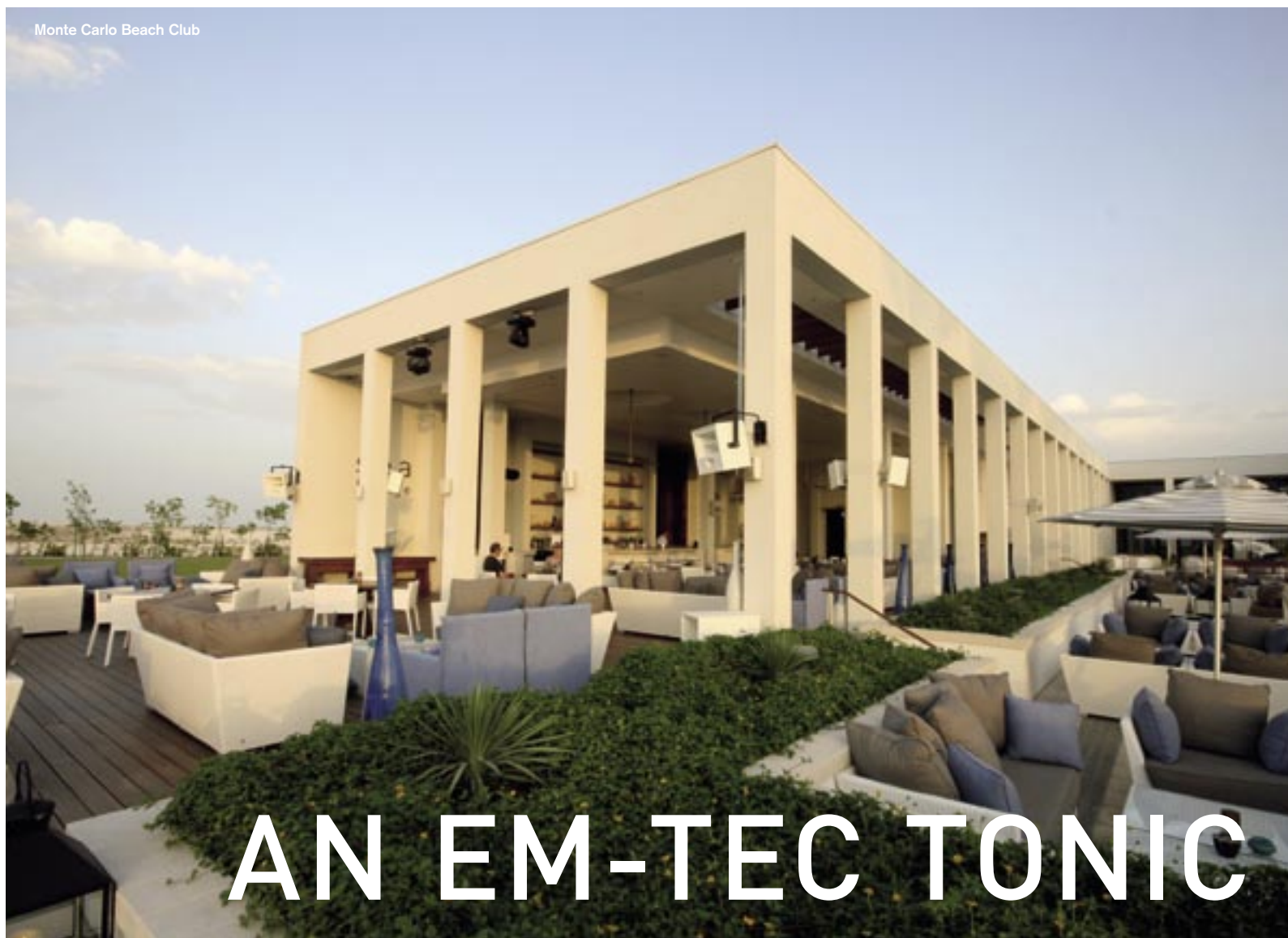


Monte Carlo Beach Club



AN EM-TEC TONIC



DUBAI, UAE
EUROPE/MIDDLE EAST/AFRICA

While words may disappear in the breeze, and most ideas dissipate over days, philosophies can transcend time, geography and notion. Custodians come in all shapes and sizes, but, in terms of belief and understanding, the good ones don't fall far from the fruit tree. In Em-Tec, Funktion One has found itself a believer. The Dubai-based integrator has just completed a feverishly busy summer, and it seems its reputation is snowballing with each project that comes online.

Em-Tec is led by Alex Bracken and Andy Williams. Alex has been established in Dubai for almost a decade, running several entertainment-related businesses, whereas Andy is a much more recent addition to the 200,000-strong, ex-pat population, arriving three years ago. He brought with him almost 20 years of music production experience, gained with house legends K-Klass, a group he formed in the late 1980s that enjoyed underground acclaim and commercial success. They hail from the same hometown.

"We're from Wrexham. When Andy was in K-Klass, being a local Wrexham lad - supporting your hometown and its faces - I would end up on the guest list. We were mutual friends with someone who ran the Cotton Club in Wrexham, which was the first house club in North Wales," reveals Alex.

Fast-forward two decades, and the pair are firm friends. Each has particular skills that merge into a formidable partnership - Alex's business-sense and knowledge of the local market and Andy's ear and dedication to his art. "Andy's got the best ears. He truly understands the stuff that I'm okay at," explains Alex.

Both are disciples of the Tony Andrews school of audio appreciation. More than that, they are fans of Funktion One. Alex continues:

"We work with the best, really. We didn't want to get involved and become a normal distributor with five or six different manufacturers, and just selling. It comes from a passion because we're both from that background. There's stuff we've said 'no' to, it's not about the money. It's about whether people are really interested in doing it right. If we get that quality of people, then we move forward with it." For Em-Tec, 'doing it right' means supplying the right products, the correct quantities, meaningful technical support and a responsive after sales service. A certain level of education is involved too. Andy and Alex have picked up the Tony Andrews-endorsed 'No MP3s!' banner, and they're flying it with vigour.

"The philosophy of Funktion One is that they want to work with someone who knows what they are doing, they don't just want an outlet for selling boxes. And that's why they've got a good reputation," says Alex.

The relationship that Em-Tec has with the Funktion One HQ in the UK has been vital to the company's development. Andy regularly talks to Tony, John Newsham and the rest of the technical team to discuss the specifications for current projects and bids. The strength of this relationship was especially valuable in the lead up to, and during Ramadan (1 August - 31 August 2011), when the integration specialists completed six venues - Jules Bar, Warehouse, One Up, Horizon, Monte Carlo Beach Club, and Alex's own venture, The Stables. Over two days, we visit each of them, as well as 360° Bar,



Monte Carlo Beach Club

which is an established player in Dubai's nightscape.

Though they are run by different operators, Jules Bar and Warehouse both make up part of Le Méridien - a five star, resort-style city hotel, liked for its relaxed feel and multiple entertainment options. Both venues carry a regular programme of live music, with performances every night, and both have been installed with audio solutions that suit their direction.

Jules Bar provided Em-Tec with some acoustical challenges, which needed to be addressed before an effective audio configuration could be devised. The abundance of hard surfaces and glass frontage meant that conflicting reflections could result in noise, and negatively impact the customer experience. This was addressed with thick, acoustic curtains and drapes.

The space is split, with a performance area at the front of the venue and the bar with mingling zone to the rear. Two Funktion One Resolution 1 enclosures hung horizontally at either side of the stage, combined with an F218 bass unit, make up the main PA. Infill reinforcement comes from two F101 speakers facing the bar. The system is powered by a Funktion One F60Q amplifier - manufactured by Full Fat Audio in the UK - which offers 1.5kW from each of its four channels. Outside - on the Terrace - two compact F81 speakers are amplified by a Funktion One F40Q. The whole system is managed by the X04 management system - from XTA in collaboration with Funktion One - which offers four inputs and eight outputs.

Due to an emphasis on live performance, a Midas Venice 24-

channel mixing console has been specified for FOH mixing duties. The desk offers a lot of functionality without taking up a huge amount of space, which is an important consideration for a venue of Jules Bar's size.

Across a sub-tropical outdoor setting, Warehouse further enhances Le Méridien's appeal with a dual-floored dining, drinking and entertainment venue. It manages to mix live music with a luxurious design ethos, and the Funktion One sound system works for both elements of the mixture.

With the restaurant on the ground floor, the upstairs bar is a freer setting for kicking back and enjoying music, whether it's from the DJ booth or live set-up. Once in the bar area, patrons are met with the notable sight of four powered Funktion One Resolution 2 enclosures, which are flown at complementing angles above the stage. Bass reinforcement is supplied by an F221 enclosure, boasting two 21-inch neodymium drivers, powered by an E45 amplifier - designed and manufactured by MC². An E15 amplifier powers the two Funktion One F88 speakers that supply audio to a seating area near the stairs leading up to the first floor.

Amongst the various reasons why the Em-Tec guys are fanatical about Funktion One, is the quality that runs throughout the product range. Though some people, they feel, try to pigeonhole the UK manufacturer as offering only 'big club systems', with each installation they are demonstrating that this simply isn't the case. Talking about Warehouse, Andy says: "Each speaker, as you move through the product range, has the same sonic qualities. So you ►





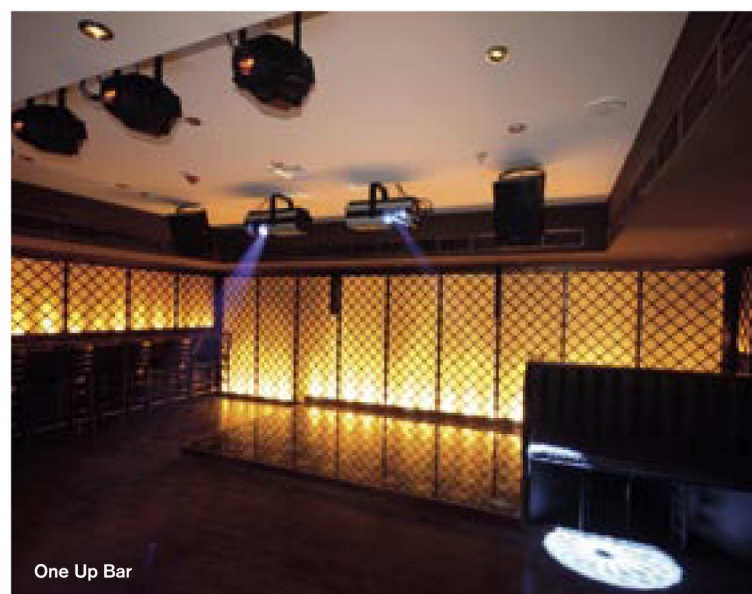
Warehouse



Jules Bar



Horizon Bar



One Up Bar

can move from one area of a room that is serviced by Res 2's, to another part which has F88's, and the sound remains constant. Some places you go from one area to another and it's like you've gone into a different venue."

This is demonstrated perfectly at the next venue we visit. One Up is part of the Boutique 7 Hotel, which is located in the Tecom area - opposite Dubai Media City. It is a bar with multiple rooms, offering lounge socialising, sports entertainment and more energetic pursuits. The main room is kitted out with two Pioneer CDJ-900 CD decks and a DJM-900 DJ mixer, as well as a small stage that accommodates live vocal performances. This stage has two F101 speakers flown above it, while the opposite corners are each adorned with a Funktion One F81 speaker, which, despite its size, is capable of impressive results. The 8-inch and 1-inch drivers offer 90° dispersion and 100W of RMS power. A Funktion One F218 bass enclosure - with two 18-inch drivers - reinforces the lower frequency response with large quantities of tight, punchy bass.

Elsewhere in One Up, another six F81's have been installed. Amplification is handled by an F40Q, an F60Q and a QSC RMX1450 amplifier, with processing from an X04 management system and zoning through a Formula Sound ZMR-243 mixer. One Up's Entertainment Manager, Tony Smith, explains: "We decided on Funktion One because we'd heard good things about it. We listened to it in other venues in Dubai, and it produces a really good sound. We're really happy with it. We trust what these guys say and the quality of the product speaks for itself.

"We've got the smallest system because it's just a bar, but the quality is the same. It doesn't matter if it's a big cabinet or a small cabinet. I don't know what the components inside those boxes are, but they must be something special."

General Manager of Boutique 7, Vyas Jayabhanu, comments: "We want to go a little more urban, a little more different, hence we

created a very earthy kind of bar, with soft, mellow colours and lots of metal work. Basically, a handcrafted bar - we didn't buy anything off the shelf, which is what makes it unique.

"Personally, I had never heard of Funktion One before. I had gone to a club and heard a system that was amazing, and the DJ happened to be a friend of mine. I asked him, and he explained what it was and that Funktion One offered custom speakers, built to your venue. So I got in touch with Andrew, he came down to size up the place, and gave me a design. I was under the impression it was going to be too small, because usually people come and they say, 'put 20 speakers or put 50 speakers to optimise the sound'. So, when Andrew said, 'you need four speakers', I was shocked, I thought he wasn't being serious. But then when I heard the sound it really changed my view. Funktion One is a very good sound system - I will use it in all my clubs."

One of those clubs will be in the basement of Boutique 7. Named B2, the new venue is due to open in early 2012 and will boast a significant Funktion One configuration.

The following day, we headed to Horizon, which is part of the Habtoor Grand Beach Resort. It is the first of two outdoor venues that we visited that day, both of them presenting the same challenge. Ramadan took place during August 2011, which offered an (almost) ideal opportunity to fit out venues, because no licensed venues are open during that period. As it fell this year, it also offered some very high temperatures and plenty of humidity, which didn't affect the air conditioned interiors of Dubai, but made outdoor working conditions extremely challenging.

The scenic surroundings of Horizon received an audio configuration comprising four horizontally flown Funktion One Resolution 1 enclosures and a F212 Minibass. DJ monitoring duties are handled by two F81's. Like the other venues, a combination of F40Q and F60Q amplifiers, and an X04 loudspeaker management system,



Monte Carlo Beach Club after nightfall and surrounded by a sand storm

brings the speaker system to life.

It takes a two hour drive from Dubai, in the direction of Abu Dhabi, to reach Saadiyat Island. Monte Carlo Beach Club opened there at the beginning of September, and has been causing a stir ever since. It is the first beach club on the island, and has been designed to 'celebrate fine living, culture, wellbeing and health, reflecting the values and heritage of Monte Carlo SBM sister hotels and clubs in Monaco'. With its outdoor swimming pool, surrounding cabanas, private beach bungalows, spa facilities and access to 9km of natural white sand beach, the private club is a true destination venue. And the ambitious development plans for the area will only enhance its appeal further.

There are various restaurants within the complex, but Em-Tec's focus was on the beach bar, where people unwind during the day and party in the evening. To help facilitate this, the system integration specialists prescribed 10 Funktion One F101 speakers for the sheltered areas and two Funktion One R2SH speakers aimed at an uncovered patio space, which leads to the sands of Saadiyat Beach. The R2SH is the skeletal version of the mid-high section of the Resolution 2 - it is small but potent with its delivery. Bass responsibilities are fulfilled by two F118 Mk2 bass enclosures and a pair of MB212 Minibass enclosures - the smaller iteration of Funktion One's Infrabass technology. And the familiar combination of F60Q and F40Q amps, with the X04 speaker management system. DJs play through two Pioneer CDJ-900 CD decks plugged into a DJM-700 DJ mixer.

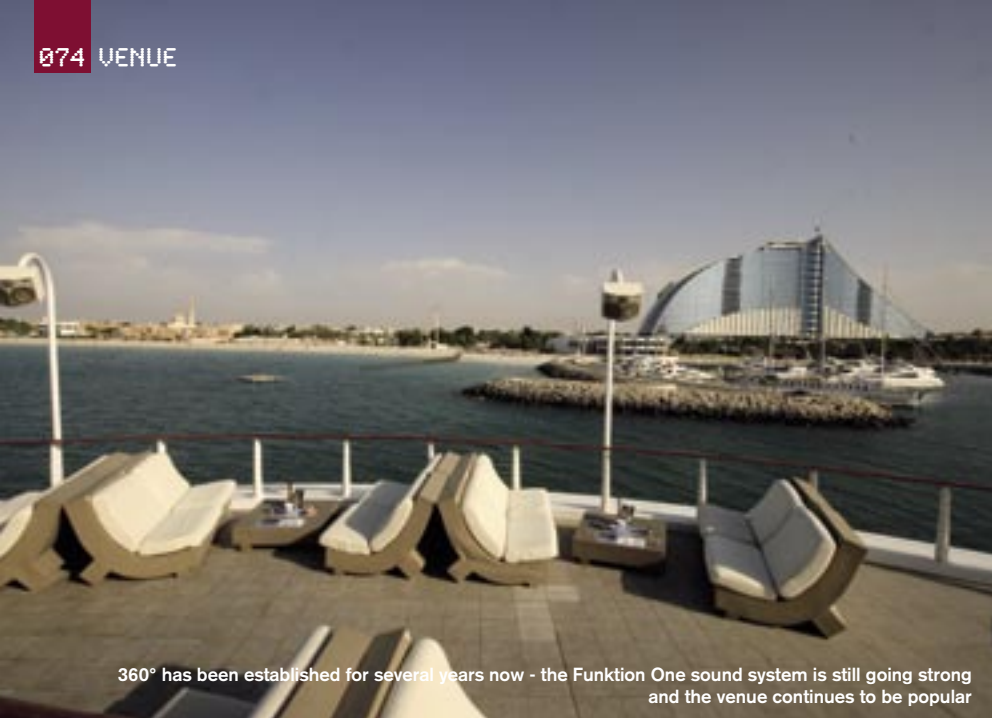
Em-Tec also supplied and installed the lighting at Monte Carlo Beach Club. The company is an official dealer for LED lighting pioneers, Tryka, and supplies some other brands when a venue requires a dynamic lighting scheme. Here, two Robe Scan 250 XT fixtures add colour and sparkle, while six Tryka Module 12 IP68 RGB units have been set into the ground and seven Tryka

MR16 Module 6 RGB Easy-Link fixtures offer colour washes to the visual ambiance. Two Icon Genesis 50W LED moving heads complete the line up.

Monte Carlo Beach Club is an excellent example of Em-Tec's work, and a fine representation of the ambition that operators in the UAE have. Though the 'boom', as it were, has tempered slightly, the level of luxury remains. This was evident at the other venues too, with each venue offering certain features that would set them apart from the competition. What each of them has, in that respect, is a sound system that gives them a competitive edge. Not just in the quality of products, but in their specification, quantities and in the after sales service and support offered by Em-Tec.


The work that the integrators carried out during Ramadan shows several things. A journey that started with Alpha - a club that was owned by Alex and became the first Funktion One installation in the region - has arrived at a new phase in Em-Tec's development. Awareness of what the company offers and represents is spreading, no doubt because of its involvement in high profile venues like 360° Bar, Armani Privee, Trilogy at The Madinat, The Yas Hotel in Abu Dhabi and Nasimi Beach at Atlantis. The fruit of this radiation is a wider landscape of opportunity, and a varied portfolio of projects. As Alex and Andy pointed out, they feel that the Funktion One product range more than adequately equips them for this diversity.

It also shows commitment, passion and it indicates that there is a fluid, productive relationship between manufacturer and distributor. "As a leading brand within our company portfolio, Funktion One fits extremely well with all other areas of our business, complementing our company ethos and providing us with excellent products and expertise," explains Alex. "Funktion One also pays particular attention to the integrity of the entire ►



360° has been established for several years now - the Funktion One sound system is still going strong and the venue continues to be popular

signal path to ensure that the full potential of their loudspeakers is realised. In this regard they are able to supply UK manufactured OEM amplification from MC² and FFA, loudspeaker management systems from XTA and DJ mixers from Formula Sound. This gives us the ability to specify complete system solutions of the highest quality."

Funktion One's Ann Andrews says: "We've been working with Em-Tec for just over a year now and we're really pleased to be dealing with people who understand what we're trying to achieve. Andy's background means he has an intuitive ear and we're working closely with him to offer technical support as and when he needs it. Through a lot of hard work, they are really establishing themselves in that part of the world." 

TECHNICAL INFORMATION

MONTE CARLO BEACH CLUB

2 x Funktion One Resolution 2SH speaker; 2 x Funktion One F118 Mk2 bass enclosure; 10 x Funktion One F101 speaker; 2 x Funktion One MB212 bass enclosure; 2 x Funktion One PX2 crossover module for 2SH; 2 x Funktion One F60Q amplifier; 1 x Funktion One X04 loudspeaker management system; 2 x Pioneer CDJ-900 CD deck; 1 x Pioneer DJM-700 DJ mixer; 2 x Robe XT250 moving head; 2 x Genesis 50W LED moving head; 6 x Tryka Module 12 IP68 RGB unit; 7 x Tryka MR16 Module 6 RGB Easy-Link fixture; 1 x Tryka LED controller

WAREHOUSE

4 x Funktion One Resolution 2 powered speaker; 1 x Funktion One F221 bass enclosure; 2 x Funktion One F88 speaker; 1 x Funktion One E45 amplifier; 2 x Funktion One E15 amplifier; 2 x Funktion One RM12 monitor speaker; 1 x Funktion One E25 amplifier

ONE UP BAR

8 x Funktion One F81 speaker; 1 x Funktion One F218 bass enclosure; 2 x Funktion One F101 speaker; 1 x Funktion One F40Q amplifier; 1 x Funktion One F60Q amplifier; 1 x Funktion One X04 loudspeaker management system; 1 x QSC RMX1450 amplifier; 1 x Formula Sound ZMR-243 zone mixer; 2 x Pioneer CDJ-900 CD deck; 1 x Pioneer DJM-900 DJ mixer

HORIZON BAR

4 x Funktion One Resolution 1 speaker; 1 x Funktion One F212 mini bass unit; 2 x Funktion One F81 monitor speaker; 1 x Funktion One F40Q amplifier; 1 x Funktion One F60Q amplifier; 1 x Funktion One X04 loudspeaker management system

JULES BAR

2 x Funktion One Resolution 1 speaker; 1 x Funktion One F218 mini bass unit; 2 x Funktion One F101 speaker; 2 x Funktion One F81 speaker; 1 x Funktion One F40Q and F60Q amplifier; 1 x Funktion One X04; 1 x Midas Venice 24-channel mixing desk; 3 x dbx 1066 compressor; 10 x Shure microphone

www.em-tec.ae

FRANÇAIS

Avec Em-Tec, Funktion One a trouvé un fidèle. Cet intégrateur basé à Dubaï vient de vivre un été très énergique et sa réputation semble grandir à chaque projet qu'il réalise. Em-Tec est dirigé par Alex Bracken et Andy Williams. Les dons particuliers de chacun — sens des affaires et connaissance du marché local pour Alex ; oreille et amour pour son art chez Andy — se combinent pour former une équipe extraordinaire. Pendant le Ramadan 2011, ces spécialistes de l'intégration ont finalisé six lieux — Jules Bar, Warehouse, One Up, Horizon, Monte Carlo Beach Club et le lieu propre à Alex, The Stables. Chacune de ces salles utilise un sound system Funktion One différent, ce qui démontre l'adaptabilité de Em-Tec et de Funktion One. Grâce aux relations que Em-Tec entretient avec Funktion One, tout fonctionne aussi avec MC2, Full Fat Audio et XTA. La société distribue également les produits Tryka au Moyen Orient et, si nécessaire, fait appel aux équipements Midas, Robe et Pioneer. Avec tant de grands projets réussis et tous ceux qui s'annoncent, 2012 sera certainement une excellente année pour Em-Tec.

DEUTSCH

In Em-Tec hat Funktion One für sich selbst einen Gläubiger gefunden. Der in Dubai ansässige Integrator hat soeben einen sehr arbeitsreichen Sommer hinter sich und sein guter Ruf scheint mit jedem seiner Projekte zu wachsen. Alex Bracken und Andy Williams sind die Leiter von Em-Tec. Jeder hat besondere Fähigkeiten, die sich perfekt ergänzen – der Geschäftssinn und die Kenntnisse des lokalen Marktes von Alex und das Gehör und die Begeisterung für seine Kunst von Andy. Während des Ramadan 2011 haben die Integrationsspezialisten sechs Treffs fertig gestellt - Jules Bar, Warehouse, One Up, Horizon, Monte Carlo Beach Club und Alex eigenen Treff, The Stables. Jeder der Treffs verfügt über ein anderes Funktion One Sound System, was die Flexibilität von Em-Tec und Funktion One unter Beweis stellt. Durch Em-Tecs Beziehung zu Funktion One arbeiteten sie ebenfalls mit MC2, Full Fat Audio und XTA zusammen. Das Unternehmen vertreibt ebenfalls Tryka Produkte im Nahen Osten und verwendet gegebenenfalls Ausrüstungen von Midas, Robe und Pioneer. Mit so vielen großen vollendeten Projekten und zahlreichen folgenden kann 2012 nur ein gutes Jahr für Em-Tec werden.

ITALIANO

In Em-Tec, Funktion One ha trovato un vero e proprio sostenitore. La compagnia, con base a Dubai, ha appena trascorso una estate frenetica ed ha visto crescere la sua reputazione ad ogni nuovo progetto. La Em-Tec è gestita da Alex Bracken e Andy Williams, ciascuno dei quali possiede abilità e doti che si combinano perfettamente – il senso del business e della conoscenza di mercato di Alex nonché l'orecchio e la dedizione all'arte di Andy. Durante il Ramadan 2011, gli specialisti dell'integrazione hanno completato sei locali – Jules Bar, Warehouse, One Up, Horizon, Monte Carlo Beach Club e l'impresa propria di Alex, The Stables. Ognuno dei locali possiede un sistema del suono Funktion One diverso l'uno dall'altro, come dimostrazione della flessibilità di Em-Tec e di Funktion One. Attraverso i rapporti intercorsi tra Em-Tec e Funktion One, è stato possibile relazionarsi inoltre con MC2, Full Fat Audio e XTA. L'azienda distribuisce anche prodotti Tryka nel Medio Oriente, e utilizza attrezzature di Midas, Robe e Pioneer in caso di bisogno. Con così tanti progetti realizzati e tanti ancora a venire, il 2012 sarà sicuramente un buon anno per Em-Tec.

ESPAÑOL

En Em-Tec, Funktion One ha descubierto en si mismo a un devoto. El integrador con base en Dubai acaba de completar un verano muy ocupado y pareciera que su reputación está creciendo con cada proyecto que realiza. Em-Tec está liderado por Alex Bracken y Andy Williams. Cada uno de ellos posee una habilidad particular que confluye en una asociación formidable – el sentido del negocio y el conocimiento del mercado local de Alex y el oído y la dedicación a su arte, de Andy. Durante el Ramadán de 2011, los especialistas en integración completaron seis sitios - Jules Bar, Warehouse, One Up, Horizon, Monte Carlo Beach Club, y el local propio de Alex, The Stables. Cada uno de los sitios ofrece un sistema de sonido Funktion One diferente, lo que demuestra la flexibilidad de Em-Tec y Funktion One. A través de la relación de Em-Tec con Funktion One, también funciona con MC2, Full Fat Audio y XTA. La compañía también distribuye productos Tryka en el Medio Oriente y utiliza equipamiento de Midas, Robe y Pioneer cuando es necesario. Con tantos grandes proyectos completados y muchos otros por venir, el 2012 promete ser un muy buen año para Em-Tec.

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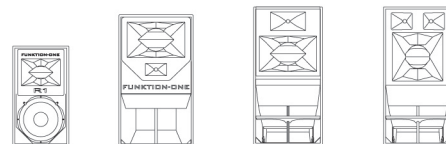
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