Symetrix DSPs Very Much the Real Thing at Madame Tussauds Singapore

Symetrix SymNet Radius 12x8 open architecture Dante-scalable DSPs are providing flexible processing for the celebrity waxwork museum's latest location.

SINGAPORE — FEBRUARY 2015: The power and scalability of Symetrix SymNet Radius 12x8 open architecture Dante-scalable DSPs has made them an increasingly popular choice for large-scale visitor attractions. Now Madame Tussauds has been added to the roll-call with a SymNet Radius 12x8-centric audio processing and distribution infrastructure at its new site in Singapore.

A true icon of the museum world, Madame Tussauds is home to an extraordinary variety

of waxworks depicting public figures ranging from film stars to world leaders. The original location was in London, but these days it operates sister museums in several other cities including New York, Washington DC – and now Singapore.

The audio installation at Madame Tussauds Singapore was entirely the domain of Electronics & Engineering Pte Ltd (E&E), which won an open tender for the project from Sweett Group representing Merlin Entertainment. Over the course of several months, E&E devised a high-quality audio distribution system including microphones, speakers, amplifiers, players and show control equipment based on the original design of Thöne und Partner Germany.

Fully-featured DSP was always going to be integral to the successful deployment of such a complex system. Freddie Soh is senior account manager at E&E and had a key role in the project in close cooperation with Benedikt Koch, GM of Thöne und Partner. As Soh recalls, "the initial primary requirement of the DSP installation was for traditional analogue audio distribution based on earlier projects. However, subsequent to that, E&E made the recommendation of a networkable audio distribution infrastructure underpinned by Audinate's Dante media networking technology. We knew that it would really add value to the project, and the client agreed to go ahead with this proposal."

As a long-time Symetrix system user – having deployed its DSPs on such landmark projects as the Singapore Sports Hub – the US-based processing specialist was E&E's first choice. Twelve mic/line inputs, eight line outputs and – critically – support for Dante networking are among the features of the SymNet Radius 12x8 open architecture Dante-scalable DSP, two units of which were specified for the project. E&E also deployed four SymNet xIn 12 audio input expanders.

The far-reaching project saw E&E install products from many other leading global brands, including EAW loudspeakers, Shure vocal microphones and Ashly Audio power amplifiers. Visual solutions from Panasonic and Samsung were also supplied.

Regarding the Symetrix components, Koch says: "The introduction of Dante to this project really sets the Museum up for the long-term future, so the originally specified SymNet Radius 12x8s with the add on flexibility Dante offers were a great choice. The feedback

from the completed installation has been excellent and the client is very happy."

Hock Thang, regional sales manager, APAC for Symetrix, comments: "The recent Singapore Sports Hub project illustrated how E&E is consistently making the most of SymNet's Dante networking capabilities. Now they have done it again with this impressive installation at Madame Tussauds Singapore, where the Symetrix DSPs have helped to deliver a world-class audio infrastructure."

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FURTHER IMAGES (Please click caption for hi-res):

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One of the main processing racks at Madame Tussaud's Singapore, featuring Symetrix SymNet DSPs

An external shot of Madame Tussaud's Singapore (Credit: SMDB)

Part of the waxworks tour, here showing sports figures from the nation's history (Credit: SMDB)

A third waxwork shot, showing political and leadership figures (Credit: SMDB)

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With a current and broadly-based product portfolio that encompasses both open architecture (Edge, Radius 12x8 EX, Radius AEC, Solus) and fixed architecture (Jupiter, Zone Mix 761) solutions, Seattle, USA-based Symetrix is the global leader in digital audio signal processing. From a founding base in the studio and MI communities, Symetrix has emerged to take a defining role in commercial audio, its products now a default choice for large-scale installations in performance venues, sports arenas, educational establishments and many more. Benefiting from a worldwide distribution network that has seen its products specified in over 100 countries, Symetrix nonetheless continues to spearhead the entire design and build process from its Seattle HQ. The manufacturer is now enhancing its readiness for a new era of AV networking through its licensing partnership with Audinate, whose world-leading Dante media networking solution is fully integrated into the SymNet DSP platform.
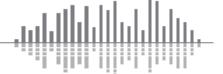
For hi-res media files on the Symetrix product portfolio, please [click here](#).

Media Contact

For further information, please contact:

JamesKnight + Associates
86-90 Paul Street
London
EC2A 4NE
United Kingdom

email: [click here](#)
office: +44 (0)20 3287 5900

6408 216th Street SW | Mountlake Terrace, WA 98043 USA
T + 1.425.778.7728 F + 1.425.778.7727 | www.symetrix.co