

BEYERDYNAMIC APPOINTS NEW MANAGING DIRECTOR

The Administrative Board of beyerdynamic GmbH & Co. KG has named Dutchman Edgar van Velzen as the company's new Managing Director with effect from 1 June 2017.

Together with Wolfgang Luckhardt long-standing Managing Director, he is now at the helm of the Heilbronn-based audio specialist.

"We value the extensive experience that Edgar van Velzen brings to the company and are delighted to have acquired such an accomplished audio industry executive and someone who knows exactly how to handle the challenges of the digital age," commented **Professor Wolf**

Michael Nietzer, Chairman of the Administrative Board of beyerdynamic GmbH & Co. KG.

"He is an expert in developing global distribution strategies and understands the importance of a strong brand. He is able to harness his knowledge in order to drive the company forward on the international stage with innovative product ideas and advance the business as a whole by means of strategically smart optimisations across the board. We look forward to a successful working relationship with Edgar van Velzen at beyerdynamic," he added.

"I am highly motivated when it comes to driving forward the strategic development of the company. The great thing about beyerdynamic is

that the company is a one-stop shop, with both product development and production under one roof. I am full of admiration for what the workforce and managing director Wolfgang Luckhardt have achieved in the past few years. Teamwork is a top priority for me, as I believe that this is the key to success.

Together, we will provide our customers with the best headphones, microphones and conference solutions and ensure sustainable and profitable growth at the company on the basis of many new and innovative products," said **Edgar van Velzen**.

Edgar van Velzen began his career in 1990 as a product manager at Sony Netherlands, taking on the role of VP Marketing/Sales at Harman



Edgar van Velzen

Becker Automotive Systems in 2004. Most recently, he played a key role in shaping the success of Teufel GmbH as the company's CEO.

ADAMSON EXPANDS INSTALL-FOCUSED IS-SERIES WITH IS10 & IS119

Adamson Systems Engineering launched the IS10 and IS119 installation-tailored loudspeakers at InfoComm 2017, the larger siblings to the highly-acclaimed IS7 and IS118 cabinets introduced earlier this year.

"The IS-SERIES puts the technology

and designers outstanding audio performance and rider acceptance that blends perfectly into the aesthetics of the venue," commented **Brian Fraser**, Adamson's Senior Applications Engineer and Product Manager.

"The IS-SERIES is ideally suited for a wide range of applications, including performing arts centers, live performance venues, sports venues, conference centers, and houses of worship," he added.

The IS10 is a two-way, full-range line array cabinet containing two ND10-LM, 10" Kevlar Neodymium drivers and an NH4TA2, 1.5" exit compression driver. The critically optimized waveguide produces a slightly curved wavefront with a nominal dispersion pattern of 110° x 10° (H x V). The waveguide's efficiency allows for increased vertical dispersion without sacrificing high-frequency

presence in the far field while the patent-pending Controlled Summation Technology further eliminates the low-mid lobing normally associated with two-way line source systems.

For ultra-precise impulse response,

the companion IS119 subwoofer is loaded with a lightweight, long excursion 19" ND19 Kevlar Neodymium driver utilizing Adamson's Advanced Cone Architecture and a 5" voice coil for exceptional power handling. It is mounted in an ultra-efficient, front-loaded enclosure, designed to reproduce clean, musical low-frequency information. The grill profile of the IS119 has been

replicated in the rear of the cabinet, allowing for cardioid deployments that appear visually identical from the audience's perspective.

The IS-SERIES cabinet construction uses marine-grade birch plywood and aircraft-grade steel. All IS-SERIES products come standard with two NL4 connections and can also be ordered with barrier strips.



Adamson IS10 array.

and performance of Adamson's revered touring products, including Kevlar drivers, into an exterior design specifically developed for the architectural market, offering architects

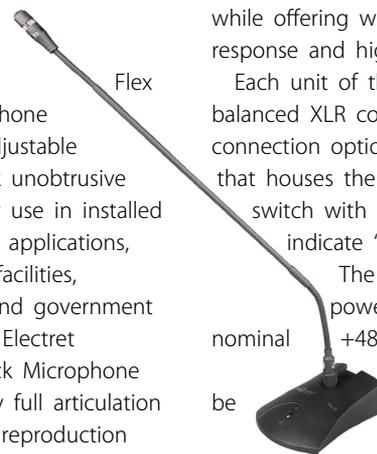
STUDIOMASTER PROFESSIONAL INTRODUCES FLEX 3 GOOSENECK MIC

Studiomaster Professional has introduced the new Flex 3 Gooseneck Microphone that features fully adjustable gooseneck and sleek unobtrusive design. It is ideal for use in installed sound reinforcement applications, including corporate facilities, houses of worship and government institutions. This 21" Electret Condenser Gooseneck Microphone provides high quality full articulation and accurate sound reproduction

while offering wide frequency response and high gain capabilities.

Each unit of the Flex 3 sports a balanced XLR connector, offers easy connection options and a sturdy base that houses the main power (on/off) switch with designated LED to indicate "Mic Active" status.

The Flex 3 can be powered through a nominal +48V phantom supply or alternatively can also be powered through 2AAA batteries.



SIR MUTHA VENKATASUBBA RAO CONCERT HALL CHOOSES D&B AUDIOTECHNIK Y-SERIES

The Sir Mutha Venkatasubba Rao Concert Hall (SMVRCH), an initiative of the Madras Seva Sadan now boasts a state-of-the-art audio architecture from global pro audio brand d&b Audiotechnik, designed and installed by Ansata who are the official distributors of d&b Audiotechnik in India. The d&b Audiotechnik Y-Series provides bespoke aural reproduction for live concerts, theatrical productions and lecture style presentations. SMVRCH is one of Chennai's revered live performance spaces that promotes, preserves and propagates all forms of art and culture- both Indian and international.

The concert hall is also equipped with state-of-the-art theatrical microphone systems from global leaders **DPA**, mainly comprising multiple models from the **d:fine** series of headset microphones and the **ds:creet** series of miniature omnidirectional microphones; all of which were also provided by Ansata.

SMVRCH now features a total of 12 units of the Yi8line array elements along with 4 units of the larger format Yi10line array elements, together reproducing the mid and high frequencies, while a total of 4 units of the actively driven Yi-Sub deliver the low frequency impact that brings the performances to life. The entire loudspeaker setup is powered through 3 units of the sublime D80 power amplifiers.

Located in Chennai, the SMVRCH complex consists of a comfortable two level air-conditioned theatre that boasts a lavish 1920 sq.ft. stage, an intriguing art school, a gallery/lounge in the basement and a coffee shop for patrons to relax. **Krish Kumar**, a key member of the managing committee of SMVRCH, commented on the quality and performance of the new d&b Audiotechnik rig and said, "The d&b Audiotechnik Y-Series offers a really smooth and clean sound, plus the power to really impress when required."

"We were quite pleased with the performance of the audio system that was previously installed here. We realized that integrating the space with d&b Audiotechnik would be far more beneficial to us, not just because of the technological superiority of its products, but mainly because of its stellar representation and service here through Leslie and his team at Ansata. Working closely with Ansata has been extremely important on this project and having direct access to their product specific expertise and onsite support has ensured a smooth and timely system rollout to the complete satisfaction of everyone at the SMVRCH," he further commented.

Leslie Lean, director of Ansata commented, "We would like to thank Krish and all of the committee at Sir Mutha Venkatasubba Rao



Concert Hall for choosing to entrust Ansata with the responsibility of commissioning the concert hall with the kind of effective, powerful and high quality audio system that it so richly deserves, and has finally found in the d&b Audiotechnik Y-Series. The leadership is extremely dynamic with reference to the advanced technology, with a clear realization of how using world class technology can only result in positive outcomes, and we're grateful for all the help and support that our team received from them during the entire process of commissioning. I believe that is why the end result is such a magnificent sounding hall. It has been an honour for us at team Ansata to have been of service to the SMVRCH and while we look forward to being of service to them soon, we're confident that their new d&b Y-Series system along with the DPA microphone inventory

will live up to every expectation."

The luxuriously furnished concert hall has hosted some of the most elegant events in various forms of art encompassing music, dance, recital, playwriting and more - from solo performances, to street plays, to philharmonic orchestra ensembles including events hosted by the U.S. Consulate, Alliance Francaise, Russian Cultural Center, in addition to gigs like the Hindu International Music Festival, the KongMyong, ICCR, and the Ultimate Elton John and the Rockets tribute band performance in recent times.

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centres, hotels, houses of worships, stadiums and arenas, visitor attractions (like Water Fountain etc.), fashion retail, automotive retail, advertising, utilities segment and the 3D mapping space. With this partnership, we shall enhance our geographical & channel reach and cater to the vast unexplored Indian market. We remain committed to offer our world-class technology products to India".

Sanjay Dhuria, Director – Visual Display Solution, commented, "We are very excited to partner with Barco. This partnership will add more depth to our product range with innovation-led projection technologies which are not available with any other brands in the industry. With Barco's wide range of unique projection solutions and technologically superior products, we shall be able to address the requirements for a variety of customers across multiple industry verticals".

STUDIOMASTER PROFESSIONAL LAUNCHES A 400 ACTIVE LOUDSPEAKER

Studiomaster Professional's new A 400 is an affordable self-contained, portable PA system with the compact and light-weight unit sporting a bi-amplified design that provides maximum efficiency; and high quality LF driver (12" woofer + 2" voice coil) and HF driver (1"exit + 1.35" voice coil) that assure



superior quality sound with a max SPL of 125dB at RMS power rating of 275 watts (peak power of 550 watts).

The presence of a swift 2 band EQ affords unparalleled flexibility in tailoring the user's sound, while the integrated soft-clip limiter provides added reassurance and safety. The A 400

features standard connectivity options with a combo jack/XLR as the input and an XLR as the output, while the line output allows for the A 400 to be linked with additional speakers and be controlled through a master control.

The A 400 also delivers ease of media playback as a result of its USB/Bluetooth MP3 connectivity. Also, its ergonomically shaped handles allows for easy logistics, making the A 400 the ideal mix of power, performance and proven quality in a compact package.