

PARTNER STORY



CINEMA



OPPORTUNITY

To create a more immersive movie-going experience, New Zealand's iconic Lido Cinema required a custom 7.1 surround sound system capable of delivering world-class sound.



SOLUTION

Avid Automation partnered with JPRO to design and install a HARMAN Professional Solutions surround sound system comprised of JBL 7 Series reference monitors.



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LIDO CINEMA, NEW ZEALAND

Established in the 1920s, the Lido Cinema is one of New Zealand's oldest and most prestigious cinemas. Originally opened as a single-screen art house cinema, the Lido expanded with a second 44-seat capacity theater known as The Lounge in 2005. The Lido recently decided to upgrade the aging 5.1 sound system in The Lounge to a state-of-the-art 7.1 surround sound system. Unable to place speakers behind the screen due to the rear-projection system in the Lounge, the Lido recruited the help of AV integrators Avid Automation and JBL distributor JPRO to install a custom solution. After surveying the location, Avid Automation and JPRO designed a HARMAN Professional Solutions surround sound system comprised of JBL 7 Series reference monitors.

“It's always been a bit of a troublesome venue for speaker placement due to the rear-projection screen,” said Richard Dalton, Managing Director, Lido Cinema. “We've had about three sound systems in there since it opened, and none of them have been particularly good. The idea of working with the AV integrator and JBL to create a custom solution was rather exciting. The amazing work in The Lounge has exceeded my expectations with a premium audio result—I love it.”

Avid Automation and JPRO equipped The Lounge with class-leading JBL 708i reference monitors in the left, center and right channels in a bi-amplified configuration. JBL 708i monitors use Image Control WaveGuide and Next Generation Driver Technology to deliver crystal-clear sound with even, balanced coverage. The smaller JBL 705i reference monitors are used as surround speakers to create a truly immersive listening experience. Avid Automation and JPRO designed custom JBL subwoofers to deliver smooth, powerful low-end during intense action scenes. The system is powered by Crown CDi 4|300 amplifiers, which feature advanced digital signal processing to ensure pristine sound in any environment. Equipped with DriveCore technology, CDi amps include JBL speaker tuning presets for quick and easy installation.





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“Due to the layout requirement of the venue and the rear-projection screen, I quickly realized that the image control waveguide of the JBL 7 Series monitors would be a perfect solution for the cinema,” said Paul Edlin, Designer and Sales Director, JPRO AVC. “The waveguide allows for a much wider sweet spot and greater accuracy in the audio spectrum for room-to-room consistency, especially in the critical dialogue range.”

“In order to create immersive entertainment experiences, iconic cinemas like the Lido require state-of-the-art AV solutions,” said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “We are pleased that HARMAN’s JBL products are delivering theatrical-quality sound and extending the dynamics of larger-than-life stories. We thank Avid and JPRO for having confidence in HARMAN Professional Solutions to create an astounding theatre space, bringing Lido’s vision to reality.”

PRODUCTS USED

CROWN CDI 4|300 AMPLIFIERS

JBL 705I MASTER REFERENCE MONITORS

JBL 708I MASTER REFERENCE MONITORS

JBL CUSTOM SUBWOOFERS

ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



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