

Professional sound systems demand an uncommon expertise and specialized products. More than four decades of research help Bose design products and technologies to meet the unique requirements of the professional sound industry, and to provide training and support for Bose subsidiaries, distributors and dealers worldwide. From installed systems to portable sound solutions, you'll find Bose throughout the world in houses of worship, stadiums, restaurants, retail stores, corporate buildings and hospitality establishments.

An authorized Bose dealer can bring the benefits of Bose® sound to your business or facility. To find one near you, call:

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Better sound through research®

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# Bose Professional Systems Division

Design | Performance | Support



A Sound System You Can Use Every Day



*Bose® L1® Model 1  
portable line array system*

***BOSE***®



A Bose® sound system provides a single solution for a variety of needs.

### the venue:

Hospitality properties and other facilities that require portable and versatile professional sound systems for a variety of different events.

### the challenge:

Build rental business for Bose dealers by providing reliable, cost-effective rental sound systems to meet a variety of needs, such as business meetings, social functions and performances.

### the solution:

Bose L1® portable line array systems deliver wide, even coverage and natural sound throughout the room and require minimal labor to move and set up. In addition, they feature a slim design that ensures clear sightlines and blends aesthetically with nearly any room.

### the result:

“Once they hear the sound and see the system it’s coming from, they can’t believe it. They’re blown away.”  
– Jim Engelmann, Director of Rentals and Staging, AVI-SPL

An annual shareholders’ meeting. A family reunion. A new product introduction. A company off-site. Each year, millions of people attend events such as these at hotels and resorts throughout the world. And for the properties hosting these gatherings, providing quality sound is essential to making the events successful.

To do that, many leading hotel chains rely on the support and expertise of AVI-SPL, an authorized Bose dealer.

AVI-SPL maintains on-site audio/video facilities at more than 60 hospitality venues in North America. Among their most popular and effective sound solutions are the Bose L1 portable line array systems. “The properties we support host a variety of different events,” says Jim Engelmann, Director of Rentals and Staging for AVI-SPL. “It could be an educational lecturer in the morning, a business meeting in the afternoon and a formal event at night. And each one has specific audio needs.”

*“Along with good sound, our clients want a system that is easy to use and that’s aesthetically pleasing and won’t obstruct the sightlines in the room.”*

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Jim Engelmann  
Director of Rentals and Staging, AVI-SPL

Normally, that would mean each on-site AVI-SPL office would need to have a wide variety of loudspeakers, amplifiers, monitors and other equipment on hand, but as Engelmann points out, "Investing in all that equipment, storing it onsite, and the labor needed to move and set it up would increase costs for us and our clients."

## **Bose® L1® systems. A different approach to portable quality sound.**

AVI-SPL found the solution they needed with the Bose L1 portable line array system. The L1 Model I system uses 24 small drivers mounted into a slim, two-piece vertical enclosure. The enclosure fits easily into a base that houses an amplifier, equalization and a four-channel mixer. The L1 system's design, along with exclusive Bose technologies, help create nearly 180 degrees of horizontal sound coverage, so music and speech can be heard anywhere in the room. In addition, the volume and tone remain consistent, so people in the front of the room are not overwhelmed by sound that is too loud, and those in the back do not have to struggle to hear. The interlocking parts of the L1 system make for quick and easy setup, breakdown and transport – saving labor costs for AVI-SPL and their clients.

According to AVI-SPL's Engelmann, the L1 system delivers other benefits for end users. "Along with good sound, our clients want a system that is easy to use and that's aesthetically pleasing and won't obstruct the sightlines in the room." The innovative design of the L1 system allows it to be placed behind the presenter or performer without the risk of feedback. This keeps sightlines open and lets the presenters and performers hear the sound their audience is hearing. Engelmann points out, "It's like having your PA, monitors and mixer all in one slim piece of equipment." As for the sound, Engelmann says his clients are nearly unanimous in their responses: "Once they hear the sound and see the system it's coming from, they can't believe it. They're blown away." As a result, AVI-SPL insists on L1 systems for every new property they support.

He adds that the system's durability makes a difference for him and the end users. "Our clients obviously want equipment that works, but they are also very sensitive about how it looks. They don't want to see scratches and dents. The L1 system's light weight and easy portability reduce the likelihood of it getting banged up, and the materials and construction make it a solid, reliable solution."

## **Enjoying quality sound in places you could not before.**

Steve Miller, the Bose Business Manager who works with AVI-SPL, sees applications for the L1 system beyond hospitality. "Schools can really benefit from this system. A single L1 system can be used for almost anything, from a classroom to an assembly to a pep rally to a school fair."

*"The performance and portability of the L1 system provide quality sound in places where you weren't able to have it before."*

**Steve Miller**  
Bose Business Manager

Miller also sees the L1 system being well-suited for houses of worship, municipal meeting centers and commercial venues, such as fitness studios and function halls. "The performance and portability of the L1 system provide a way to have quality sound in places where you weren't able to have it before." As a result, Miller and his fellow Bose colleagues are helping their dealers realize new revenue opportunities with the L1 system. "It's very exciting," Miller says. "Once we show the L1 system to dealers, they immediately begin to see the possibilities for their businesses."

The success of AVI-SPL is a testament to how the L1 system can help build business. Jim Engelmann sums it up simply when he says, "With all the hotels and resorts we support, we're using L1 systems every day."



**Bose® L1® Compact**  
portable line array system

For more information on all our products | [pro.Bose.com](http://pro.Bose.com)