

Installation Profile



PERFECTLY POWERED – PEERLESSLY PROPORTIONED ASHLY PEMA™ POLISHES GRACIE'S BAR

SALT LAKE CITY, UTAH – Gracie's Bar in downtown Salt Lake City, Utah promises and delivers something for everybody. It boasts two spacious patios and two floors of comfortable seating, along with a game room and a large, but wonderfully cozy bar. The drink selection is top-notch and the food, under the direction of respected chef Sean Wilde, is a draw in its own right. Utahans gather at Gracie's to enjoy communal events, such as the Super Bowl or World Cup Soccer on twenty-two flat screens. The bar even brings in DJs and live music, but, until recently, its sound system was difficult to tame on such occasions. Gracie's contacted Salt Lake City's **Performance Audio** to redesign and reconfigure the sound system. Levi Walker, systems manager at Performance Audio, relied on Ashly Audio's new two-rack space Pema integrated DSP + amplifier to bring the sound system in line.

"In some respects, Gracie's had too much stuff, and yet it wasn't enough," said Walker. "It was a hodgepodge of different gear that didn't integrate very well. As a result, it was difficult to control. They wanted something simpler and more predictable." As is often the case, Gracie's had financial constraints and limited space to dedicate to sound system hardware. The two-rack space Ashly Pema is ready-made for exactly such a circumstance, as it packs in a fully featured Protea™ DSP and either four or eight amplifiers channels of either 125 or 250 watts each.

Walker simplified the speaker setup and added ceiling speakers to improve coverage. The Ashly Pema 8250.70 delivers 250 watts to each of eight separate zones. Perhaps most significantly from the bar staff's perspective, he gave them four Ashly WR-5 remote controls, which allow them to easily select inputs for the various zones and to easily adjust their volumes. In addition, he gave them a wireless tablet that can control the system from anywhere, including the owner's office.

“There’s really nothing else on the market that combines DSP and amplifier technology so powerfully or so compactly as the Ashly Pema,” said Walker. “The product is very easy to work with from an installation standpoint. There are fewer things to connect and fewer pieces that can go wrong. And programming it was straightforward. I’m especially impressed that the Pema we installed delivers eight channels at 250 watts each. And it only takes up two rack spaces! It’s really the ideal solution for distributed audio in bars, restaurants, retail spaces, and the like.”

