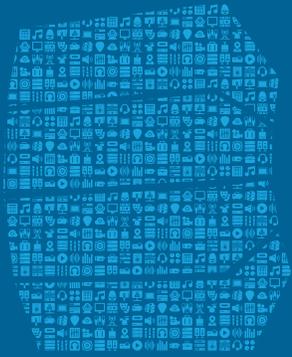


CASE STUDY



LIVE ENTERTAINMENT



OPPORTUNITY

Production company Alex-SOUND wanted to invest in a modern audio system to show confidence in the post-pandemic live industry and provide top-quality sound for their clients.



SOLUTION

German distributor Audio Pro upgraded Alex-SOUND's inventory with state-of-the-art JBL VTX A8 line array loudspeakers, VTX B18 subwoofers and Crown I-Tech 4x3500HD power amplifiers.

ALEX-SOUND, BERLIN

Based in Berlin, Alex-SOUND is a one-stop shop for casual and professional events, providing audio-visual system rental, photography, DJ services, catering and more. With COVID restrictions lifting and live events making a comeback, Alex-SOUND decided to invest in a cutting-edge audio system to both show renewed confidence in the future of in-person events and exceed their clients' expectations with top-quality sound. To meet these goals, the company turned to Audio Pro, the exclusive HARMAN Professional Solutions distributor in Germany, to upgrade their inventory with state-of-the-art JBL VTX A8 line array loudspeakers, VTX B18 subwoofers and Crown I-Tech 4x3500HD power amplifiers.

Designed with touring companies and rental houses in mind, the JBL VTX A8 is one of the most advanced line array loudspeakers on the market. The speaker features a mid-frequency Radiation Boundary Integrator (RBI) waveguide for a 110-degree dispersion pattern, a high-frequency compression driver for pristine sonic clarity and auto-locking rigging mechanisms for quick setup and deployment. Powerful yet compact, the A8 is well-suited for small- to medium-sized events.

"Despite the pandemic, it made sense for us to invest in the JBL VTX A8," said Stefan Mendelsohn, Owner, Alex-SOUND. "The VTX A8 is an incredibly versatile, high-quality speaker. Not only does it sound great, but its weight and handling are perfect for our needs."

Additionally, the JBL VTX B18 subwoofers are compatible with the VTX A8 for easy suspension. Equipped with the new JBL 2288H 18-inch woofer and Slip Stream ports, the B18 offers deep bass response as low as 28 Hz with efficient airflow and minimal audible turbulence. Finally, the Crown IT43500HD amplifier completes the system with unrivaled Omnidrive HD Processing, reliable power output and the user-friendly LevelMAX Limiter Suite.

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Alex-SOUND trialed its new system at a large outdoor event organized by the German trade union ver.di and received positive reactions from the socially distanced audience. With wide coverage and even frequency distribution, the A8 and B18 easily accommodate the larger outdoor spaces needed to safely host events.

“The pandemic has proven traumatic for the event industry in general, but there are still opportunities to be found,” said Carsten Peter, Product Manager, Audio Pro. “Social distancing means you need a system that can cover spaces five to ten times bigger than they normally would be. The VTX-A8 is perfect for these situations.”

“We’ve already started using the system in live events, and it’s made a positive impression not just with our clients, but also among our professional sound engineers,” added Mendelsohn. “We’re grateful for the support we’ve received from the team at Audio Pro, who has been at our side from the very beginning, and we are proud to be part of the JBL family.”

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#### PRODUCTS USED

**JBL VTX A8 LINE ARRAY LOUDSPEAKERS**

**JBL VTX B18 SUBWOOFERS**

**CROWN I-TECH 4X3500HD POWER AMPLIFIERS**

#### ABOUT HARMAN

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