

SONANCE CASE STUDY

Hospitality: Food and Beverage | The Point D.C. | Washington, D.C.



ABOUT THE POINT D.C.

Stationed at the tip of Buzzard Point in Washington D.C., where the Potomac and Anacostia Rivers meet, The Point D.C. waterfront restaurant occupies the building of the former U.S. Coast Guard headquarters and former FBI Headquarters.

With panoramic views of the river, a contemporary design, and a tranquil open-air patio, The Point D.C. features a vast selection of the freshest seafood, coastal cuisine, and American-infused fare, while providing an unforgettable ambiance and unique dining experience.

THE CHALLENGE

With a reputation for amazing cuisine and world-class ambiance, the D.C. based hospitality group Fish & Fire Food Group knew that they wanted to create a space that would not only be aesthetically pleasing and draw customers in, but also incorporated the highest quality, yet easy to use, audio system that would set them apart from other local restaurants.

With numerous zones throughout the 12,500 square foot property, including 22-foot ceilings with exposed ductwork in the main dining room, a private dining room, and an outdoor patio area, the challenge was to deliver best-in-class sound, while ensuring volume levels were comfortable to listen to in any location.

The space was also purposefully built with future opportunities in mind that could easily transform from restaurant to event space, depending on the needs of the customer. These needs would range from the ability to achieve clear, beautiful sound for day-to-day operations, or more powerful bass for private events.

With a very broad vision, and a desire for high-quality audio to elevate the distinct spaces throughout the property, the team at Fish & Fire Food Group reached out to Hill Residential dealer, One Source Systems, for their unique, creative, and technical capabilities and for their ability to bring world-class technology into the space to bring their vision to life.

"We did not want hold back on any of the bells and whistles because we know what a profound impact they can have on a space, which is why we required a state-of-the-art audio system. One Source Systems knew that to meet my expectations, we needed a well-balanced, clear, and easy-to-use audio system in our very complicated and diverse environment that had lots of challenging zones. I told One Source Systems to only use the best of the best because I did not want any subpar equipment in our restaurant and that is why together we picked Sonance and James Loudspeaker audio solutions. Sonance and James Loudspeaker provided a technically sophisticated system to achieve the right sounds in different areas and I have a feeling that those details will help increase business. People may not realize it, but oftentimes the memory of an occasion is tied not only to the food you ate, but the song you listened to or what was playing during that moment. Those little details paired with the waterfront views makes this an occasion-based destination and is what keeps people coming back."

Gregory Casten Founder, The Point D.C.

REQUIREMENTS

- Best-in-class fidelity and performance for 70V/100V applications that disappears into the design of each zone
- Find an audio solution with common voicing and even, balanced coverage to connect with people in each zone for world class ambiance anywhere on the property
- Weatherproof rated audio solution that can withstand the elements on the outdoor patio
- Simple and easy to use system for the staff to use with ease
- Audio system that is capable of adjusting to provide ambient music or more powerful sound for larger private events

SONANCE CASE STUDY

Hospitality: Food and Beverage | The Point D.C. | Washington, D.C.

"I know the team at the Fish & Fire Food Group understands how audio enhances the experience more than most restaurateurs, so we wanted to make sure that whatever we installed was something that would complement the space and totally enhance the customer experience. When we have a client like the team at Fish & Fire Food Group that has demanding requirements for sound and aesthetics, it's a no brainer for us to go with Sonance. Sonance has the best 70V speakers that I have ever heard."

Randy Baker Co-Founder, One Source Systems



METHODOLOGY

Professional audio integration is more than merely filling a space with sound. It's a tangible design element and a critical part of the space's environment that is meant to create a mood and elevate the senses without distracting from the designer's vision and aesthetic goals. For over 30 years, the architectural speaker pioneers at Sonance have continually explored and refined the fine art of musical fidelity within a designed space, with their series of award-winning speakers.

RESULTS

The team at One Source Systems wanted to ensure that they integrated consistent, even balanced audio throughout the entire restaurant that was not only comfortable to listen to, but also easy to manage. They turned to Sonance for their highly acclaimed audio solutions.

In the main dining room, Sonance 8" Pendant Speakers were used not only for their best-in-class fidelity and uncompromised sonic performance in 70V/100V, but also for their minimalist design to blend discretely into the environment.

In the private dining room, two pairs of James Loudspeaker Small Aperture® Series speakers were installed and paired with a James Loudspeaker PowerPipe Subwoofer to fill the space with rich, detailed bass frequencies without interfering with the décor and to ensure that top notch technology would enhance this room for private events.

Throughout the waterfront outdoor patio area, over 25 Sonance Mariner 86 Speakers were utilized to not only attract clientele passing by on the surrounding marina, but for their reliability in withstanding the outdoor elements.

The placement of speakers throughout the property provides a consistent and comfortable listening experience to not only set the ambiance, but to also help make each visit nothing short of magical.

PRODUCT HIGHLIGHT

Sonance Professional Series has become a game-changer for commercial audio, delivering clean aesthetics, excellent sonic performance, and consistent tonality across its form factors. The Professional Series Pendant Speakers utilize a minimalistic design similar to pendant lighting to blend discretely into the environment. Sonance's Laminated Core Transformer combined with state-of-the-art driver design delivers best-in-class fidelity and uncompromised sonic performance in 70V/100V applications.



PS-83T Pendant Speaker

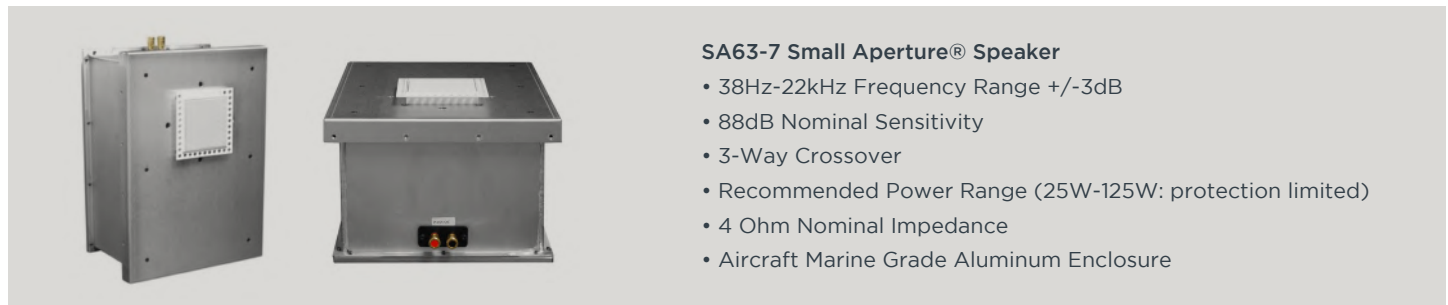
- 55Hz - 20kHz Frequency Range +/-3dB
- 90dB Nominal Sensitivity
- UL 1480 and UL 2239 certified
- Full-fidelity transformer with high (70V, 100V) or low (8 Ohm) impedance
- Available in 4", 6.5" and 8"
- Available in black or white (paintable)

SONANCE CASE STUDY

Hospitality: Food and Beverage | The Point D.C. | Washington, D.C.

PRODUCT HIGHLIGHT

James Loudspeaker has always sought to push the envelope when it comes to better solutions through innovation, and nothing reflects that commitment like the Small Aperture® (SA) Series. SA Series features an aircraft grade aluminum enclosure with a 3-way driver design that ports through either a 3" or 4" micro-trim grille - delivering full-range performance with minimal visual intrusion. SA Series is available in a wide range of enclosure sizes and depths, performance levels, grille finishes and even custom configuration. Available in 8 Ohms or optional 70V/100V. UL 2043 and UL 1480 certified.



ABOUT SONANCE

Sonance is based firmly in the belief that technology should be designed to disappear. It began in 1983 when founders Scott Struthers and Geoff Spencer introduced the world's first in-wall loudspeaker. This approach of leading with design led to many more "firsts" and a proud heritage of innovation, continually refining the in-wall and in-ceiling speaker category by reducing bezel size, making solutions that are completely flush mounted, and for the ultimate design solution: making speakers that are completely invisible. These are the things that have inspired a philosophy that continues to drive the company's brands today: that technology can and should blend in with the architecture and interior design of any space.

Building on the well-established Heritage of Innovation, The Sonance Family of Brands now includes the craftsmanship and customization of the James Loudspeaker, and the elegance and utility of the IPORT brand. Each of these industry-leading brands follows the Sonance philosophy, unlocking an even greater range of solutions, each meticulously designed to enhance the user experience. Their combined efforts deliver solutions that go beyond expectation and beyond just audio. Sonance, James Loudspeaker, and IPORT deliver solutions for elevating the way technology is experienced in residential and commercial spaces for over 38 years.

It is through this consistent promise that Sonance has cultivated long-standing, authentic partnerships with leading architects, interior design professionals, custom installers, design-conscious consumers, and commercial end-users, from their home base in San Clemente, California and throughout the world.

