

installation news

» APPOINTMENTS

◆ Ian Galloway has been named director of the newly created Audio Visual Division at **Yamaha Music GmbH (UK)**. Prior to this, audiovisual sales and marketing activities came under the leadership of Robert Webster (pictured, right, with Galloway) who was jointly



responsible for the Yamaha keyboard business. Galloway's experience with Yamaha dates back to 1981 when he played a pivotal role in the UK relaunch of Yamaha Hi-Fi, following which he helped form Watford-based Yamaha electronics in 1986. uk.yamaha.com

◆ **Optocore** has named **msonic**, the Finnish entertainment technology company set up by Mikko Palomäki as its distributor in Finland.

"Optocore is regarded as the best system of its kind and we believe that with our effective handling, training initiatives and close support, we will see rapid results," said Palomäki.

www.optocore.com



DENMARK/GERMANY

Meyer Sound EXPs in historic cinema rollout

Around 1,800 speakers to be installed by CinemaxX, writes David Davies

➤ In a landmark project for Meyer Sound, an estimated 1,800-plus of the manufacturer's EXP cinema loudspeakers are set to be installed as part of a 60-screen upgrade at CinemaxX AG locations across Germany and Denmark.

The largest audio upgrade initiative in CinemaxX history commenced last year and is due to reach completion by 2013. Systems integrator and installer for the entire scheme is Düsseldorf-based Film Ton Technik Hannsdieter Rüttgers GmbH (FTT).

The self-powered EXP cinema systems encompass Acheron screen channel loudspeakers, coupled with Acheron LF low-frequency screen channel loudspeakers. Also included are X-800C cinema subwoofers and HMS-10 surround loudspeakers, with digital optimisation courtesy of the Galileo loudspeaker management system.

Arne Schmidt, spokesperson and head of communications for CinemaxX AG, tells *PSNE*: "We are proud [of] having chosen Meyer Sound to deliver our Maximum Sound



EXP speakers have already been installed at KINTEX in Seoul

Experience to our audience. When we discovered that Meyer Sound makes people feel the film, it was easy to [decide in favour of] a big rollout throughout our cinemas.

"Meyer Sound is a performance company that delivers the highest quality of sound systems worldwide. That is our aim: to deliver the best quality in picture and sound to our guests."

The CinemaxX rollout follows hot on the heels of EXP installations in North America and Europe. Meanwhile, in Asia, the region's first EXP system is now in use at the premium M screen at Megabox's KINTEX near Seoul, South Korea.

"The film exhibition market in Korea is fast-growing and extremely competitive," says Brooke Lee of project supplier and integrator Kinoton Korea. "The dynamic power and accuracy of EXP proved a perfect match for the upscale M concept, which features luxury seating, a 19m-wide screen, and Sony 4K digital projection."

In other news, and further reflecting Meyer Sound's global profile, the manufacturer has announced the incorporation of Meyer Sound Middle East. Located in Dubai Media City, the new office will commence operations on 1 June under the direct supervision of Mauricio Saint Martin.

"The development of the AV industry in the Middle East has made it essential for us to form a strategic presence in Dubai, which will serve as an important regional hub for our business operations in the territory," says Helen Meyer, executive vice president of Meyer Sound. "This new office will give local audio professionals better access to the complete portfolio of our products and services, and allow us to respond quickly to our clients' needs."

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