

The Asbury Hotel

Designed and Installed by USIS AudioVisual Systems



The Asbury is a fashionable boutique hotel that melds Asbury Park, New Jersey's rich rock & roll past and shiny future into a new kind of nightlife destination for the city. The hotel selected USIS AudioVisual Systems to design and install a sound system update for their spectacular rooftop lounge, Salvation. USIS based their innovative system design on Fulcrum Acoustic compact coaxial loudspeakers and direct-radiating subwoofers.

Challenges

Salvation required pristine sound and precise pattern control from compact, weather-resistant loudspeakers able to aesthetically integrate with their elegant architecture.

Solution

"The original inward-firing sound system's loudspeaker positioning and directional control issues led to a number of noise complaints from nearby properties," recalls USIS sound designer Scott Gantkin. "Rather than risking rear cabinet audio radiation by simply mounting better controlled loudspeakers onto the existing poles, I designed a downward-firing distributed system to better contain sound within the open rooftop space."

"I knew a distributed loudspeaker system would require less output and minimize reflected sound outside the property" explains Gantkin, "but how do you deploy 'ceiling speakers' when there's no ceiling? The answer was to mount 16 Fulcrum RX699 6.5-inch weather-resistant coaxial loudspeakers from Salvation's 10.5-foot high decorative metal trellis. The RXs are very effective in close quarters and their 90° x 90° dispersion uniformly covers the rooftop deck while reducing reflected sound. With the loudspeakers only four to five feet above customers' heads, the system doesn't need to play as loud. We also capped the sound system with SPL limiters in the Biamp Tesira DSP to keep the volume under control."

"To support live DJ music after sunset, we installed two Fulcrum US212 dual 12-inch subwoofers on the rooftop deck. The direct-radiating, weather-resistant subs provide all the low-frequency impact we need from remarkably compact enclosures that don't detract from Salvation's sophisticated vibe," concludes Gantkin. "The distributed system concept using Fulcrum's high-fidelity, small form factor designs minimizes reflected sound outside the property and The Asbury's management couldn't be happier with their upgrade."

Project Details

Location

Asbury Park, New Jersey

Category

Hospitality

Project Type

Boutique hotel rooftop lounge

Fulcrum Products

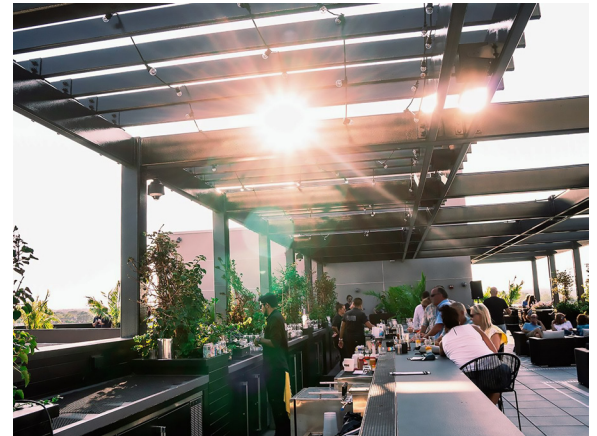
(16) RX699 6.5 inch Coaxial Loudspeakers, 90° x 90°

(2) US212 Dual 12 inch Direct-Radiating Subwoofers

Supporting Products

Lab.gruppen Installation Power Amplifiers

Biamp Systems TesiraFORTÉ Fixed Audio DSP



Photos courtesy of The Asbury