

**BOSE**

PROFESSIONAL

CASE STUDY - HOSPITALITY EMPORIUM HOTEL





## THE EMPORIUM HOTEL DELIVERS A UNIQUE EXPERIENCE FUSING ART AND SOUND

Brisbane's Emporium Hotel at South Bank created an experience that elevates it to a class all its own. Step into the foyer — or, better yet, into its surreal elevators or any one of the stunning public spaces — and you will soon see the Emporium Hotel is, in its own words, “an exhibition in elevating amenity into an art form and a showcase of making a place into an experience.” Exquisite craftsmanship and detailing are everywhere, matched by an aural encounter that is invisible yet enveloping and unmistakably Bose.

“Pairing the subwoofers with the mid-high FreeSpace satellites allows us to tune each system for a really warm sound at commissioning.”

— Jade Golar  
JVJG Director

Emporium developers, the Anthony John Group, helmed by architect Tony John and interior designer Francine John, have a unique approach to design and construction. They personally oversee every aspect of design and closely manage the fit-out themselves, ensuring every part of the project meets their exacting standards.

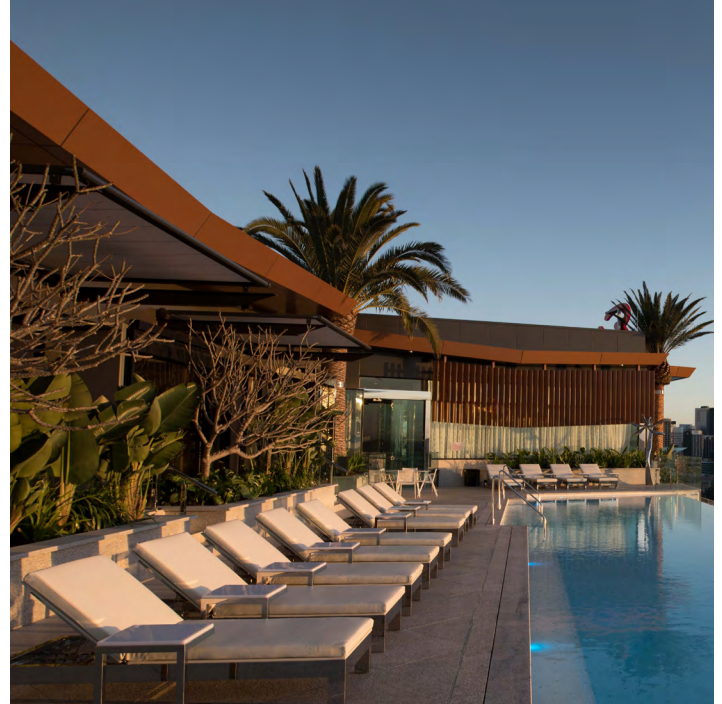
## ENHANCING THE GUEST EXPERIENCE WITH SUPERIOR AUDIO AND VISUALS

Anthony John Group's CEO Daniel John explained their fastidious attitude to sound, “Audio is extremely important for us at Emporium Hotel,” he noted. “We aim to provide the best guest experience possible. That includes not just the service and the rooms. For us, audio and visual were extremely important to ensure we get it right.”

This means great visual impact balanced with superior audio was key to creating the ideal guest experience. From the Emporium's interactive lifts to the framed mirror televisions in the suites, the result is a feast for the eyes and the ears.

## CUSTOM BOSE SOUND SYSTEM DELIVERS OPTIMUM GUEST EXPERIENCE

JVG Sound Lighting and Visual, the audiovisual company partnering on the project, immediately grasped the importance of the hotel's quality-first design objective. “We are a Bose platinum dealer Australia-wide and in New Zealand. So, we will always put Bose upfront for any hotel,” revealed Jade Golar, JVJG director. “Given the Bose warranties, their quality and the customer support, we naturally put Bose forward to the Emporium for both the in-room experience and public areas.”



Bose audio permeates the public areas, bars and restaurants and is front and center in every guestroom. Complementing the in-room mirror television in each suite is a Bose Smart Soundbar 300.

“We chose the 300 series as it was the number one best seller worldwide and able to deliver full-range sound without the need for a subwoofer,” Golar said.

In common with other Bose in-room products, the soundbar allows maximum volume levels to be preset, ensuring the optimum experience without disturbing other guests.

Bose FreeSpace 3 Surface-Mount Satellite loudspeakers are throughout the hotel. These proved ideal in situations where the ceilings ranged from nine meters in the lobbies to three meters in the corridors.

With its spectacular translucent gunsmoke onyx bar, the Piano Bar leverages a live music sound system, combining the Bose RoomMatch Utility RMU105 and RMU208 loudspeakers with recessed FreeSpace 3 Series II Acoustimass ceiling subwoofers, all powered by PowerMatch PM8500 amplifiers.

## BOSE DELIVERS AN EXPERIENCE WORTHY OF THE EMPORIUM HOTEL

Both Daniel John and JVG’s Jade Golar consider the brand alignment between Emporium Hotel and Bose Professional to be a perfect match.

“The decision to place Bose throughout the hotel had a lot to do with my personal experience,” John recalls. “Having Bose throughout my home, I knew the product and particularly the sound quality. The option that JVG gave us to align with Bose throughout the hotel was definitely something that was highly regarded, and I’m glad we went that way down that pathway.”

He continued, “We felt to align with the amazingness of our rooms, we needed to have amazing sound and a product that would blow the guests away,” he continued. “Guests love the Bose equipment, and it’s a talking point for most.” ■



## SYSTEM COMPONENTS

- FreeSpace 3 Series II Acoustimass** bass module
- FreeSpace 3 Surface-Mount Satellites** loudspeaker
- PowerMatch PM8500** power amplifier
- FreeSpace FS series In-Ceiling loudspeaker
- RoomMatch RMU105 loudspeaker
- RoomMatch RMU208 loudspeaker

## FREESPACE 3 SERIES II ACOUSTIMASS

Designed to provide flush-mount bass augmentation for new and existing background music systems, the FreeSpace 3 Series II Acoustimass bass module features one 5.25" (133 mm) woofer that delivers deep bass down to 40 Hz without audible distortion.

## PARTNER: JVG SOUND



JVG Sound is an audiovisual company specializing in sales/installation, hire, and repair/service. With offices in Tweed Heads and Cairns, JVG serves

businesses and individuals from far north Queensland to Port Macquarie.



## FREESPACE 3 SURFACE-MOUNT SATELLITES

FreeSpace 3 surface-mount satellites are high-performance, extended-range loudspeakers designed for small to medium-sized installed applications requiring high fidelity and extended bandwidth reproduction of voice and music.



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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