

SENNHEISER ADN DIGITAL INSTALLED AT HAVELLS ELECTRONIC

Havells India Limited is India's leading Fast Moving Electrical Goods (FMEG) manufacturer approached Okhla-based systems integrator Savi Vision to provide a system for the auditorium at its headquarters in Noida. Savi Vision installed a Sennheiser ADN Digital to cater to the requirement of wired conference system for the local and virtual sound reinforcement, where a good sound-quality microphone could cater to 2 to 3 persons easily and the speaker system could provide a crystal clear sound as per the application for auditorium.

Challenges and Solution

Total seats in the auditorium were 190. The client was especially conscious on the sound reinforcement in the auditorium as per the acoustic of the room. So Sennheiser ADN Digital demo was conducted at the client's place and



Sennheiser ADN Digital demo

proved the sound capability.

Product USP

Sennheiser ADN Digital Chairman Delegate series microphone is a professional super cardioid microphone solution that can cater to 2 to 3 persons easily via a single microphone. It has, auto frequency management, inbuilt recording,

rugged body, could operate through any server room, hidden cable management, inbuilt DSP limiter and inbuilt twin loudspeakers.

Sennheiser Team connect CUCB1 is a Digital signal processor which can be control Eco and give advantage to do audio conferencing also through combobox. Complementing this setup are ceiling

speakers, subwoofers, wall-mounted speakers and a digital amplification system from Apart Audio.

Havells has an extensive range of top-of-the-line industrial and consumer electrical products.

The company progresses in compliance with the Make In India initiative, with having a widespread production and distribution network across India and rest of the globe. Havells, manufactures 90% of all its products internally. The company has a major global footprint across 50 countries with manufacturing units in China, Europe, Africa and Latin America along with 7 manufacturing locations in India separately. In India, the manufacturing plants are spread across; Delhi-NCR, Alwar, Baddi, Faridabad, Haridwar, Neemrana and Sahibabad.

STUDIOMASTER PROFESSIONAL ADDS XR 100 4 L

Further to the success of existing XR 100 series premium grade 4-channel UHF wireless microphone system, Studiomaster Professional is pleased to announce a new variant to the family, the XR 100 4 L which consists of 1 Receiver and 4 lapel microphones. This system lets users deploy 4 transmitters simultaneously with only one receiver and deliver uncompromised high quality sound reproduction that professionals demand.

Studiomaster Professional has designed the XR 100 series to be simple and intuitive to use. The Series is now available in 5 configurations for different applications. The XR 100 4L system incorporates 4 Lapel Microphones, the XR 100 4H system comprises 4 handheld microphones while the XR 100 2HL includes 2 handheld and 2 lapel microphones.

With a focus on versatility, the system is also available in 2 variants aimed for presentations and conferencing. The XR 100 4C incorporates 4 gooseneck-style conference microphones while the XR 100 HCL includes 2 handheld, 1 conference, and 1 lapel microphone systems.

With so many configurations, Studiomaster Professional aims to cater to the install and live sound reinforcement segment at the same time.

All microphones in the XR 100 series boast of a superior vocal reproduction and have a tailored frequency response to optimize performance and reduce feedback. Each channel has its own dedicated volume control knob. The built-in LCD displays operating frequency of the connected transmitters and other



Studiomaster Professional has designed the XR 100 series to be simple and intuitive to use

information for safe and easy usage. The output section on the receiver has balanced XLR outputs for individual channels and a convenient 1/4" jack mix output. Over the years, wireless microphone systems from the house of Studiomaster Professional have been well received by the Indian pro audio users owing to the brand's impeccable track record in the segment.

The Studiomaster Professional XR 100 UHF wireless microphone system is great for most PA applications, presentations, houses of worship, educational institutions, training rooms, and broadcasting stations to name a few. For more details you can visit your local authorized Studiomaster Professional dealer.

(Continued from page 59)

performance compact mixing console holding the signal chain together, designed and facilitated by Decibel Pro Systems – the official dealers of Mackie products in the region.

Vishal Sancheti of Decibel Pro Systems shared, "Mackie products have a huge dedicated following

in this region because of their high quality performance and dependability, be it their range of loudspeaker systems or mixing consoles or whatever. The ProFX series of mixing consoles and the Thump Series of loudspeakers have been forerunners in the market, as this combination has worked

extremely well for several customers across the region. The products complement each other extremely well, and the overall sound quality derived from this highly versatile and efficient combination system is unparalleled. This was one of the main reasons that prompted us to present this package as a solution

to the management at Gurukul. And we are extremely proud and happy with the fact that the management has nothing but praise and high words of appreciation for their new Mackie system at the auditorium. Everybody loves the quality of sound at the auditorium and that's all the appreciation we need!"