

PRESS RELEASE

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E&E INSTALLS SINGAPORE'S TRUE AUDIO MATRIX SYSTEM

Electronics and Engineering (E&E) Pte Ltd has recently completed one of Singapore's most sophisticated ballroom audio matrix system in the Laguna National Golf and Country Club, one of the premier golf clubs in the region. Valued at a quarter of a million dollars, the versatile sound system is designed for maximum flexibility to cater to the needs for multiple audio-visual functions in the existing ballroom.

Says Mr Ronald Goh, Managing Director, E&E Pte Ltd: "As the present-day function rooms need to cater to a wide spectrum of events, it requires sound system design to be flexible and powerful enough to handle all the audio challenges. With this in mind, we have decided to install a matrix speaker system in Laguna Golf and Country Club to fully exploit the potential of the sound system to provide tailored audio solutions required for different types and sizes of events. In fact, we are very pleased to say that it is one of Singapore's most sophisticated matrix speaker system designed for ballroom and function rooms."

Occupying a total of 300 square metres, the entire ballroom can operate as four independent multi-purpose function rooms with individual audio-visual competencies through the use of a unit of Crown IQ-USM810 digital matrix processor with distributed intelligence capability. In addition, the Crown IQ-USM810 also allows for the parameters to be backed up using its FLASH

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memory and system configurations can also be stored for future recall. The main sound system consists of more than 20 units of JBL Control 29 loudspeakers powered by five units of Crown CE 2000 amplifiers and a Rane DA 216a distribution amplifier.

In addition to the dedicated main sound system, there is also a portable conferencing system which includes a Soundcraft Spirit M4, a 24-channel Soundcraft Spirit Live 4², 30 units of Shure MX412D/S Gooseneck condenser microphones, three Shure EUT 12485 UHF package and a Shure SCM 810E microphone mixer. To expand the function rooms' audio-visual potential for karaoke usage, E&E has also supplied and installed a portable system which features mainly a Soundcraft Spirit FX8 mixer, four units of JBL EON15 powered subwoofers, completed with Shure microphones.

Commenting on the newly-installed system, Mr Peter Goh, General Manager, Laguna National Golf and Country Club Ltd: " With the new audio matrix sound system in our ballroom and function rooms, we are now able to maximise the room usage to cater to a wider range of events of various scale. In addition, the system's ability in providing professional and high quality sound reinforcement without feedback as well as hiccups is an important element in helping us to market our club facilities successfully. So far, the sound system has lived up to our expectations and we are in fact, extremely glad that its performance at our recent annual Dinner and Dance event fared much better than the rented sound system."

Electronics and Engineering Pte Ltd is a professional sound system and cinematographic equipment importer and contractor specialist since 1951. It provides fully-integrated turn-key solutions with top-of-the-line sound reinforcement systems, cinematographic products, AV Systems, Studio Recording, Stage and Ambience Lighting products as well as Stage draperies and machinery.

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