



### **A TEAM OF ASHLY EIGHT-CHANNEL NE8250 AMPLIFIERS & THE STARR GROUP WIN THE GOLD AT THE LAKE PLACID CONFERENCE CENTER**

LAKE PLACID, NEW YORK – Set in the breathtaking Adirondack Mountains of New York at the site of the 1932 and 1980 Winter Olympic® Games, the newly-constructed Conference Center at Lake Placid pairs the splendor and story of its surroundings with amenities that far surpass those of most big city convention centers. The architecturally stunning three-story building boasts over 90,000 square-feet of flexible ballrooms, meeting rooms, and pre-function space, not to mention decks and verandas from which to enjoy the natural beauty of the surrounding landscape. Starr Entertainment Group designed and installed a flexible and abundantly powerful A/V system for the center, in part by relying on Ashly ne8250 eight-channel network amplifiers that deliver 250-Watts of power to 104 zones of distributed audio speakers.

The New York State Olympic Regional Development Authority (ORDA), which manages the state of the art conference center, tapped Starr Entertainment Group to design a thoroughly modern A/V system that could flexibly accommodate a wide range of uses. Pleased with the company's competence and communication, ORDA invited Starr Entertainment Group to bid on the installation of its design. The bid was successful, and so the company saw its design through to completion.

The system collects its audio inputs from wireless microphone systems, wired microphones, media input panels, visual media players, and a background music system. In addition, several small-frame consoles in rolling racks accommodate events with live music. Thirteen Ashly ne8250 eight-channel amplifiers deliver 250 Watts to each of the 104 zones distributed throughout the building.

"ORDA wanted a high-quality system. They wanted to do it right," said Peter Starr, owner and chief designer of Starr Entertainment Group. "About a year-and-a-half ago, we used some Ashly ne8250 amplifiers in a hotel system. I loved the fact that we could get 250 Watts per channel. It's ideal for these kinds of systems. Of course, there are other multi-channel amps on the market, but nothing combines the specs, affordability, and reliability of Ashly's ne Series. It is certain, the Conference Center at Lake Placid sounds great and is capable of some serious volume when needed."

A 32 x 32 Crestron digital video matrix processor allow any video input to be shown on any combination of the center's approximately 120 video output devices. Those devices include Sanyo HD projectors and flat-screen monitors. In addition, a large Visix-based digital signage system provides the conference center guests with way-finding and other information. A Crestron Pro2 system with 22 wall panels allow user control of every aspect of system performance, such as video and audio input selection and volume, room combining, as well as room functions such as room temperature and lighting. In addition, the building's functions can be accessed via secure Internet and LAN connections. According to Bob Hammond, ORDA's director of planning and construction, "the Starr Group has exceeded expectations," and was noted by Ted Blazer, ORDA's president and CEO, to be "the most dependable and cooperative contractor on the project."