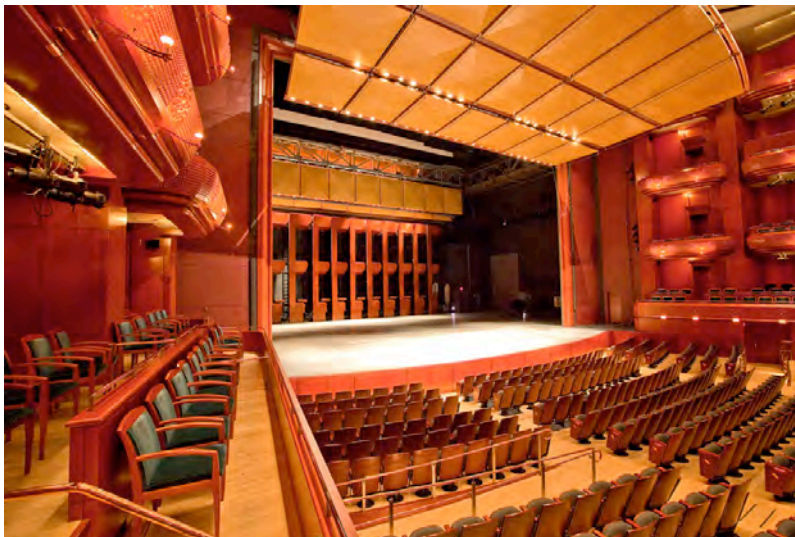




RENKUS-HEINZ

PRESS RELEASE: FOR IMMEDIATE RELEASE



Iconyx the New Star at New Jersey PAC

Foothill Ranch, CA [November 2009] – Opened in 1997, the New Jersey Performing Arts Center – NJPAC – recently added the first large-scale proscenium arch installation in the USA of an Iconyx Digitally Steerable Array system.

This fall, NJPAC hosts artists of the calibre of Lily Tomlin, Ravi and Anoushka Shankar, Smokey Robinson, New Jersey Symphony Orchestra, Frankie Valli and the Four Seasons, Steve Miller Band, Itzhak Perlman, Keith Jarrett, John Fogerty and Arlo Guthrie.

With the New Jersey State Opera and Broadway tours also in regular attendance, NJPAC is a true multi-purpose house. While visiting performances have the option of the house's own flown PA, for many purposes a different solution was called for.

"They have a rather larger house here that incorporates three balconies and a very, very large upper fourth balcony, which is a huge distance from the main stage," notes Mike Sinclair of New Roselle, New Jersey-based Audio Incorporated, founded in 1994 by Sinclair and Stephen Tolve.

"They were having difficulty – especially at orchestral and opera performances – with having a sound system available for announcements, discussions, and things like that." He adds: "The theatre's large-scale PA is rather imposing, and it doesn't blend in with the architecture. We were charged with the responsibility of coming up with a system that would blend in with the architecture and would also get speech up to the very, very back of the house, which is a very long way away."

After reviewing the available options, Sinclair says, "We specified three sections of **Renkus-Heinz Iconyx IC 24** Digitally Steerable Array loudspeakers per side, set in to the proscenium arch face in a very narrow, thin column that blends in to the architecture. When we painted it the same color as the structural steel, it all but disappeared."

The Audio Incorporated team made full use of the digital beam steering capabilities provided by the matching **BeamWare** software. "We directed specific sections of the arrays to the various sections of the house," says Sinclair. "We made nodes out of the bottom sections that deal with the orchestra, then the middle section that deal with the middle three balconies; and the top section goes to the very farthest balcony. It also provides the option, for a specific live performance, to direct sound according to how many people they have in the house."

The design process included a demonstration, using a single **Iconyx IC24** placed in the middle of the stage. Says Sinclair: "We listened to that, up to the second balcony, but we really didn't have the ability to hear it up to the fourth balcony, until we did the installation. Once we had done it, the client was absolutely amazed at how clear it could be at that distance, without any delays – especially important, as there simply is no place in this room to put any delay speakers for the upper balconies."

Audio distribution from the Yamaha O1V house digital mixing board is over CobraNet using a BSS Soundweb London system, and each of the six cabinets is on an individual CobraNet runs, providing individual, live, real time addressing of each cabinet, for both equalization and beam steering.

Sinclair says the system has worked out "better than anyone expected. They're using it at graduations from the police academy and local colleges and universities; as a component of those ceremonies, they're playing some light music or they may have bands playing accompaniment. They're continually surprised at how well the music reproduces, bearing in mind that they were looking for a speech-only solution."

[ENDS]

A VIDEO INTERVIEW WITH MIKE SINCLAIR AT NJPAC IS ONLINE AT:

<http://www.renkus-heinz.com/applications/venues/PA-theatres/njpac/NJPAC.html>

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Headquartered in Foothill Ranch, California, Renkus-Heinz, Inc. is the worldwide leader in the design and manufacture of audio operations networks, digitally steerable arrays, powered and non-powered loudspeakers, system specific electronics and fully integrated Reference Point Array systems. For additional information contact:

Renkus-Heinz (US Office)

Margie Ulm

Email: Margie@renkus-heinz.com

Tel: +1 949 588 9997

Fax: +1 949 588 9514

Renkus-Heinz (Export Office)

Karl Brunvoll

Email: Karl@renkus-heinz.com

Tel: + 47 7120 0540

Fax: + 47 7111 9823

Editors' Contacts

Mike Lethby at ML Media

Email: Mike@mlmedia.eu

Tel: +44 (0)1403 275919

Cell: +44 (0)7773 773490



RENKUS-HEINZ

Renkus-Heinz, Inc. • 19201 Cook Street • Foothill Ranch, CA 92610-3501 USA
T (+1) 949 588 9997 F (+1) 949 588 9514 •W www.renkus-heinz.com