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Case Study: Bar Three Zero, Ashford

Dec 2007



Outline

Bar Three Zero brings the West End to Ashford with a sleek, stylish venue for social dining, flared cocktails and hosting DJs. Following the success of the original upstairs bar and dance floor, Bar Three Zero developed a successful range of niche music evenings and special events. To consolidate this success, an updating and expansion was initiated, creating a new benchmark in dance venues.



Challenges

The funky, cutting edge brand values of Bar Three Zero are crucial to its success. The enhanced system had to deliver audio matching the Ministry of Sound DJ's now playing the venue, while retaining the mood shifts from lunchtime to late night clientele. The project was won against industry competition on quality and delivery.

Technical

The original Evid installation was reused in the rear bar, with the dance floor equipped with ceiling flown EV Zx5 speakers, driven by an EV P3000rI amplifier, with integral DSP processing and netmax support. The end result was a solid sound quality on the dancefloor, while bar areas enjoyed premium listening.



Response

'Bar Three Zero is an excellent example of being able to work with a client longterm. We understand our contribution to their business, which streamlines development times, resulting in successful projects.' Says Chris Gunton, as the partnership passes the five year mark.



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