

SONANCE CASE STUDY

Hospitality: Food and Beverage | MB Steak | Las Vegas, Nevada



ABOUT MB STEAK

When it comes to running restaurants, brothers Michael and David Morton are from the highest pedigree. Their father Arnie, established the chain of Morton's Steakhouses in the '70's; inspiring the brothers to put their hands to creating their own vision for the ultimate eatery, MB Steak.

Situated in the Hard Rock Hotel and Casino, Las Vegas, MB Steak occupies two levels and 7,800 square feet that includes a modern 100-seat dining room, a 75-seat bar and lounge with private bar, a 60-seat private dining area, and a 75-seat garden lounge.

THE CHALLENGE

With décor comprising of burnt lava wood, polished copper and succulent plants, the challenge was to provide high quality music to enhance the ambience, without compromising the design cues of the space.

The Morton brothers knew that they needed to look beyond the common place brands of commercial loudspeakers, if the sound was to meet their exacting standards. That's when they started talking with the team from TMG Systems Inc.

REQUIREMENTS

- High fidelity sound that would never become fatiguing
- Consistent volume levels throughout the entire premises
- Seamless integration of sound between different areas
- Aesthetic that would not compromise the design cues

"As the audio visual specifier and installer on this project, the client's brief was very clear; deliver full fidelity sound with perfectly even coverage ... and do not compromise the interior design cues. We looked at several different offerings and selected Sonance Professional Series because it delivered best-in-class sonic performance while offering a minimalistic and non-obtrusive aesthetic. We could not be happier with the result; aside from the amazing performance, the extremely flat response of all of the products sped up the calibration."

Phil Plourde Western Region Sales Manager, TMG Systems.

METHODOLOGY

Professional audio integration is more than merely filling a room with music. It's a tangible design element and a critical part of the space's environment that is meant to create a mood, elevate the senses and not distract 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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"Having opened over a dozen properties between us, my brother and I had a very clear vision for MB Steak. Part of that vision was creating a total experience that people would remember and tell others about. Audio needed to be a conscious part of that experience ... Not because it is loud or noticeable, but because it blends seamlessly into the environment, delivering high quality sound at the perfect volume, to every seat in the house."

Michael Morton Co-Founder, MB Steak.



RESULTS

The MB Steak installation consists 4" Surface Mount Speakers and 8" Surface Mount Woofers on the lower level to ensure the luxurious wooden finish of the ceiling was not compromised and to provide even balanced coverage when moving from one area to another. In the upper level bar area, the same combination of speakers and woofers were used to maintain a premium listening experience. In the adjoining upper level private dining room, 8" In-Ceiling Speakers and Woofers were hidden under a stretched acoustically transparent fabric, allowing the space to maintain the desired aesthetics, while not compromising the sound performance.

PRODUCT HIGHLIGHT

Sonance Professional Series products are changing the commercial audio scene. Each speaker is equipped with class-leading sensitivity, sonic performance, and an exceptional off-axis response. The product family also features consistent voicing across the range and a full-fidelity transformer for uncompromising tonality. In response to industry demand, each product comes ready to easily install with uncomplicated hardware included in the box.



PS-C83RT In-Ceiling Speaker	PS-C83RWT In-Ceiling Speaker	PS-S43T Surface Mount Speaker	PS-S83WT Surface Mount Speaker
<ul style="list-style-type: none"> • 55Hz - 20kHz Frequency Range +/-3dB • 91dB Nominal Sensitivity • UL 1480, UL 2043, NFPA90, NFPA70, and S7232 certified • Full-fidelity transformer with high (70V, 100V) or low (8 Ohm) impedance • Available in 4", 6.5" and 8" • Available in black grille • Optional Square Adapter in black or white grille options 	<ul style="list-style-type: none"> • 50Hz - 150kHz Frequency Range +/-3dB • 89dB Nominal Sensitivity • UL 1480, UL 2043, NFPA90, NFPA70, and S7232 certified • Full-fidelity transformer with high (70V, 100V) or low (8 Ohm) impedance • Available in 4", 6.5" and 8" • Available in black grille • Optional Square Adapter in black or white grille options 	<ul style="list-style-type: none"> • 75Hz - 20kHz Frequency Range +/-3dB • 87dB Nominal Sensitivity • UL 1480 and UL 2239 certified • Full-fidelity transformer with high (70V, 100V) or low (8 Ohm) impedance • Available in 4", 5.25", 6.5" and 8" • Available in black or white (paintable) • FastMount adjustable bracket for easy install 	<ul style="list-style-type: none"> • 50Hz - 150kHz Frequency Range +/-3dB • 89dB Nominal Sensitivity • UL 1480 and UL 2239 certified • Full-fidelity transformer with high (70V, 100V) or low (8 Ohm) impedance • Available in 4", 5.25", 6.5" and 8" • Available in black or white (paintable) • FastMount adjustable bracket for easy install

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.