



Swank AV Outfits Renaissance Hollywood with NEXO/Yamaha System

M7CL-32 Digital Audio Console and GEO S8 Line-Array System chosen for 2,000 seat Grand Ballroom at Renaissance Hollywood



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Hollywood, Calif.—In-house AV company Swank Audio Visuals recently added a NEXO GEO S8 system and Yamaha M7CL-32 digital audio console to their production arsenal for the Renaissance Hollywood Hotel's Grand Ballroom. Located in the famous Hollywood and Highlands complex that also houses the Kodak Theatre, Hard Rock Cafe, (and soon-to-be opened Rolling Stones venue) the 25,000 square foot Grand Ballroom and sole hotel on the property seats 2,000 theatre-style.

Since 1937, Swank Audio Visuals has been providing event technology services within the hotel, resort, meeting and conference center industries. The in-house team located at the Hollywood property, provides top-level production using the NEXO/Yamaha system for all events. The Ballroom hosted the 2010 ASCAP Conference and performances by Flo-Rida, Patti Smith and her band, with panels featuring Quincy Jones, Ludacris, Justin Timberlake, Bill Withers and John Mayer. The Grand Ballroom was also recently the site of the Cirque Du Soleil "Iris" preview which will open in the Kodak Theatre, and is the location for the 2011 Oscars press event.

The 16-box NEXO GEO S8 system is hung in the Ballroom on a case-by-case basis dependent upon the individual show's design to be staged in the flexible function space. "We chose the GEO S because we needed a system that was tailored to what we do the most, which is medium-sized corporate events," states Ryan Gollner, Assistant Director of Audio Visual Services, Swank AV. "Our Technical Director, Maurice Sams, showed us what the system could do when we first moved in here last year, and we've been hooked ever since." The rig consists of seven GEO S805's and one GEO S830 with two C-12 subs per side, powered by four Yamaha PC9501N amps and two NX242 processors. "They sound great in the Grand Ballroom and provide excellent coverage. Our clients always comment on how clear the audio is."

"We use the Yamaha M7CL-32 with Stage Manager as well as an iPad for our different, high-profile events, says Gollner. When Swank moved into the Renaissance Hollywood, we knew we were going to need something flexible enough to accommodate the various levels of business throughout the year. The M7CL-32 is THAT board, hands down. Its ease of use and programmability enables us to respond rapidly to our clients' needs, and its on-board DSP eliminates the need for a lot of excess gear, which simplifies our jobs and reduces the footprint area. It's just a win-win, and we absolutely love it."

One of Swank AV's company trademarks is training. In their Los Angeles area properties, they have several technicians who are trained on the Yamaha M7CL console, and have gone on to teach up-and-coming audio enthusiasts within the company. "The great thing about the M7CL, Gollner notes, is that its workflow is so streamlined, most technicians can pick it up and be effective in real-life situations within a day or even within a few hours!"

For more information on Swank Audio Visuals, visit www.swankav.com.