

SONANCE CASE STUDY

Corporate: Office Space and Venue | Centro Event Space | Austin, Texas



ABOUT CENTRO

Located near Austin, in the heart of vibrant Downtown Round Rock, Texas, Centro offers a multi-functional, modern space built to host a variety of events, from recurring monthly community meetings to a la carte gatherings.

With an open floor plan and functional layout, Centro is able to customize every aspect of each gathering to create tailored and memorable experiences for their guests.

THE CHALLENGE

With a growing demand for corporate gathering spaces in Austin, the team behind Centro Event Space knew that they wanted to create a space that would not only be aesthetically pleasing, but also incorporated the highest quality, yet easy to use, audio system that would set them apart from other event locations.

With numerous zones throughout the property, and a 14-foot video wall in the main event space, the challenge was to deliver high quality sound at consistent sound levels throughout the premises, while ensuring volume levels were comfortable to listen to in any location. The space was also purposefully built with modern finishes that could easily transform from a corporate event space in the day to a cocktail and catering lounge in the evening depending on the demands of the client. It was essential that any speaker that was installed blend in with the design of the space to maintain that top notch aesthetic and almost disappear.

With a very specific vision, and a desire for high-quality audio to elevate their space, the team at Centro reached out to Felix Media Solutions, one of the fastest growing commercial audio and video solutions integrators in Austin, to bring their vision to life.

REQUIREMENTS

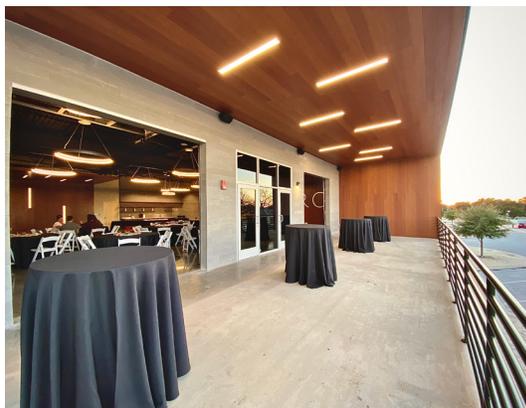
- High fidelity performance and sound
- Simple and easy to use system that would allow anyone to plug in and utilize
- Modern aesthetic that would blend in with the purposefully designed black ceilings

"Sonance is all we really use for commercial installs. We know it sounds good, it is competitively priced, and we know it is much better than the other 70V options in the market. Plus, our customers love them. When you walk into Centro, you truly don't even notice the speakers because they blend right in with the design of the space."

Mike Watts Vice President of Design, Felix Media Solutions Inc.

METHODOLOGY

Professional audio integration is more than merely filling a space with sound. It's a tangible design element and a critical part of the space's environment that is meant to create a mood and elevate the senses without distracting from the designer's vision and aesthetic goals. For over 30 years, the architectural speaker pioneers at Sonance have continually explored and refined the fine art of musical fidelity within a designed space, with their series of award-winning in-wall and in-ceiling speakers.



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"We have really been enjoying the space in the way it was designed: to host events in a space that is inviting, and purpose built for all of our needs and our clients' needs. We knew that in order to truly accomplish our vision for this space, we had to go after high-end audio visual that was top notch quality with a visually pleasing aesthetic. The audio visual really is the crown jewel of the space. I've been to a few places where you can tell they skipped out on high quality systems, and it really shows it in the way it aesthetically presents itself and how it sounds. In our space, everything is so well done, and it amplifies the entire experience."

Daniel Hernandez CEO, Centro Event Space by First Crush Tastings, Inc.



RESULTS

The team at Felix Media Solutions wanted to ensure that they integrated consistent, even balanced audio throughout the entire property that was not only comfortable to listen to, but also easy to manage. They turned to Sonance for their highly acclaimed audio solutions.

From the main event space, to the facilities' gym, the Centro Event Space installation consists of 18 Sonance Professional Series Pendant Speakers and four 6.5" Professional Series Surface Mount speakers in the open-air outdoor terrace. The Surface Mount's IPX-4 weatherproof construction safeguards the speakers against moisture and other outdoor elements.

Centro's control system consists of a simple interface with only a few buttons for source selection which engages all the appropriate back end selections with just a simple touch, making it easy for anyone to use.

PRODUCT HIGHLIGHT

Sonance Professional Series has become a game-changer for commercial audio, delivering clean aesthetics, excellent sonic performance, and consistent tonality across its form factors. The Professional Series Pendant Speakers utilize a minimalistic design similar to pendant lighting to blend discreetly into the environment. Sonance's Laminated Core Transformer combined with state-of-the-art driver design delivers best-in-class fidelity and uncompromised sonic performance in 70V/100V applications.



PS-P63T Pendant Speaker

- 1" (25mm) pivoting silk dome
- 6.5" (165) polypropylene cone with rubber surround
- 65Hz - 20kHz Frequency Range +/-3dB
- UL 1480 and UL 2239 certified
- Sonance Laminated Core Technology transformer (SLCT) for un-compromised fidelity in 70V/100V

ABOUT SONANCE

Sonance was founded in 1983 by Scott Struthers and Geoff Spencer, who introduced the world's first in-wall loudspeaker. This achievement led to many more "firsts" and a proud heritage of innovation. It also inspired a philosophy that continues to drive the company's brands today: that technology can and should blend in with architecture and great design.

With a wide range of solutions that are designed to disappear, Sonance has cultivated long-standing, authentic partnerships with leading architects, interior design professionals, custom installers, design-conscious consumers and end-users, from their home base in San Clemente, California and throughout the world.