

Optimal Audio in Blum Position



Founded in Austria during the 1950s, Blum is now a global leader in the manufacture of furniture fittings. Its international network spans 120 markets worldwide, with manufacturing plants and sales offices providing a range of services for cabinet makers, the furniture industry, and hardware distributors. Located in Sandown, Johannesburg, Blum's South African branch recently approached audio-visual specialists Audiosure with a view to enhancing its space with a new audio system for background music, as well as adding advanced AV connectivity.

Audiosure's Solutions team installed a zoned Optimal Audio-centric system to meet the brief. The ability to switch between various sources and zones where customers browse was an essential requirement, as was the ability to support visual playback to its team or clients via a projector and wireless microphone across all or just selected spaces. Ease of use was very important, as was the need for an aesthetically pleasing appearance in a high-end environment.

Audiosure's John Greaves designed a system that could be deployed as seamlessly

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as possible and could be controlled from a smartphone or tablet. An Optimal Audio Zone 4 controller with DSP and WebApp controls the overall system, which includes third party speakers in some zones, with Optimal Audio Cuboid 8 and Sub 10 units (powered by SmartAmp 30) deployed to support presentations and events in the main area.

John Greaves comments: “We kept the system small, efficient, and simple to use, with the Zone 4 allowing everything to be controlled by the client through WebApp via a phone or tablet. The controls in front of the operator are exactly the ones they need – nothing more, nothing less. The Cuboid 8s also allowed us to gain a great level for presentations and video playback. Optimal Audio proved to be the perfect fit for this installation, delivering excellent results for a very satisfied customer.”

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