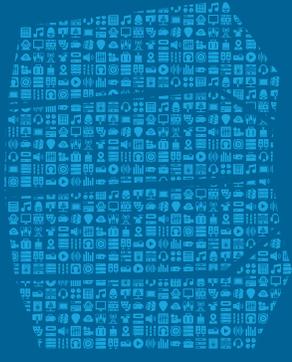


CASE STUDY



LIVE ENTERTAINMENT



OPPORTUNITY

To better serve their clients, Mastermind PG needed compact line array speakers that deliver incredible sound quality while streamlining the deployment process for multi-vendor events.



SOLUTION

After being introduced to JBL VTX A8 line array speakers, Mastermind PG made the decision to upgrade their inventory with 48 VTX A8 speakers and 24 B18 companion subwoofers.



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MASTERMIND PRODUCTION GROUP, CALIFORNIA

Based in Orange County, California, Mastermind PG offers event planners and promoters world-class event production services, including audio, lighting, event management and more. In order to better serve their clients’ needs in regards to quality, cost and efficiency, Mastermind PG was in the market for compact line array speakers that deliver incredible sound quality while streamlining the deployment process for multi-vendor events. After being introduced to JBL VTX A8 line array speakers at Infocomm 2018, Mastermind PG made the decision to upgrade their inventory with 48 VTX A8 speakers and 24 B18 companion subwoofers.

“I was fortunate to see a prototype and then after seeing the production model at Infocomm, I put in my purchase order with full trust in the outcome,” said Chad Griswold, Owner, Mastermind Production Group. “When it showed up, it exceeded our expectations—its physical size and output are fantastic. It’s lighter than our previous boxes, and requires fewer amps, so it’s even more efficient as far as space and cost to our clients.”

Mastermind’s new A8 speakers have produced stunning results at the first few events they’ve been deployed, including a town hall and screening event for Universal Pictures and One Love Malibu, a fundraiser which raised over \$1 million for California wildfire victims and included performances by Katy Perry, Brandi Carlile, Alanis Morissette, Robin Thicke, Gwen Stefani and more. Mastermind also plans to deploy their new A8 speakers at an upcoming GRAMMY event for Steven Tyler’s Janie’s Fund Foundation, and the Elton John AIDS Foundation viewing and after party for the Oscars.

“The first show we deployed the A8s on was an event for Universal Pictures, and we flew ten-per-side in just over twenty minutes,” continued Griswold. “When we work with multiple companies on an event, the quicker we can get our speakers up and out-of-the-way, the better. Now we’re rolling in and flying this rig faster than ever, and everyone else is even more impressed.”





“
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The brand new A8 line array speaker delivers the unmatched performance and efficiency of VTX Series speakers in a smaller and lighter cabinet. The A8’s 110-degree horizontal coverage combines with new compact B18 subwoofers to help Mastermind provide world-class audio performance in a flexible and efficient package.

“At the Universal Pictures event, they brought in the studio engineer that mixes nearly every Universal movie trailer, and he was blown away by the sonic characteristics of the A8” concluded Griswold. “After watching a few of his trailers on our new system, he turned to me and said, ‘I don’t know how you made this sound stage sound like my personal studio, but it does.’”

PRODUCTS USED

JBL PROFESSIONAL VTX A8 COMPACT LINE ARRAY SPEAKERS

JBL PROFESSIONAL B18 SUBWOOFERS



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