



BOSE

PROFESSIONAL

CASE STUDY - SPORTS | ASCOT RACECOURSE



HISTORIC ASCOT RACECOURSE REIMAGINES THE RACE DAY EXPERIENCE

Ascot Racecourse, home of world-renowned Royal Ascot, was founded on a bedrock of tradition more than 300 years in the making. Racing first took place in 1711 at the behest of Queen Anne, Ascot Racecourse is approximately six miles from Windsor Castle.

Ascot Racecourse is visited by more than 600,000 visitors each year during the usual 26 days of racing. As a world leader of racing events, Ascot management had a vision to elevate their customers' racing experience, continuing their role as the leader in racing event destinations.

Through the reimagination of what a race day experience should be, Ascot leveraged innovative technology to create an immersive experience beginning the moment their guests arrive. Audio plays a significant role in each event held at Ascot, whether it's a race day, cinematic event or concert.

Ascot knew that identifying the right audio partner was critical to ensuring their vision for the continuation of this premier destination became a reality.

DELIVERING MORE CONSISTENT AUDIO TO ELEVATE THE ASCOT EXPERIENCE

In May 2019, Ascot selected Bose Professional as their Official Technology Supplier-Sound — the first manufacturer to be appointed under this new supplier category. Bose's passion and commitment to developing innovative technology that improves people's lives naturally aligned with the Ascot brand, resulting in a shared vision of the reimagined Ascot experience.

Integrator SSE Audio, one of the UK's largest, worked with the Bose support team to design and specify the ideal audio solution throughout the racecourse, promenade and other public areas, including 250 private boxes — more than any other venue in Europe.

"Over the last three years, Ascot has undergone a major technology upgrade," shared George Vaughan, Head of Technology at the racecourse. "As part of this program of works, we recognized that our audio was no longer able to meet the demands of a modern venue. It gave us the opportunity to explore what the ideal audio solution should sound like for our customers, because what they hear only adds to their experience of a race day."

Assessment from guests and staff clearly indicated the audio was not consistent throughout the venue. Discussions focused on upgrading the 12-year old audio system, which included loudspeakers, amplifiers and the backend network.



INNOVATION IN DESIGN AND AUDIO QUALITY ACCOUNT FOR ASCOT'S PERFORMANCE GOALS

The resulting audio solution was a bespoke combination using the ArenaMatch AM10, AM20 and AM40 loudspeakers as the basis for the system. The system also incorporated the Bose Panaray MA12EX modular columnar array loudspeakers and the ArenaMatch Utility AMU108 and AMU208 loudspeakers, along with a variety of FreeSpace loudspeakers. The solution was powered by a network of PowerMatch PM8500N power amplifiers containing specific Dante® cards.

Given the architectural design of the building and the audio needs throughout the variety of spaces, there were several unique aspects of the solution that were ideal proof points for SSE Audio's design and installation expertise.

Loudspeakers are typically mounted at the edge of a building's canopy towards spectators. This was not possible with the design of the grandstand, which prioritized the line-of-sight for spectators and required the loudspeakers to be mounted on the building behind the spectator and grandstand areas. This presented a potential safety issue with sound projected towards the horses, which could inadvertently spook them during races.

The ArenaMatch loudspeakers, with their IP55 weather rating, provided the reliability and flexibility for SSE Audio to create a custom solution. Included were the ArenaMatch AM10, AM20 and AM40 loudspeakers (providing corresponding 10°/20°/40° vertical coverage patterns), and the ArenaMatch Utility AMU105 and AMU108

loudspeakers (providing 100°x100° and 90°x60° coverage patterns respectively).

The result was an ideal coverage pattern for the grandstand while avoiding audio overspill onto the racetrack.

“Our goal was to bring in an audio solution that would showcase Ascot's technological aspect, reinforcing the full Ascot experience. Bose helped deliver that.”

— Craig Staddon
Head of Sales, Ascot

Inside and out, the solution was designed and configured as a zoned network across nearly 1,000 loudspeakers, including a fully compliant voice alarm evacuation system. Also included in the zoned design was a personalized AV zone within each of the private box suites, enabling guests to connect via *Bluetooth*® to play their media of choice.

“The audio needs of Ascot presented an ideal opportunity to create a solution that truly addressed all their needs and wants for their guest experience,” shared Jake Miller, project lead for SSE Audio. “Now speech is clearer, music sounds richer, and the energy is conveyed with an increase in system control and flexibility. It's the best outcome possible.”

Vaughan added that Ascot worked to “create a proper smart-city environment. Customers walk around and explore what is a huge space, many spending an average of seven hours as our guests, so sound plays an incredibly big part of the full experience.”



With each event, Ascot's technology team continues to learn what the Bose solution can do and just how flexible it can be. They're exploring how to create bespoke audio soundscapes for different type of events, because, if customers cannot hear the racing or music, they feel like they are missing out on a key part of race day.

THE PERFECT MARRIAGE OF TECHNOLOGY AND TRADITION

With sound being an integral part of the customer experience, Ascot believes that working with a brand like Bose represents the perfect marriage of technology and tradition. SSE Audio implemented the system perfectly, with the two companies working brilliantly together to deliver an impressive solution that exceeds Ascot's expectations.

"We made sure we chose an audio partner that could deliver the sound enhancements we needed, and our customers expected. Having Bose as our Official Technology Supplier has introduced a new level of audio excellence to our venue," added Vaughan. "We are incredibly excited by the improvements this collaboration has brought to the racecourse."

At Royal Ascot as each day draws to a close, guests enjoy the tradition of participating in singing around the Bandstand that last upwards of an hour.

"Our guests become part of the moment, participating in the close of day 'singing around the bandstand' and expressing their national pride," adds Vaughan. "It's very exciting and hugely uplifting. If ever there was a place where you could truly 'hear the drama' then this is it. And what better way to appreciate the spectacle in all its glory than through a premium sound system like Bose."

"Bose is a brand that challenges the status quo, pushing for continuous improvement — in sound, in the experience, in life," states Staddon. "And Ascot will continue to look for ways to improve our customer experience, just like Bose." ■



SYSTEM COMPONENTS

ArenaMatch AM10 loudspeaker

ArenaMatch AM20 loudspeaker

ArenaMatch AM40 loudspeaker

ArenaMatch Utility AMU108 loudspeaker

ArenaMatch Utility AMU208 loudspeaker

FreeSpace DS 16F loudspeaker

FreeSpace DS 16SE loudspeaker

FreeSpace DS 40F loudspeaker

FreeSpace DS 40SE loudspeaker

FreeSpace DS 100F loudspeaker

FreeSpace DS 100SE loudspeaker

Panaray MA12EX modular columnar array loudspeaker

PowerMatch PM8500N power amplifier

ArenaMatch

The ArenaMatch loudspeakers bring proven DeltaQ sound quality and flexibility to outdoor installations. Featuring an IP55 weather rating, ArenaMatch DeltaQ modules make it easy to create durable and reliable outdoor loudspeaker arrays that bring consistent, intelligible sound to every listener.



Panaray MA12EX

The Panaray MA12EX modular line array loudspeaker is designed for acoustically demanding indoor and outdoor spaces where full-range music between 75 Hz and 13 kHz (+/-3 dB) and high speech intelligibility are the main requirements. Twelve 2.25" (57 mm) drivers mounted in an Articulated Array loudspeaker design deliver 160° of wide dispersion and narrow vertical pattern control, significantly reducing ceiling and floor reflections.



SSE Audio is the largest professional audio supplier in the United Kingdom,

offering a range of services including audio rentals for live productions, sales of audio and related equipment, and the integration of performance technology into a wide range of venues.

SSE Audio



ASCOT

TECHNOLOGY SUPPLIER

SOUND



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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