



For Immediate Release

SOUND OF THE FUTURE: BOOOM! IBIZA CHOOSES PIONEER PROFESSIONAL AUDIO TO DESIGN AND INSTALL THE ULTIMATE CLUB SPEAKER SYSTEM



DJ Booth

Dancefloor

SINGAPORE – 31 August 2013 – The hugely anticipated Boom! Ibiza has become the world's first club to specify a bespoke Pioneer club sound system, which pumped out its characteristic deep, warm, enveloping sound to impress the crowds at Boom's opening on 15th July.

Boom is the high-spec vision of Giuseppe Cipriani, of the prestigious Cipriani hospitality group, supported by club industry veterans Danny Whittle and Mark Netto. The team has designed the mid-size capacity venue from the dance floor up, with a focus on service, comfort and unrivalled sound. It was therefore essential they selected the richest club sound system possible.

"When we heard the test system in Tokyo, the quality absolutely convinced us Pioneer was the right choice. Now it's installed and the club is open, we're blown away by how impressive it sounds," says club owner, Giuseppe Cipriani.

Choosing Pioneer to build a bespoke sound system was an opportunity for Boom to access the industry's best sound engineering talent; Pioneer sub-brand TAD has been known for high quality audio for decades, while Pioneer DJ boasts unrivalled expertise in the pro-DJ market.

“I’ve had a long history working with Pioneer in Ibiza,” explains Danny Whittle. “When they told me about the team they’d assembled, I realised we were dealing with people who’d installed some of the world’s best sound systems. We were interested straight away.”

Pioneer established a partnership with the legendary Gary Stewart of Gary Stewart Audio (GSA), along with Powersoft, the amplifier manufacturer of choice for many top ranking system designers and sound engineers. To build on this heritage and lead the club audio business, Pioneer brought on board Alex Barrand, the sound engineer responsible for the Ministry of Sound London’s award-winning system upgrade in 2008.

“Pioneer DJ has long been in the lifeblood of Ibiza, being ever-present in the DJ booths of the island’s leading venues and biggest parties. So moving into the pro-audio market is a natural extension to achieve a 360-degree club solution,” explains Mark Grotefeld, General Manager for Pioneer Europe. “We wanted to team up with a boutique sound genius to complement our R&D expertise and scale, and we found this in the late Gary Stewart. The result is a mind-blowing tribute to his life and work.”

Boom commissioned Pioneer to design the sound system for the entire venue, including the main dance floor, VIP dance floor, DJ console, bar floor, upper bar, VIP rooms on levels two and three, and DJ VIP area.

To keep clubbers on their feet all night, the Boom team wanted the best-in-class sound: a combination of deep, resonant bass, a punchy chest kick, and well-defined high frequencies. For the bar and lounge areas, the system needed to provide a warm and energetic sound that was still comfortable for guests wanting to talk yet feel the music.

To meet these challenges, the Pioneer team, working with local AV and events company The Shop Ibiza, installed four three-metre-high GS-WAVE stacks in each corner of the dance floor. The GS-WAVE’s deep, warm bass is provided by a WAV-SUB multi-fold hyperbolic horn subwoofer with two 18-inch rear-loaded drivers, and an optional large horn extension that adds another 4 dB at 50 Hz. Two high-power WAV-LOW speakers deliver a tight punchy kick in the low to mid range. Finally the WAV-LENS is loaded with two coaxial compression drivers, to ensure crystal clear sound reproduction, and Pioneer’s signature Acoustic Lens for a wide horizontal dispersion.

The DJ console features six XY-122 12-inch monitors and a pair of XY-215S 15-inch quasi-bandpass subwoofers. In-fill is supplied across the club by a further thirty-nine XY-122 speakers, ten XY-81 8-inch ultra-compact loud speakers, and fifteen XY-118S 18-inch bass reflex subwoofers. The whole system is powered by Powersoft K Series amplifiers – seven K-6s, eleven K-2s and twenty-four K-3s – all with in-built DSP.

The Powersoft K Series amplifiers optimise the performance of the Pioneer club speaker system, with pre-set data and networked DSP; the compact amps combine industry-leading energy efficiency with high power output for maximum performance.

According to Simon Dunmore, Label Manager at Defected in the House, part of Defected Records, the reaction to the installation has been overwhelmingly positive.

"The Pioneer sound system in Boom is a sonic powerhouse. The highs are crisp and clear and lows pack powerful punch. I am very impressed and, judging from the dancefloor reactions, so are the clubbers," he says.

The Boom installation is the first in a line of Pioneer bespoke systems due to be announced, including venues in Ibiza and across the world.

Key features of the Pioneer Professional Audio flagship club sound system

GS-WAVE SERIES FEATURING GSA TECHNOLOGY

The ultimate club system, the three-metre-high GS-WAVE floor stack delivers warm, solid sound you can feel.

WAV-SUB

- Hyperbolic horn subwoofer with 18-inch LF drivers
- 3-metre folder horn efficiently amplifies the sounds from the drivers to deliver a robust, high-impact sensory bass with minimal distortion
- Highly rigid cabinet structure

WAV-HORN

- Large horn extension for WAV-SUB
- Amplifies the WAV-SUB's bass accurately, reproducing the low end without the need to increase the amplifier output

- Delivers super-low frequency and large acoustic pressure without affecting the speed of the WAV-SUB's drivers

WAV-LOW

- Dual high power upper bass box with 15-inch drivers
- Features a back-loaded transmission line design
- Provides the low to mid range with tight, punchy kick

WAV-LENS

- Mid to high frequency box with Acoustic Lens and two coaxial compression drivers
- Pioneer's exclusive horn design is attached to the lens to deliver wide and even coverage across a large frequency range
- The uniquely shaped Acoustic Lens diffuses the high frequency sound waves horizontally and vertically while maintaining crystal clear and extremely comfortable sound

WAV-TWPOD

- Omnidirectional super tweeter pod to reproduce ultra-high frequencies from overhead
- Expands the depth and space of the system and gives the impression of a larger room

XY SERIES IN-FILL SPEAKERS

Designed for use as monitors or in bars and lounges, the high power XY in-fill series features:

Pioneer XY-122 and Pioneer XY-81

- Two-way full range speakers with 12-inch/8-inch low frequency drivers and 2-inch/1-inch compression drivers for the XY-122 and the XY-81 respectively
- Passive crossover board features separate cooling zones to ensure safe and continuous operations in the toughest environments
- Wide dispersion of 90 x 60 degrees, with rotatable horn for horizontal installation
- Designed for fixed and mobile applications, with a wide array of flying options
- Features top hats for quick set-ups
- NL4 INPUT and LINK OUT connections as standard
- Robust enclosure made from premium multi-laminate birch plywood
- Impact resistant textured paint finish

Pioneer XY-118S

- High-power subwoofer with an 18-inch low frequency ceramic driver
- Requires an active crossover to set the necessary frequency range (presets can be provided from Pioneer for combinations using the Pioneer XY-122 and Pioneer XY-81)
- NL4 INPUT and LINK OUT connections as standard
- Pole mount for quick set-ups with Pioneer Pro Audio's other products
- Robust enclosure made from premium multi-laminate birch plywood

Pioneer XY-215S

- Quasi-bandpass subwoofer with two 15-inch low frequency drivers
- Bold and punchy sound
- NL4 INPUT and LINK OUT connections as standard
- 2 x pole mounts for quick set-ups with Pioneer XY-122 and Pioneer XY-81
- Robust enclosure made from premium multi-laminate birch plywood

POWERSOFT K SERIES AMPLIFIERS FOR OPTIMUM PERFORMANCE

Chosen for their high performance and compact build, the amps feature:

- In-built, networked DSP enabling sound processing to be controlled remotely
- Industry-leading energy efficiency, high power output
- Pre-set data for optimum speaker performance and protection

For more information about Pioneer's professional audio speakers, please visit- <http://www.pioneerproaudio.com> .

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About Gary Stewart Audio

Gary Stewart Audio creates the finest audio systems for nightclubs around the world. With 45 years of combined experience, GSA is uniquely skilled at designing legendary sound systems with the impact to generate international recognition for our clients.

About Powersoft

Founded in Italy in 1995, Powersoft is the world leader in the design and manufacturing of amplifiers for the professional audio market. Lightweight, extremely efficient and with very high

power density, Powersoft is known for being at the cutting edge of amplifier technology. Powersoft amplifiers can be found at live events and in installations all over the world - from clubs, arenas and stadiums to theme parks, airports and convention centres.

About Pioneer Electronics AsiaCentre (PAC) Pte. Ltd.

The regional headquarters of Pioneer Corporation since 1992, PAC's core business covers the audio and video industries with a diversified range of products encompassing DVD-related products, home stereo systems, speakers, car audio visual and DJ equipment. In line with the corporate vision to become a company that works together in 'pursuing innovations one after another', PAC aims to continuously introduce innovative products that will raise entertainment to the level of pure emotion.

Pioneer offers a complete line of professional DJ Equipment through its Professional Sound & Visual Division. Its DJ products are industry standards at clubs, studios, mobile rigs and homes around the world, known for their high quality sound and reliability. For more information, please visit www.pioneer.com.sg

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