

Installation Profile



ASHLY AUDIO DELIVERS FOR MR. C HOTEL

BURBANK, CALIFORNIA – Closing in on two decades at the forefront of audio/visual integration, **No Static AV** has witnessed tremendous transformations within the industry while growing its client base from its Burbank, California-locale to include restaurants, hotels, and events nationwide. While hardly unique in its promise to deliver exceptional functionality, fidelity, and reliability at a competitive price, No Static clearly stands above the pack in its ability to actually deliver on that promise. One of the key components of its success is the early adoption of efficient and cost-effective technologies. Lately, No Static has been using Ashly Audio's new NE-Series amplifiers with integrated DSP, as well as their new Pema DSP + amplifier.

“When we first started this company, an eight-zone job would have required separate mixers, equalizers, compressors, distribution amps, etc, along with, at minimum, four two-channel amps,” said Eugene Gordon, president of No Static AV. “Not only that, but all of the gear would have been analog and prone to the obvious issues of analog equipment, such as dirty faders and potentiometers, and prone to higher failure rates because of all the interconnections between the gear. We’ve come a long way since then, and now Ashly is offering solutions that combine all of that, and more, into just a single, two-rack space digital unit. Not only is the footprint substantially reduced, but so is the cost. As a result, we’re able to be much more competitive, either saving money outright or redirecting the savings to higher quality loudspeakers or a greater quantity of loudspeakers. Another big plus is the ability to create custom remote controls and presets, something that didn’t exist when we first started.”



No Static recently started using Ashly Pema™, which combines a multi-channel amplifier, matrix mixer and Protea™ DSP processor in a single unit. Two Pema 8250.70 eight-channel units will serve the entire Mr. C Hotel at Beverly Hills, which is the latest in the Cipriani hospitality empire. “It is amazing to me that we can serve an entire hotel with just two 2-rack space units,” said Gordon. The Pema deliver background music and zone-specific content throughout the Mr. C. The zones include the carport, lobby, reception desk, restaurant, bar, pool, various public spaces, and the twelfth-floor banquet and meeting space. Several of the zones contain local inputs for DJs or iPods, and the banquet and meeting space contains a dedicated wireless microphone, in addition to numerous music sources, both local and global.

“There is reason to believe that Cipriani may want to expand the sound system at Mr. C in the future,” said Gordon. “With Pema, we not only have eight built in amplifier outputs per unit, but we also have eight DSP outputs per unit. I can use them to expand the system with minimal infrastructure investment, should the hotel request it. For example, if they wanted to add an 8-ohm subwoofer system to the bar, I could easily tap the DSP output to add an 8-ohm amp or powered subwoofer to the setup. In addition, Ashly’s new NE-Series of remote controls can be placed anywhere in the hotel that is networked, which is just about anywhere. That gives me a lot of flexibility, so that as their final plans come together, we can place remote controls wherever they want them to be. There is no need to pre-wire for remote controls we can just plug them into the existing network!”

Although all of the Ashly DSP + amplifiers that No Static has installed across dozens of venues went in without a hitch and have continued to function perfectly and reliably, Gordon is oddly excited for one of them to fail. “We’ve never had an issue, but if we do, I’m ready to expedite our service to the clients,” he said. “Instead of traveling to the site, which can be across the country, I will simply reprogram a unit that we have in stock and overnight it to the client. Then the client, or a local tech, can swap out the units. Because everything is inside the box, that’s a guaranteed fix! There’s no guesswork involved.”

