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ALOBAR'S, INC., INSTALL ELECTRO-VOICE® QRx SERIES LOUDSPEAKERS – A SOUND SOLUTION FOR AN OVERHAULED ST. LOUIS NIGHTCLUB

ST. LOUIS, MO (OCTOBER 21st, 2002): St. Louis' Alobar's, Inc. (www.alobars.com), have specialized in lighting, sound, video, sales, installation, service, rental and design for the past twelve years. They are the kind of fullservice, multi-media specialists that can be trusted to install lighting and sound that will literally reinvent a venue according to the client's requirements. One such installation project occurred at the end of summer, 2002, at Dante's in St. Louis, an upscale nightclub that was looking for an upgrade in the sound and lighting department. Alobar's owner Jim Winn explains what was exciting about this project, which required all aspects of Alobar's expertise: "It was originally an old firehouse. It has been several venues since then. In its most recent incarnation it was called the Firehouse, and they did a lot of live alternative music. The structure was not changed per se, other than a DJ booth was installed, a second level/raised seating area was changed in size, and then the interior was changed. There weren't any major structural changes. We were pretty much given a free reign on the design for the sound and lighting." The owners therefore hired Alobar's to change the nature of the venue, rather than building contractors. The sound and the light would be responsible for the old Firehouse's new lease of life as Dante's.

Jim Winn and his colleague Mike Burley, who managed the install at Dante's. looked to EV when selecting loudspeakers for this project. The objective at the high-end club was to use loudspeakers with controllable power, sonic clarity, cohesion and class, rather than the straightforward sonic onslaught of an alternative rock club. This job required the understated potential power of a cruising V8 as opposed to the scream of an exhausted four-cylinder. EV's QRx line became the obvious choice: "On this particular project we used QRx 212/75's; four of those for the main dance floor; four of the QRx 218S dual 18" subs; four of the Sx100+ in the VIP area, and two EV Force for the DJ booth." The DJ booth also features EV Co5 wired microphones. Winn also explained the challenges the room gave the Alobar's team, and why he went for the QRx series: "It's a high ceilinged room for one, and the biggest challenge I think every sound company runs into in any club scenario is when you fly the upper frequency speakers and the subs are on the floor. Those are the appropriate locations to get the sound and coverage that everybody wants. Subs flying typically don't have the results, so we lined all four double 18's in front of the DJ booth right on the dance floor. The objective that I'll say all sound companies run into is blending the bass from the subs with the flying speakers. With speakers flying you don't have any of the reinforcement of walls or ceilings or floors, and even though the 212 speakers are capable of going down to a respectable low frequency, when a speaker is free flying a couple of things happen. One, you don't get the reinforcement of the walls or the ceiling in order to be able to hear those frequencies, and two, depending upon your means of hanging them, when the speaker is pushing forward for a low note, you run into that theorem 'for every forward action there's a backward action.' The (single) speaker is capable of reproducing the lower frequencies, it is reproducing them, but you have to

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reproduce them at double to triple the volume to make them audible. If a speaker is hanging by aircraft cable or chain, when it's reproducing low notes a lot of that energy is used to move the speaker, whether it's an eighth of an inch, quarter of an inch, half an inch, whatever. So, by using the double 12's we felt we had a better capability to amplify the frequencies to make that blend between the subwoofers and flying cabinets a smoother transition, and to reinforce it as opposed to using a single 15 or a single 12." Also integral to this controlled and blended sound was the EV Sx100+, which Alobar's used in the VIP area: "The VIP area is a smaller area, they didn't want volume there, they wanted to supplement the noise coming off the main dance floor to keep the clarity. The Sx 100's were more than adequate, as were the EV Mb200 mounting brackets."

Alobar's decision to use the QRx 212/75 for the installation at Dante's was informed by hearing the QRx 115/75 perform in a very different kind of venue, a contrast that highlights the QRx line's versatility as a high-end modular loudspeaker system. Jim Winn recalls: "Another reason for going in the QRx direction was that we installed them in a church. When we were setting the speakers up we played with them quite a lot when nobody else was around, and were very impressed by the fidelity and the efficiency, just the overall dispersion and design of the speaker. At the price point it's at, it's a tough speaker to beat. So we used the QRx 115/75 in the church; we did a cluster of three. We were just very impressed with the clarity of them. We'd also had a couple in our showroom that our rep brought by, and we gave those a good run through."

Dante's has been open for less then two months at the time of writing, and so far the client's response has been extremely positive. Jim Winn feels that he has equipped the club with a sound and light system that will give them the competitive edge in this economically adverse climate, which has greatly affected the leisure industry in his city, as in others. As the proud owner of a hands-on, attention-to-detail conscious "mom and pop" sized business in a market becoming choked by corporate monoliths, Winn remarks of his clients: "They're overwhelmed. This is a real tough time of year with the economy. Trying to get three or four nights of good business a week – it just doesn't happen. The club is very pleased with the way it looks and sounds. Business picks up weekly. It came out awesomely. It met everybody's expectations and we are very proud of it."

The Electro-Voice QRx 212/75 is a two-way, high-output, full-range loudspeaker. Features include; ultralinear frequency response; extended bass response to 50 Hz (-10 dB); vented LF enclosure; asymmetric CD horn aimed downward 10 degrees; 3" voice coil (titanium diaphragm; protection circuit for HF driver; easy external switch for biamp or passive operation; trapezoidal cabinet (9 degrees per side). Comes equipped with L-track hardware and single-stud Ancra fittings. QRx speakers use top-of-the-line EV drivers such as EVX woofers and the new DH7 large-format compression driver. All full-range systems feature Ring-Mode Decoupling (RMD™) for superior sound quality.



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The Electro-Voice QRx 218S is a seriously powerful subwoofer, a high sensitivity system that features two EVX 180B woofers. It boasts solid bass to 40 Hz (-10 dB); direct radiating vented design, and optional L-track rigging. The Electro-Voice Sx100+ is part of a wide range of injection-molded structural foam enclosures that are the lightest, most durable compact, high-output speakers on the market. The Sx100+ is a 12", two-way, full range loudspeaker, weighing in at just 32 pounds. It features a vented LF enclosure, a DH2010A titanium compression driver, PRO™ driver protection circuit and a Varipath™ HF horn. It also features Ring-Mode Decoupling (RMD™).

For full details, please visit www.electrovoice.com