

For Immediate Release

Fulcrum Acoustic Spins a New Sound for the Record Archive

Rochester, New York - April 2017... Record Archive has been a music and entertainment destination in Rochester, New York since 1975. Offering the largest vinyl selection in the North East, the Archive also sells cds and dvds, gifts, and vintage clothing and decor. To help support in-store sales and generate new revenue, the Archive hosts live music and events in its eclectic Backroom Lounge which features a Tyrannosaurus Rex skeleton, Velvet Elvis (Velvis) paintings, mid-century modern furniture, a beer and wine bar, and high-performance loudspeakers from Fulcrum Acoustic.



Challenges

Record Archive's new event space required high-fidelity sound for a variety of acoustic and moderately amplified bands. Compact, efficient loudspeakers were also required to clean up the stage and improve the hearing condition for performers.

Solution

"A major concern in our Backroom Lounge expansion was upgrading its PA which was made up of speakers accumulated over time and stacked on the stage," explains Record Archive president Richard Storms. "Fulcrum loudspeakers provided the quantum leap in sound quality we required for attracting top regional and national acts, as well as new store customers."

The simple yet effective system consists of two Fulcrum CX1295 12 inch coaxial loudspeakers whose proprietary design delivers consistent on- and off-axis performance to evenly cover the room's seating area. On stage, three compact FX896 coaxial vocal monitors allow performers to clearly distinguish their own voice in the midst of others; a capability that helps the performers and minimizes monitor mixing. A Sub118 direct-radiating subwoofer just off stage provides low frequency punch and solid musicality for live, in-store performances.



"We've heard nothing but rave reviews on our new sound system," enthuses Record Archive vice president Alayna Alderman. "The Backroom Lounge has been a huge success and Fulcrum's speakers have helped make it the best sounding room in town."

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About Fulcrum Acoustic

Founded in 2008, Fulcrum Acoustic is a professional loudspeaker manufacturer known for its unique approach to loudspeaker design. Employing the research of company co-founder David Gunness, Fulcrum Acoustic combines proprietary coaxial design and Temporal Equalization™ processing power to create the most powerful and versatile line of loudspeakers available.