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NEWS RELEASE

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JBL IN THE RED AT ROUGE

LONDON, UK – June 6, 2003 – Arbitr Pro Audio, UK distributors for JBL Professional, has supplied leading sound installers Audiotek with a selection of JBL speakers specified by sound designer Santi Arribas, for an exciting new night venue project in central London called Rouge.

Rouge, located in Charing Cross Road, is a funky and intimate venue on five floors, located in a charismatic old building, owned by independent operators Samurai Leisure. It's designed to accommodate an eclectic mix of clubbing, live music and parties in a part-urban-part-drinking-club-lounge environment.

Every Friday, Rouge features one of the best new nights in London, with music in three rooms playing Kitsch, Funky House, R & B, Funk, Club Classics and Eclectic Beatz and upcoming DJ's including Norman Jay, BBE, Giles Peterson, Joey Negro and Champagne Wayne plus residents.

Arribas' sound design needed to be dynamic, kicking, smooth and comfortable for Rouge's comparatively small areas, so he chose JBL elements for all five music rooms. As with past designs, JBL was picked for its reliability and sound quality – and because of the vast range of choice in different speaker enclosures.

In addition to each room having its own vibe and feel, Arribas wanted to produce a high-clarity, uniform venue-wide sound, so there was no overall dramatic divergence in volume or texturing as people moved around the building. He wanted



The Rouge nightclub and bar in London features JBL Sound Power speakers.

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that classic ‘JBL sound’, and with the wide musical policy embracing anything from current trends like Hip Hop and R & B to stalwart genres like House and Old Skool, any sound system needed to deal equally well with different styles, DJs and mixing philosophies.

The basement, ground floor and first floor rooms all feature identical speaker systems, comprised of four JBL SP212-9 speakers (with 90 degree dispersion) and an SP128S subwoofer – all from JBL’s Sound Power Series. “They were definitely the best speakers for the job – directionally sensitive and with plenty of power,” says Arribas, on why he specified these specific JBLs for the task.



One of several dancefloors at Rouge

The atmospheric main room – the ballroom - is complete with high ceilings, a mirror-walled dancefloor and a long feeder bar. Audiologically it’s a double decker version of the other rooms – and the dancefloor volume is pumped up with eight SP212s and four SP128S subwoofers.

At the top of the venue, in the V-VIP room, the sound requirement was to be more subtle, laid back, and in the background, so Arribas selected four of the small yet powerful JBL Control 28 speakers.

Sound for all rooms is linked via a BSS Soundweb network, and amplification throughout the venue is handled by Crown.

Headquartered in Northridge, California, JBL Professional is the world’s leading designer, manufacturer, and marketer of professional loudspeakers for recording and broadcast, musician, cinema, touring sound, commercial sound and contracting applications. JBL Professional is part of the Harman International network of professional and consumer audio companies. For complete product and company information, go to the JBL Pro website at www.jblpro.com.

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