, in meeting rooms.

The ground floor meeting area allows up to 1,000 seats to be arranged in different configurations. The requirements of almost every event are unique, so it is designed to be very flexible. The DXR10 loudspeakers, chosen because of their specialty in speech applications, were flown in a matrix from



Yamaha Commercial Audio dealer Motiondezn has outfitted the revamped Amsterdam building with loudspeaker, mixing and control solutions that cater to various room configurations.

the ceiling. Controlled by the MTX5 and configured so they can be quickly orientated at different angles, this allows only the speakers needed to cover a specific event to be in use.

"The QL1 is installed at a fixed mix position and users love its Dugan auto mixer, which really helps with the difficult room acoustics," van 't Loo says. "The MTX5 is controlled remotely via a laptop next to the QL1, making for a very flexible and efficient control solution."

He continues, "B.Amsterdam also features many small breakout rooms, which are used for meetings and presentations. We found the MA2030 mixer amplifier and VXC5 speakers were excellent for the basic audio needs in those rooms, whose inputs are usually no more than a microphone and a laptop. The functionality is foolproof, they sound good and users are very happy with them."

He adds that a large Dante network is being prepped for building-wide and more demanding audio applications. As a first

phase, van 't Loo recently installed two pairs of VXS8 and six DXR8 loudspeakers, plus a Dante-enabled XMV4280-D power amplifier, in additional areas.

>> @YamahaCommAudio, #Motiondezn, @B__amsterdam

#MOUNTS

Don't Overlook Display Mounts in System Design

IN THIS MONTH'S Tech Focus (*see page 40*) we focused on an often-overlooked element of integration design and installation: equipment racks. However, in addition to utilizing well-built racks and proven assembly techniques, another important piece to consider in the delivery of robust electronics systems is the quality of equipment mounts; the racks and mounts categories are often intertwined because several companies manufacture offerings for both markets.

Plus, the mounts category enables integrators to take advantage of market trends that are yielding attachment sales opportunities for popular AV technologies. Earl Naegele, managing director of professional sales, Peerless-AV, points out that large format, interactive displays from companies such as Sharp, Samsung, NEC, InFocus, Microsoft and others that aggressively target corporate end users are currently in vogue.

Naegele suggests that dealers can combine these large-screen interactive displays with integrated PCs and software to provide clients state-of-the-art huddle-room and work-group area solutions that take advantage of this trend ... and of course, those displays and associated wiring and components need to go somewhere, preferably in an aesthetically pleasing manner.

When evaluating mounting products, Naegele says dealers should look at mounts that offer low-profile designs, vertical and horizontal adjustments to aid in the positioning of displays, wall plate openings to facilitate cable runs, tilt locking, optional media storage, and possible ADA (Americans with Disabilities Act) compliance.

Moving past the corporate space, the

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education market (see coverage of higher education and K-12 tech trends beginning on page 50) also offers plenty of mount sale opportunities. Naegele explains that when targeting this vertical, build quality becomes a priority to these customers that are looking to ensure long-term value.

"Quality of the product [mounts] in an education environment, whether it's K-12 or higher education is extremely critical in terms of supporting and protecting the solution so it achieves high total cost of ownership," he says. "For instance, Peerless-AV offers portrait and landscape kiosk enclosures that can be used to fully enclose digital displays to cover all connectors, cables and the front of the LCD display with protective glass. This type of protection and quality is the insurance needed to safeguard the display. The kiosks can also be painted school colors and include decals of the school logo or mascot to enhance the facility too."

Additionally, he emphasizes that interactive displays are growing increasingly



Mount manufacturers such as Peerless-AV provide solutions that enable integrators to expand upon their video sales and boost system performance and reliability.

popular in the education market too. "Interactive displays are constantly touched by the instructor and students," he says. "They take daily abuse, therefore a UL-approved mount for these solutions guarantees a tested product that meets or exceeds the specific weight loads required to assure safety."

Author Robert Archer is *CI's* technology editor. Find his Tech Focus feature on equipment rack systems on page 40.

>> @PeerlessAV, #corporateAV, @bobarcher2010

#PROAUDIO

Oklahoma Casino Resort Theater Rocks with Meyer Sound System

AIMING TO BECOME a regional destination for concert entertainment as well as gaming, Choctaw Casino Resort in Durant, Okla., has opened the Grand Theater, a multipurpose venue featuring one of the largest Meyer Sound LEO Family line array system installations in North America.

Since opening with a sellout show by Aerosmith, the Grand Theater has hosted acts such as Kiss, Kid Rock, Boyz II Men and Kenny Rogers.

"Listening to LEO is really like listening to a very high quality stereo system, with that level of imaging and detail," reports Doug Ebey, audio-video manager for the theater. "What impresses me most is that we can get full, in-your-face concert sound and still stay within our preferred level

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