

TruClear Global Experience Center

Designed and Installed by Blue Haze Entertainment



With online commerce forcing brick-and-mortar businesses to up their games, TruClear Global is integrating digital and social media with physical locations to turn a point of sale into a point of engagement. TruClear Global selected Blue Haze Entertainment to design and install sound and lighting systems for its Experience Center which showcases their proprietary digital display technologies at their Newport Beach, California headquarters.

Challenges

TruClear's Experience Center required big sound and good articulation from compact loudspeakers that complement its clean, modern aesthetic without interfering with display sightlines. Precise pattern control was also crucial to focus sound on dedicated display zones and off glass, wood and polished concrete surfaces throughout the open floor plan.

Solution

Blue Haze Entertainment's West Coast Director Nikolai Eiteneer oversaw the AV system integration with Ben Frederick designing and programming its audio component. "As TruClear Global is all about leveraging technology to engage and retain customers, they wanted to utilize best-in-class audio technology for their Experience Center," states Eiteneer.

"For their main showroom space, we installed Fulcrum CX896 8-inch coaxial speakers left/center/right over the digital display with a centered Sub112 12-inch subwoofer for low-frequency punch," explains Frederick. "We also deployed left/right CX896s with a center Sub112 above a curved widescreen display in a second showroom area. The CX8s provide the output capacity and pattern control we need and the Sub112s reinforce visual content sound effects and the occasional live DJ at showroom events."

"The compact form factor CX8s and Sub112s work well within the tight overhead space and their white enclosures seamlessly integrate with the Center's contemporary aesthetic," notes Frederick. "While installed very close to the ceiling, the CX896's 90° x 60° dispersion focuses sound exactly where we need it, keeping it off non-acoustically treated hard reflective surfaces and from impacting TruClear's corporate offices on the floor above."

"TruClear provides digital engagement solutions that transform real estate into experience venues to add value and personality to our customers' unique stories," states TruClear VP Julio Linares. "We've had very positive feedback on our Experience Center's sound system and are thrilled to have this stunning new showroom to tell our own story."

Project Details

Location

Newport Beach, California

Category

Corporate

Project Type

X,XXX square foot augmented-media Experience Center

Fulcrum Products

(5) CX896 8 inch Coaxial Loudspeakers, 90° x 60°

(2) Sub112 12 inch Direct-Radiating Subwoofers

Supporting Products

QSC Power Amplifiers

Q-SYS DSP

