

BOSE

PROFESSIONAL

CASE STUDY - HOSPITALITY | SLIPSTREAM BREWERY



A BREWERY TO GET “CAUGHT UP” OVER

With the craft beer industry in Australia – and worldwide – continuing to see consistent, steady growth, beer aficionados Deale and Elisa Stanley-Hunt decided to take advantage of the market and open Slipstream Brewing Company in Yeerongpilly in 2017. Before Slipstream Brewing became the thriving institution it is today, the Stanley-Hunts felt some ‘research’ was required. The couple travelled all the way to the thriving American beer scene, touring several leading breweries to learn from the best and discover some of the most satisfying, refreshing and tasteful brews available.

Upon returning to Brisbane, the couple felt “caught up in the slipstream of the greats,” and the rest was history. Boasting a tap beer selection of more than 20 brews, the venue provides a modern, spacious and vibrant atmosphere for patrons to enjoy a variety of cold beers while watching the brewing process in the back-of-house production room. In fact, the Stanley-Hunts promise the purest flavors, saying “it tastes so good, with one sip, you’ll be caught in the Slipstream.”

From its inception, the business has thrived year after year and just completed a \$1.5 million expansion, adding a kitchen, dining area and family friendly outdoor function space to the brewery and cellar door.

CREATING AMBIANCE WITH SOUND AMIDST AN INDUSTRIAL CITY SCENE

With the success of the brewery and a recent renovation, the Stanley-Hunts realized a high-quality sound solution was needed to bring the space together and complete the ambiance. However, the area that the brewery is located proved a challenge – it’s located in the middle of a bustling industrial area directly opposite of the Yeerongpilly train station. While convenient for traveling customers to visit the brewery, the city noises make for a less-than-ideal background for those dining-in.

“Good background music makes a difference, otherwise we’re listening to trains going past, industrial sounds, cars and trucks,” explained Deale Stanley-Hunt. “Sound is very important to us; we need to get the right audio system to get the quality sound and create an atmosphere that’s going to keep people here and keep them coming back.”

Being located so close to unpredictable, loud noises and having a newly renovated outdoor beer garden, the venue would need a solution to help drown out the unwanted sounds while remaining easy for the staff to use, including the ability to control the system while moving around the venue. The Stanley-Hunts looked to fellow industry owners for recommendations, and they were told Bose Professional, hands down, has the highest-quality commercial audio systems available.



BOSE PROFESSIONAL SOLUTION PROVIDES FLAWLESS SOUND COVERAGE

The Stanley-Hunts looked to Integrator Ampd Electronics for their custom Bose Professional audio solution, and they pulled together a system that works flawlessly and meets every need of the brewery.

The final design included 13 DesignMax DM6SE surface-mount loudspeakers unobtrusively mounted on the indoor roof trusses and at the top of the outdoor wall and fences. The consistent pattern control provides even coverage across the bar, lounge and dining areas, while a single DesignMax DM10-SUB subwoofer added the lower audio depth and energized the indoor areas. A trio of DesignMax DM2C-LP in-ceiling loudspeakers extends the same sound experience throughout the various ancillary areas in the venue.

“The advantage of using Bose Professional as an end-to-end solution is the close integration from the ControlSpace DSP to the amps ... It gives us maximum control with a user-friendly interface and virtually limitless expandability via both analogue and Dante protocols.”

— Andrew Laird
Business Development and Sales Manager
Ampd Electronics

Multiple analogue inputs were provided to support a variety of music streaming at the main rack location where

a ControlSpace ESP-880AD engineered sound processor manages audio distribution, level control and equalizer across the four zones. Two ControlSpace WP22BU-D Dante wall plates were installed in strategic locations to support live performers or DJs plugging into the system for functions and special events.

The ControlSpace Remote app running on an iPad gives the staff ultimate mobility and control, while a ControlSpace CC-64 control center allows the venue manager to override where necessary from the office.

“The staff agrees the system is very easy to use,” Deale Stanley-Hunt raved. “They can walk around with the iPad and control the entire system remotely. They don’t need to go to a panel with a whole lot of buttons, so it’s easy to maintain the levels where we want them to be.”

Completing the all-Bose Professional sound system are PowerSpace P21000A and P4300A amplifiers to enhance the solution with clean, reliable power and digital connectivity, ultimately ticking each box off the brewery’s checklist.

“The advantage of using Bose Professional as an end-to-end solution is the close integration from the ControlSpace DSP to the amps,” states Andrew Laird, business development and sales manager for Ampd Electronics. “It gives us maximum control with a user-friendly interface and virtually limitless expandability via both analogue and Dante protocols.”



CRAFT BEER ENTHUSIASTS ENJOY RELAXING ATMOSPHERE

With Ampd Electronics' expert advice and Bose Professional's superior quality, the brewery now has a vivacious atmosphere that perfectly sets the mood yet also discreetly covers up the undesirable city noise. Guests can now enjoy their dine-in experience and forget the bustling chaos happening just outside the brewery doors.

The Stanley-Hunts were quick to applaud the benefits of the fully integrated system: "Bose Professional came highly recommended in the industry as being one of the highest-quality commercial audio systems available.

And we got great service from both Ampd and Bose Professional throughout the installation. Plus, we can add additional components as we gain experience and as we grow the venue."

Now patrons can sit back, relax and get away from the fast-paced city as they enjoy a cold beer. ■

SYSTEM COMPONENTS

ControlSpace CC-64 control center

ControlSpace ESP-880AD engineered sound processor

ControlSpace Remote app

ControlSpace WP22BU-D Dante wall plate

DesignMax DM2C-LP loudspeaker

DesignMax DM6SE loudspeaker

DesignMax DM10-SUB subwoofer

PowerSpace P21000A amplifier

PowerSpace P4300A amplifier

PARTNER: **AMPD ELECTRONICS**

Ampd is a Brisbane-based audiovisual integration specialist committed to delivering high-quality and reliable AV systems to some of Queensland's leading venues.



DESIGNMAX DM6SE LOUDSPEAKER

With coaxial two-way drivers, the 125-watt DesignMax DM6SE loudspeaker offers rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. The DM6SE features a 6.5-inch woofer and a 1.25-inch coaxial tweeter mounted within the Dispersion Alignment system, delivering a frequency range of 59 Hz - 20 kHz. The DM6SE is surface-mounted, IP55 outdoor-rated, and locks onto a hidden QuickHold U-bracket for fast, secure installation.



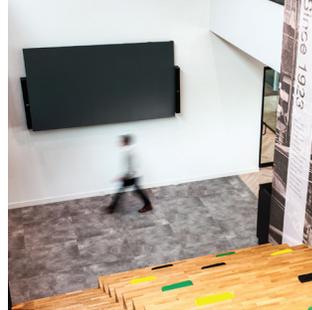
CONTROLSPACE CC-64 CONTROL CENTER

An elegant, programmable, networked controller that provides a simple, logical interface to sound systems when using ControlSpace ESP processors and/or network version PowerMatch amplifiers. The CC-64 provides five rotary encoders with circular LED rings for a user-friendly method of managing gain settings or scene selections. Because the controller is completely programmable, you can customize the sound system, making only certain controls available, and simplifying user interaction with the system.



POWERSPACE AMPLIFIER

Ideal for zone-expansion applications, PowerSpace amplifiers enhance any premium commercial sound installation with clean, reliable power — and digital connectivity. A AmpLink input allows for multiple channels of uncompressed, low-latency digital audio from DSPs via a single Cat 5 cable. Choose from five models, providing 1000, 600, 300, or 150 watts per channel.



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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