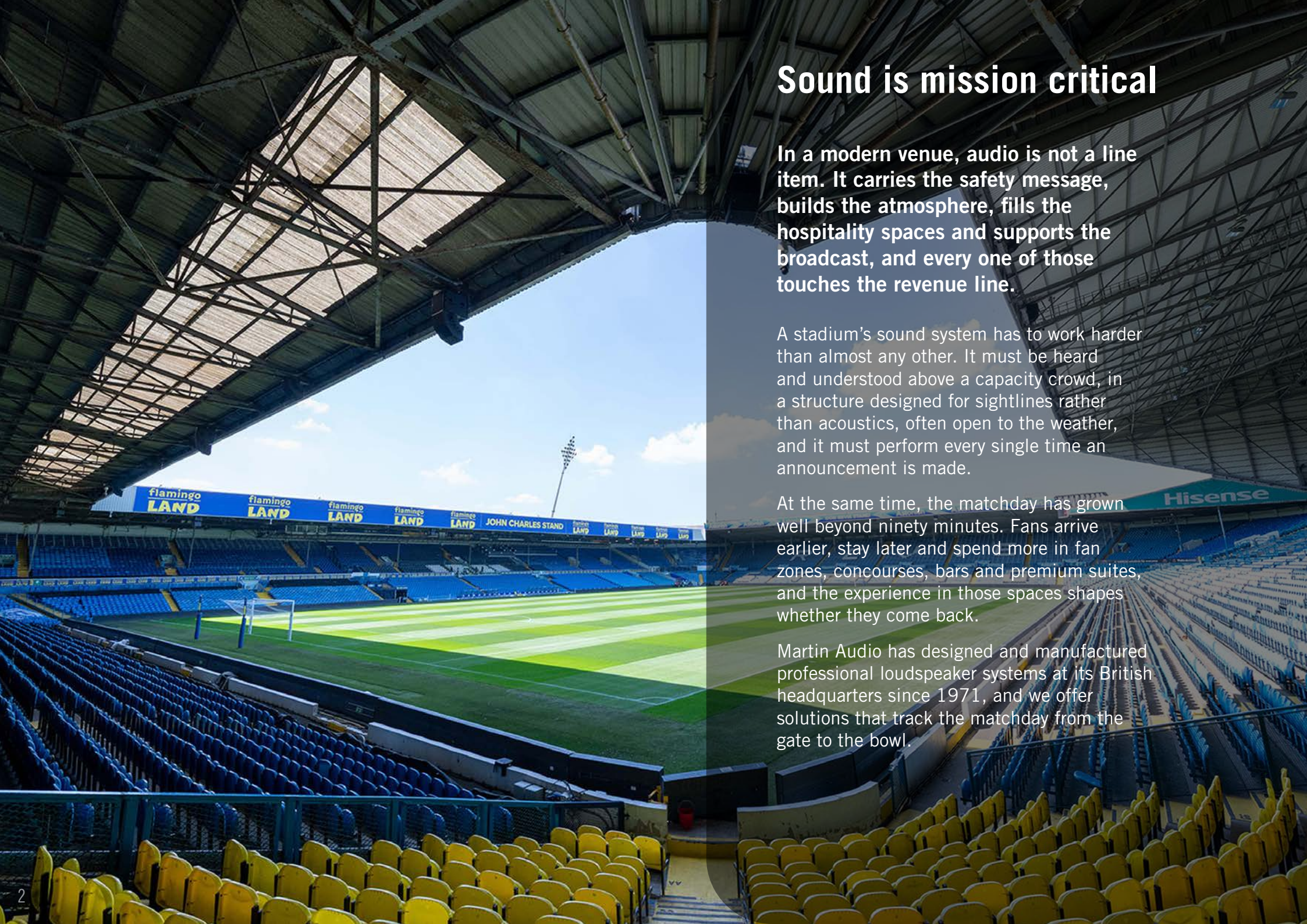


Make Every Seat Count

Audio for the whole matchday



Sound is mission critical

In a modern venue, audio is not a line item. It carries the safety message, builds the atmosphere, fills the hospitality spaces and supports the broadcast, and every one of those touches the revenue line.

A stadium's sound system has to work harder than almost any other. It must be heard and understood above a capacity crowd, in a structure designed for sightlines rather than acoustics, often open to the weather, and it must perform every single time an announcement is made.

At the same time, the matchday has grown well beyond ninety minutes. Fans arrive earlier, stay later and spend more in fan zones, concourses, bars and premium suites, and the experience in those spaces shapes whether they come back.

Martin Audio has designed and manufactured professional loudspeaker systems at its British headquarters since 1971, and we offer solutions that track the matchday from the gate to the bowl.







Life safety messaging

Match presentation

Fan engagement

Hospitality

=

Revenue generation



Our obsessive drive for evenness of coverage translates perfectly to making every seat part of the action ensuring that the atmosphere is unrivalled.

The shared experience and feeling part of something bigger is why fans go to sports venues. Every improvement to hospitality, technology, entertainment and the wider matchday experience gives supports another reason to spend the day there.

The matchday starts at the gate

Fan zones, plazas and concourses are where the atmosphere is built and where most of the crowd hears its first announcement. They are also among the hardest spaces to cover well: open to the weather, crowded, noisy and irregular in shape.

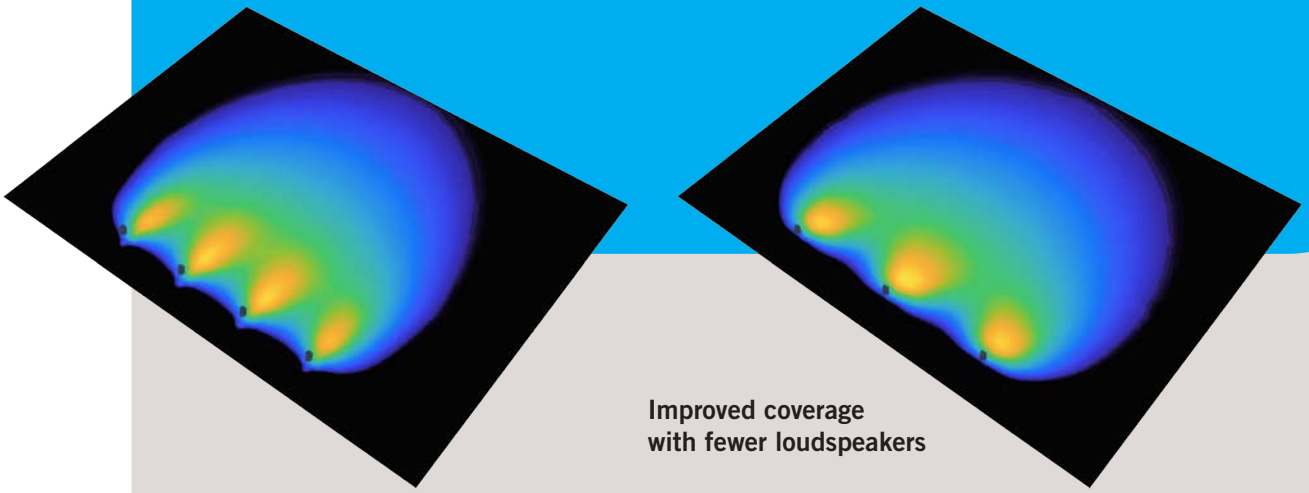


Martin Audio's CDD (Coaxial Differential Dispersion) loudspeakers were designed for spaces like these. A conventional loudspeaker projects a fixed pattern that is too wide close to the cabinet and too narrow further away, so a system needs more boxes, and people standing near one of them get more than their share. CDD's dispersion changes with distance, giving wide coverage close in and controlled projection to the back of the area.

The result is more even coverage from fewer loudspeakers, which means fewer mounting points, less cabling and a lower installed cost.

For outdoor areas, CDD-WR models are built for permanent exposure to the weather and voiced to carry speech clearly across open space, with enough low end that many applications don't need separate subwoofers.





Improved coverage with fewer loudspeakers

"The client's reaction has been very positive in terms of the tremendous improvement in overall sound quality."

TSI, GCS Ballpark, home of the Gateway Grizzlies



Elland Road, Leeds, UK

Where the matchday is won

Hospitality is where a venue earns its margin. Guests in boxes, lounges and bars are comparing the experience not with the last stadium they visited, but with the best restaurants and bars in the city.

Martin Audio is already in many of those places, from Gibsons Italia and Hotel Zachary in Chicago to Aqua Kyoto at Oxford Circus, so the same products move naturally into stadium hospitality.

ADORN brings Martin Audio's signature sound to ceiling, pendant and on-wall positions, where the interior designer has the final say. CDD provides compact, discreet coverage for suites, boxes and bars. BlacklineQ and FlexPoint step up for event spaces, everything from the Fan Zones, to pop up events in functions rooms that host conferences, dinners and live entertainment on both matchdays and non-matchdays.

What ties it together is consistency. A guest moving from the concourse to the lounge to their seat should hear one sound, with the same clarity and character throughout and none of the gaps and hot spots that come from mixing brands and generations of equipment.

From Yeboah's Crossbar, the hospitality bar opposite the East Stand, to the 2,000 sq.m Centenary Pavilion event space, broadcast studio to private boxes a full complement of Martin Audio loudspeakers are deployed.

"When you walk through the building, you essentially have the same acoustic signature throughout every space, there aren't any gaps or areas where the highs drop out or it's all bass."



ADORN



BLACKLINE Q



CDD



FLEXPOINT

For the bowl: intelligibility and impact

Every stadium bowl asks for two things that pull in different directions: speech that is clearly understood in every seat, and match presentation with the punch of a rock concert. TORUS was designed to deliver both.

Line arrays were designed for long throws. In a stadium bowl, where a roof-mounted system sits close to a steeply raked stand, a line array has to be bent into a tight curve and loses much of the advantage it was built for.

TORUS takes a different approach. Its constant curvature cabinets come in 15° and 30° versions, so a short array of two or three boxes covers the stand from the front row to the back with consistent level and tone. A Dynamic Horn Flare lets the installer set horizontal dispersion to 90°, 60° or 75° asymmetric, matching the pattern to the shape of each stand.

For voice, three 1.4in HF drivers and a phase plug that lifts mid-band sensitivity keep announcements clear even when the system is driven hard. Weather-protected versions are available for exposed positions.

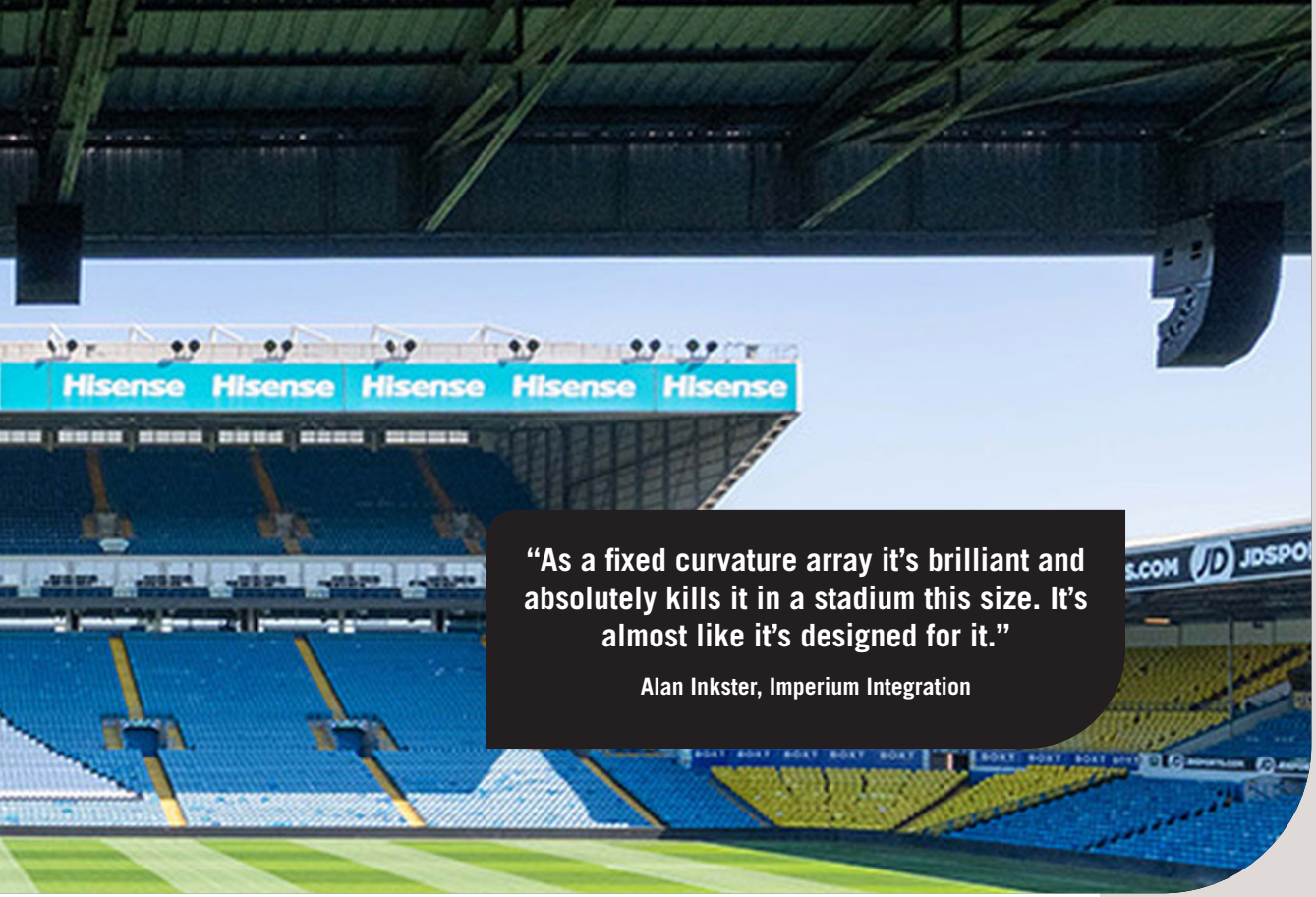
TORUS is also light, which matters on older roofs and stands. Saving weight on the arrays leaves capacity to fly subwoofers alongside them, and cardioid subs, SXCF118, keep low-frequency energy directed at the seats rather than spilling behind the array.



"The weight saving we made through using TORUS allowed us to use those subs."

Alan Inkster, Imperium Integration

Watch Alan Inkster on TORUS at Elland Road



> **"As a fixed curvature array it's brilliant and absolutely kills it in a stadium this size. It's almost like it's designed for it."**
>
> Alan Inkster, Imperium Integration

Over a decade after installing Elland Road's original Martin Audio system, Imperium Integration returned to renew the PA/VA as part of a wider stadium upgrade ahead of a capacity increase. TORUS arrived just as the order came in, and Imperium switched the specification to it.

Each stand is different in structure and materials, and the stands were of different ages and manufacture, so weight loading was a real concern. TORUS's low weight allowed Imperium to hang cardioid subs with the arrays. Every array, including the triple-box corner hangs, sits on its own electric hoist, so the system can be lowered for maintenance without bringing cherry pickers onto the pitch.

EAST STAND

six 3-box TORUS T1230 arrays, each with a cardioid sub, plus double arrays for the top tier

NORTH STAND

six TORUS arrays, every second one with a sub

WEST STAND

eight TORUS arrays, every second one with a sub, plus CDD12s at the rear

SOUTH STAND

six TORUS arrays, every alternate one with a sub

CORNERS

triple TORUS T1230 arrays on hoists

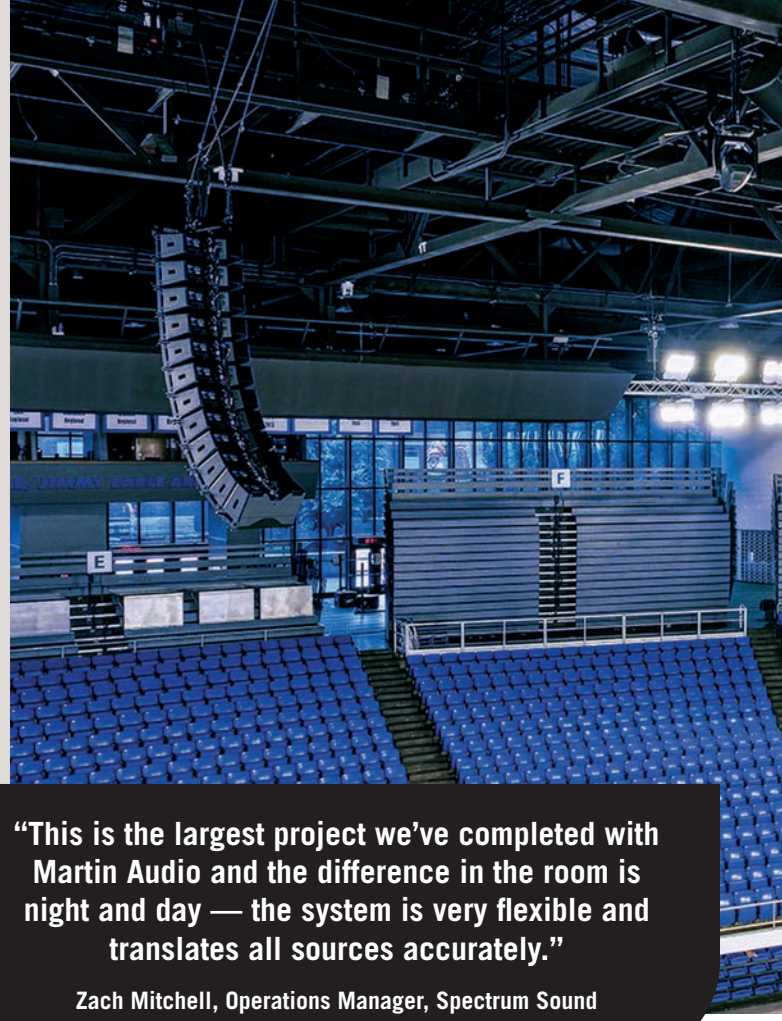
Built for game night. Ready for show night.

Martin Audio's Optimisation technology enables Wavefront Precision line arrays to achieve consistent level and tonal balance from courtside to the top tier, and coverage can be shaped away from reflective surfaces and empty upper seating.

Wavefront Precision is Martin Audio's optimised line array enables level and tonal balance to stay consistent from courtside to the top tier, and coverage can be shaped away from reflective surfaces and empty upper seating.

The family scales with the venue, from compact arrays for smaller arenas to large format systems for the biggest bowls, so a consultant can match the system to the room rather than the room to thesystem.

And because coverage is shaped in software, one system can serve every configuration of the room. Presets recalled from the venue's control system reshape coverage for game night, a graduation or a staged event, so the arena earns on the nights there's no sport without compromising the nights there is.



"This is the largest project we've completed with Martin Audio and the difference in the room is night and day — the system is very flexible and translates all sources accurately."

Zach Mitchell, Operations Manager, Spectrum Sound

MAIN SYSTEM

six WPS arrays in the round, driven in one-box resolution by iK42 and iK81 amplifiers

SUBWOOFERS

16 SXCF118 cardioid subs in four centre-hung clusters, in a 360° array

FILLS AND DELAYS

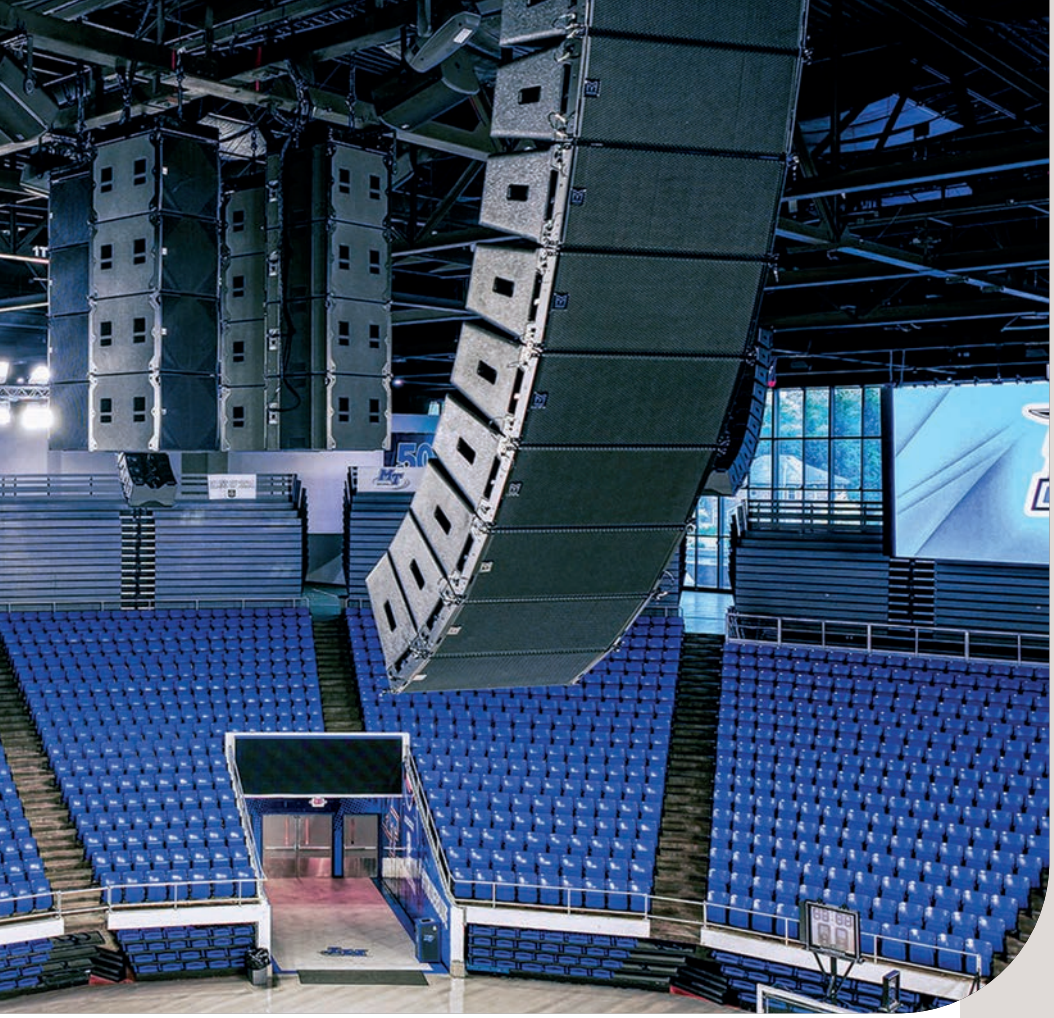
FlexPoint FP15 court fills; CDD12 delay ring behind the scoreboards

EVENTS

24 portable WPMs for courtside coverage at graduations and special events

CONTROL

Q-SYS presets for each event and seating configuration

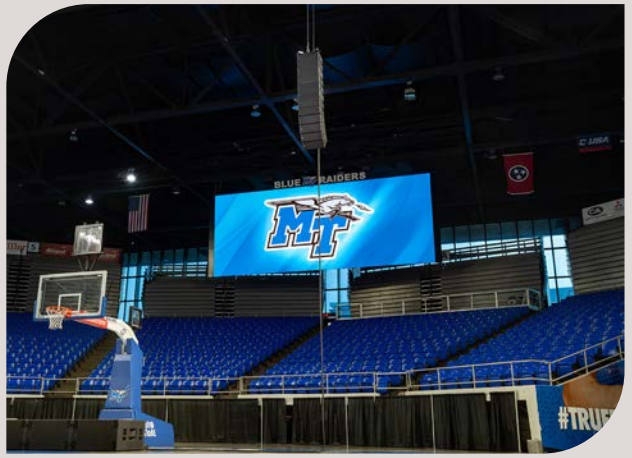


The Murphy Center at Middle Tennessee State University is home to the university's basketball and track teams, and seats 11,520. The brief was clear: consistent coverage, high speech intelligibility and full-range music in a reverberant room with reflective glass walls, for a venue that also hosts conferences, graduations and community events.

Six WPS arrays hang in the round, with FlexPoint FP15s as court fills and CDD12s as a delay ring behind the scoreboards. Because the arena has LED walls at each end rather than a centre scoreboard, the centre of the grid was free for a 360° array of 16 SXCF118 cardioid subs. The result is ±2dB variance around 50Hz across the entire seating area, with the court itself 6dB down.

For graduations and special events, 24 portable WPMs add courtside coverage, and a Q-SYS system recalls presets for each configuration, including when the retractable seating is pulled back.

Watch the Murphy Center system







Big-venue sound for every ground

Community stadia, lower-league grounds, ballparks and indoor courts face the same demands as the biggest venues, clear announcements and real matchday atmosphere, with simpler structures and tighter budgets.

CDD delivers big-venue coverage from very few boxes. Its dispersion widens close to the cabinet and narrows with distance, so a handful of loudspeakers on a roof edge or a pole can cover a stand or a court evenly, with fewer mounting points and less cabling. CDD-WR versions are built for permanent outdoor installation, and many have enough low end to run without separate subwoofers.

For operators, that means a system that fits the budget without compromising what the crowd hears. For integrators, it means one family that covers the concourse, the bar and the stand.



Leicester Community Sports Arena, home of the Leicester Riders: MBSL found that four CDD15s on each flank could cover a 2,400-capacity crowd facing each other across the court, despite the noise and reverberation. Twelve CDD15s in total, 8m up, needed no EQ. The original 100V speakers stayed in service for PA/VA and training, networked to the Martin Audio system.

"As soon as I heard the high output generated from the CDD15's 15in coaxial driver, I was bowled over - it produces an impressive punch and delivers over a wide dynamic range."

Mark Broadhead, MBSL, Leicester Community Sports Arena

"The weatherised CDD-WR was the perfect choice."

Phil Clark, Old Barn Audio, Dover Athletic



Dover Athletic, Crabble: Old Barn Audio replaced a simple 100V horn system with 32 CDD-WR across all four stands and seven zones, from the leading edge of the new Family Stand roof to a VIP box with its own volume control and CDD5TX-WR around the clubhouse.



Sutter Health Park, West Sacramento: CDD15-WR and SX subwoofers cover the ballpark from the infield to the outfield.

"We also like CDD's whole intelligibility; at low volumes it's got a really good intelligibility out of the far throw, plus it's impressive how wide they are at the near point."

Keith Wackford, Sacramento Production Services

Designed to perform. Built to keep performing.

A sports venue system is a long-term investment. The work before installation, and the visibility operators have afterwards, decide how well it serves the venue for years to come.

PREDICT

DISPLAY 3, Martin Audio's prediction and optimisation software, models coverage and intelligibility before a single cabinet is flown. GLL data is available for consultants working in third-party software.

INTEGRATE

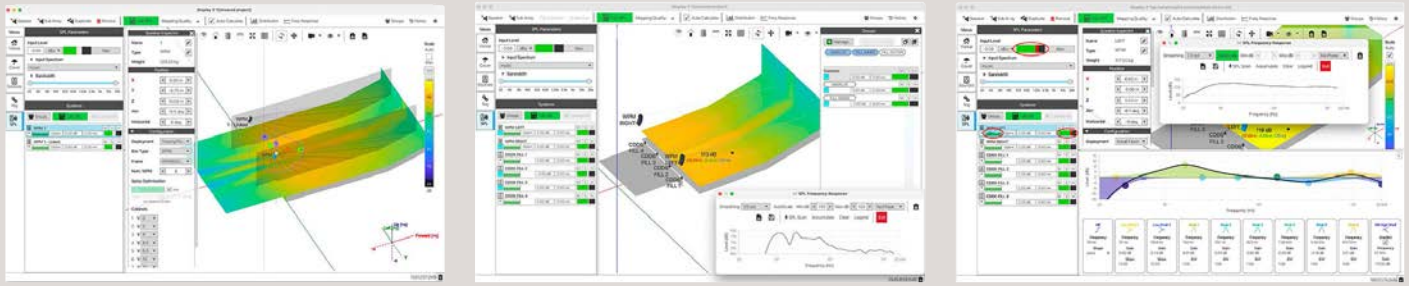
In a stadium, the voice alarm is a regulated life-safety system in its own right. Martin Audio loudspeakers are designed to work alongside your certified voice alarm infrastructure, carrying voice and programme audio while the life-safety system does the job it is certified to do. Your consultant and integrator design the interface to meet the venue's requirements.

MONITOR

A Q-SYS plugin for Martin Audio amplification brings amplifier status, current draw and per-output impedance into the venue's control platform, so operators see system health from where they run the rest of the venue.

RELY

Sports venue loud-speakers are often installed where they are hard to reach, so reliability is a design requirement.



DISPLAY 3

Find the right system for every space

Zone or venue	Typical challenge	Martin Audio solution	Why
Fan zone and plaza	Open air, weather, large irregular areas	CDD-WR	Wide, even coverage from few boxes; built for outdoor exposure
Concourse	Long, reflective, noisy spaces	CDD	Consistent coverage and clear speech at close range
Bars and lounges	Design-led interiors, background to high-energy	ADORN, CDD	Discreet ceiling, pendant and wall options with signature sound
Suites and boxes	Small rooms, premium guests, piping in atmosphere	CDD,	Compact, high-fidelity coverage
Event and pop-up spaces	Fan zones, conferences, dinners, entertainment	BlacklineQ, FlexPoint	Portable solutions with high output for live entertainment
Stadium bowl, roof-mounted	Steep rake, short throw, roof loading, crowd noise	TORUS	Constant curvature coverage, voice clarity, low weight
Arena or larger bowl	Longer throws, reflective roofs, multi-use calendar; indoor or open-air	Wavefront Precision	Optimised, scalable line array; presets for every event configuration
Smaller grounds and courts	Simpler structures, tighter budgets, weather	CDD, CDD-WR	Big-venue coverage from few boxes



WAVEFRONT PRECISION



TORUS



ADORN



CDD



BLACKLINE Q



FLEXPOINT

Trusted by venues and the integrators who build them

Planning a venue project?

Whether you're specifying a new stadium, upgrading a bowl or arena system, or fitting out hospitality, talk to us early. From project advice and DISPLAY 3 modelling to training and after-sales support, we work with integrators and consultants from specification to handover.

Get project advice:
martin-audio.com/support/advice

www.martin-audio.com

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MARTIN AUDIO LONDON

Unite Your Audience
The Martin Audio Experience