

Adamson's Project Energia launches in Jakarta with E15 concerts

INDONESIA: US-based loudspeaker manufacturer Adamson Systems has launched Project Energia – a major R&D programme consisting of three phases and led by the launch of the E15 line source system – with two major concerts in Jakarta. One of the concerts saw Linkin Park FOH engineer Ken 'Pooch' Van Druten declare that the system 'changes everything'.

Project Energia was reportedly conceived after 'years of analysing the inefficiencies found in sound reinforcement and with performance venue optimisation'. The programme is ultimately expected to produce a series of new loudspeaker systems, with networkable Class-D amplifiers, DSP, cable and power distribution, AVB network hardware with software integration of control, three-dimensional simulation and diagnostics. The arrival of the E15 touring system in July 2011 represented first phase of the programme, while key Adamson partner companies are now participating in a 'beta-testing' period for the line source array.

Among the partner companies is Jakarta's Big Daddy productions who, along with Adamson distributor Team 108, introduced the E15 system to Asia for the first time at The Big Wave Festival, which took place at Gelora Bung Karno Stadium in Senayan on September 20th. The following night the same venue hosted a headline performance by Linkin Park, also using the Adamson rig.

Working alongside Team 108's technical staff for the concerts were Adamson director of marketing and sales Jesse Adamson, and technical sales support Ewan McDonald, who designed the system. Local systems integrator Big Tone conducted the rigging and installation of the PA.

A total of 60 E15 enclosures, 38



The stage at Jakarta and a flown hang of E15 enclosures

T21s and 16 Metrix loudspeakers were deployed to cover the stadium. The final configuration included 18 E15s flanked by eight flown T21 subs per side, with 12 E15s on each side hang. Additional ground support for the flown arrays was made up of two stacks of end-fire cardioid T21 subwoofer arrays, each consisting of six T21 subs in front of the stage, and two horizontal arrays of five T21 subs covering the extreme left and right seating.

A horizontal array was used to minimise lobing effects on the centre seating area, focusing low end energy on the outside seats. Four stacks of four Metrix 5-degree cabinets were used as front fills.

Live engineer Ron Kimball manned front of house for the Big Wave Festival headline act Bad Religion. After using the rig he commented:

'The combination of E15 and T21 delivered incredible output without any sign of breaking up. Everyone from the promoter, bands, band engineers and the fans enjoyed the show, and that is always the measure of a great show.' Other acts on the Big Wave Festival bill included Panic! At The Disco and Yellowcard.

The following day a reported 20,000 spectators watched Linkin Park perform through the same rig, and the band's FOH engineer Ken 'Pooch' Van Druten was enthusiastic in his praise, declaring 'Adamson have outdone themselves. The E15 combined with the T21 is a force to be reckoned with.'

Devanata Gura, managing director of Big Tone, said he believed the Project Energia system had 'definitely set a new landmark standard for concerts in Indonesia.



After the concert, several prominent Indonesian concert promoters and rental companies inquired about the sound system, because they were stunned. It was in your face without hurting your ears, with awesome, well-defined LF punch on your body'.

Michael Rusli, manager of Big Daddy Productions, described the system as delivering an 'unbelievable sound experience

– even at very high SPL it's just like an ear soothing audiophile HiFi system in terms of clarity and sound separation with superb low frequencies flapping my pants.'

Big Daddy Productions is a division of Big Daddy Entertainment Group, a top-tier live events promoter within Indonesia. Adamson is intending the relationship between the two companies to place the E15 system on numerous prestigious tours passing through the country. Upcoming examples include Sadie, Richard Marx, Elton John and Rod Stewart.

Meanwhile, Project Energia itself is continuing with two more phases following the E15 launch. 'Phase one of Energia is designed to ensure the highest acoustic and mechanical performance of the E15, while we simultaneously begin testing our new three-dimensional Blueprint simulation software,' explained Adamson president and CEO Brock Adamson.

'Once we're finished evaluating transducers, sound chambers and the mechanical elements of the system, we will introduce our new Class-D amplifier modules, power distribution and ground control system for phase two,' he continued.

'We did not want to simply repackage our old systems and offer them as though they were something new. On the contrary, we wanted to provide something exciting that hasn't been done. Pushing the boundaries of technology is what makes our industry great. Our team is very pleased with the feedback and support coming from our field test partners so far. We couldn't ask for a better team of industry professionals to help us bring Project Energia to life.'

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KLING & FREITAG BRINGS LINE ARRAY TRAINING TO CHINA WITH MYC



David Lutz presents the seminar

CHINA: MYC, the Shanghai-based Kling & Freitag distributor, recently brought the German manufacturer's line array training seminar to China for the first time. The event marked part of MYC's first ever two-day seminar on audio engineering.

Taking place at the Shanghai Noble Centre hotel, the seminar was reportedly attended by 47 participants from 26 companies. A large K&F sound reinforcement system was erected to help deliver the Kling & Freitag course,

which was organised by the manufacturer's worldwide technical support supervisor David Lutz.

Included in the demonstration were 18 Sequenza 10 line array cabinets and two Access T9 enclosures plus Gravis 12 speakers, Nomos LS subwoofers and Passio small-format, high directivity loudspeakers. All of the loudspeakers were mixed on a Cadac S-Type console, also distributed by MYC.

The seminar also saw MYC operations director Jiang Yang

discuss the history of the distributor alongside its major projects, while the company's technical director Lang Jun delivered a talk on modern audio system infrastructures. Invited guest speakers included recording engineer Ren Daming, well known live engineer Hu Zhongming discussing ecological issues in audio engineering, and Zhou Fanghong.

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