

BOSE

PROFESSIONAL

CASE STUDY - HOSPITALITY | QUEEN ELIZABETH II





GIVING THE HISTORIC QE2 NEW LIFE IN DUBAI

Commissioned in the late 1960s, the Queen Elizabeth II was the flagship of the Cunard fleet of world-famous oceanliners. Having sailed more than six million nautical miles over the course of 1,400 voyages, the QE2 played host to 2.5 million passengers during its 39 years of service.

Now, after retiring from sailing in 2008, the ship has been restored to its former glory and calls Dubai's Mina Rashid port home, where it opened in 2018 as a floating museum, hotel, dining and events attraction in one of the world's most awe-inspiring locales.

In order to successfully move into its new phase of service, the QE2 needed an industry-leading audio solution to support its second life as a cutting-edge, yet historically accurate attraction. The updated audio solution replaces the original system, which was primarily used for distributing information to passengers.

To bring that vision to life, the QE2's owners, Ports, Customs and Free Zone Corporation (PCFC) Hotels, turned to Abu Dhabi-based integrator Bahri & Mazroei Technical Systems Co., LLC, which in turn selected Bose Professional to capitalize on the opportunity to bring powerful, reliable audio to a historical wonder.

MAINTAINING THE QE2'S CLASSIC AESTHETIC

A variety of Bose Professional solutions needed to be implemented along the full, 239-meter length of the ship without compromising the vessel's vintage flair and aesthetic.

The restoration work to bring the original interior of the ship back to life goes beyond cosmetic efforts and involves ensuring that all modern-day technology is transparent and seamlessly integrated. The audio solution selected guarantees it maintains the historical time-period experience while providing the necessary modern day reliability and capabilities for each of the QE2's new roles.

CRAFTING THE PERFECT SOLUTION

Many of the ship's bars, lounges and restaurants leverage RoomMatch Utility loudspeakers that, in combination with the MB210 subwoofers, provide consistent, high-performance Bose Professional sound.

The overall ease of installation of the RoomMatch solutions also played a key role, allowing the installer to deliver the ship's audio solution on time and ensure minimal impact on the ship's original interior features.



“During the 10-day installation time, two of our engineers worked around-the-clock for four days to get the job done,” said Esam Al Mazroei, vice chairman of the Bahri & Mazroei Group. “The existing infrastructure was maximized without making any alterations. It was truly the success of teamwork with all contractors working together towards a single-minded goal.”

In order to overcome the lack of acoustics created by the numerous steel walls and low, false ceilings, the ControlSpace engineered sound processor settings in each zone allow for I/O capability integration and serial connectivity. This saves tremendous time for on-site IT crews, who can control system parameters remotely from laptops and smartphones.

In the ship’s Grand Lounge, a ShowMatch line array system helps provide consistent, exceptional performance and coverage.

The theme of tailoring Bose Professional solutions to zone-specific needs persists throughout the attraction, allowing for a truly customized solution that delivers on the needs of the QE2 and provides excellent capabilities in public address, full-range foreground music and more.

A TASTE OF HISTORY READY TO ENJOY FOR YEARS TO COME

The extensive Bose Professional audio solution has helped elevate the QE2 to be one of Dubai’s most unique and exciting attractions, particularly because its unique history provides a stark contrast to the high-tech and futuristic leanings of many of the city’s hotels and attractions.

“Our goal was to meet the expectations of the client and, with our professional team on the ground and through partnership with Bose Professional, we delivered the task seamlessly.”

— Esam Al Mazroei
Vice Chairman, Bahri & Mazroei Group

“The ship’s age gives it an edge in Dubai’s hotel market,” said PCFC Hotels CEO Hamza Mustafa. “The QE2 offers something with a lot of historic value - in fact the ocean liner, launched by the UK’s Queen Elizabeth II in 1967, is four years older than the formation of the United Arab Emirates itself.”

And it was all made possible by a robust, custom-tailored Bose Professional audio solution.

“We were excited to be part of this project - bringing back to life such a prestigious monument,” Al Mazroei said. ■



SYSTEM COMPONENTS

FreeSpace DS 40F loudspeaker

FreeSpace DS 40SE loudspeaker

FreeSpace 3 Flush-Mounts Series II Acoustimass Flush Mount Bass Module

F1 Model 812 flexible array loudspeaker

F1 Subwoofer

ControlSpace CC-64 control center

ControlSpace EX-1280C conferencing sound processor

ControlSpace CC-16 zone controller

ControlSpace ESP-00 Dante network card

ControlSpace ESP-00 Series II engineered sound processor

PowerMatch PM8500 configurable professional power amplifier

PowerMatch PM8250 configurable professional power amplifier

RoomMatch Utility RMU208 loudspeaker

RoomMatch Utility RMU105 loudspeaker

ShowMatch SM5 DeltaQ array loudspeaker

ShowMatch SMS118 DeltaQ array subwoofer

Panaray 802 Series IV outdoor installed loudspeaker

MB210 compact subwoofer

MB24 WR modular bass loudspeaker

LT 9702 WR loudspeaker

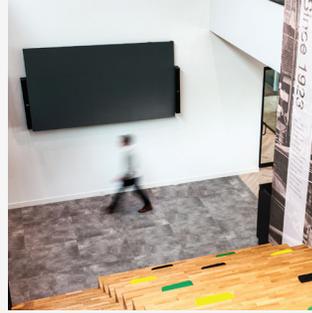
FreeSpace DS 40F loudspeaker

Versatile, high-performance and full-range, the FreeSpace DS 40F loudspeaker is flush-mounted and designed for foreground and background music and speech. Its high output and 125° conical pattern provides a frequency range down to 70 Hz.



F1 Model 812 flexible array loudspeaker

Powerful, standalone sound that flexes to meet your coverage needs, the F1 Model 812 is a 1000-watt, full-range loudspeaker featuring Bose Flexible Array technology. Its 12-inch woofer is nested behind an array of eight high-output drivers and supported by a lower crossover point, delivering more natural vocal and midrange clarity even at high volumes.



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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