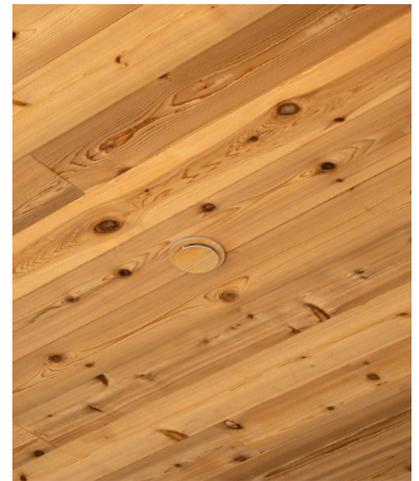## SIREN ROCK BREWING CO | CASE STUDY

New Siren Rock Brewery Taps into AtlasIED's Digital Audio Platform to Help Drive Business

The perfect brew of performance and aesthetics: AtlasIED's Atmosphere™ Digital Audio System and high-performance speakers keep patrons engaged and coming back for more.

Siren Rock Brewing Company owners Cory and Eva Cannon know it takes more than an impressive selection of great-tasting craft brews to keep customers happy and coming back for more. The environment, energy, and hospitality of the place are just as important. Consequently, full-bodied audio was part of their recipe from the start.

As architectural plans came together for the 13,000-square-foot facility in Rockwall, Texas, the entrepreneurs contacted local pro AV manufacturer's rep, Mizzen Marketing, to help design a suitable audio solution. To ensure a cohesive aesthetic, system interoperability, and quick, easy deployment, they preferred that the equipment came from a single manufacturer. Their other prerequisites: It had to sound amazing, blend in with the environment, and be simple to operate. Above all, "We wanted the audio to make the environment at Siren Rock as fun and as comfortable for our guests and employees as possible," says Cory.

A WIDE VARIETY OF ENVIRONMENTS COMPRISE THE BREWERY: A TAPROOM, PRODUCTION ROOM, PRIVATE EVENT SPACE, FULL KITCHEN, AND TWO OUTDOOR BEER GARDENS.
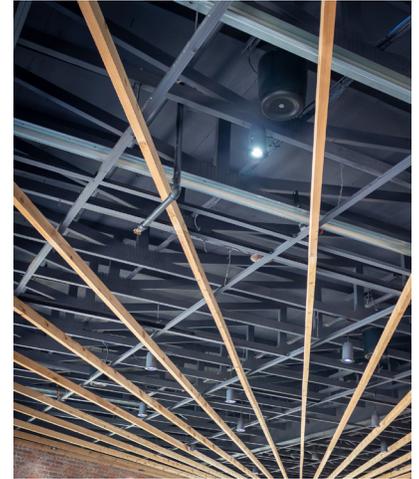
Delivering Amazing Audio Despite All Obstacles

These were tall orders, given the architectural and acoustical diversity of the facility and the abundance of highly reflective metal, glass, and concrete surfaces throughout. A wide variety of environments comprise the brewery: A taproom, production room, private event space, full kitchen, and two outdoor beer gardens, each with different ceiling heights, design elements, materials, environmental requirements, and applications.

AtlasIED's extensive speaker portfolio checked off every box. The Cannons could incorporate a variety of styles—discreet built-in speakers from its SHS (Strategically Hidden Speakers)line for standard ceilings,elegant pendent speakers and subwoofers for tall, open ceilings, and imperceptible weather-hardy landscape speakers for the patios and gardens—all while maintaining a consistent look and feel and without being aesthetically intrusive. Then, with the addition of AtlasIED's Atmosphere™ digital audio system, the speakers throughout Siren Rock could be easily zoned and calibrated for the high-quality sonic performance and one-touch operation the Cannons wanted.

DISCREET BUILT-IN SPEAKERS FROM ITS SHS LINE FOR STANDARD CEILINGS, ELEGANT PENDENT SPEAKERS AND SUBWOOFERS FOR TALL, OPEN-CEILINGS, AND IMPERCEPTIBLE WEATHER-HARDY LANDSCAPE SPEAKERS FOR THE PATIOS AND GARDENS.

Once the design parameters and audio requirements of Siren Rock had been established, Mizzen's director of technology, Doug Hall, drafted a complete digital audio plan comprising Atmosphere™ DSP, amplifiers, and controls, all tied to the impressive assortment of more than 65 AtlasIED speakers. "AtlasIED had everything needed for the project, which streamlined installation significantly," Hall says. "Plus, the Atmosphere™ system is so easy to tune, I happily went the extra mile to use a sound analyzer and pro microphone to tweak the system further to remove as many of the audio reflections as possible."

"All the other audio features Atmosphere™ supports has given us the wow factor, the comfort level, and the customer engagement we had hoped for when creating Siren Rock."

— CORY CANNON,
Owner,
SIREN ROCK
BREWING
COMPANY

System Simplicity Engages Employees and Patrons

The tuning, calibration, zoning, and programming capabilities of Atmosphere™ affect not just the sound quality; it makes the system a breeze for employees to operate. They don't have to worry about volume levels or which speakers to activate. It's all been preset. From their mobile devices or one of several wall-mounted touchpads in the building, they select the appropriate zones, and the system delivers the right music, at the right volume, to the right speakers. "At certain times of the day, they might choose to play music only indoors, or switch off the house music when a live band plays," Hall explains. "An Atmosphere™ XLR jack near the stage can distribute the live music to speakers throughout the venue if they wish." Cory adds, "This, plus all the other audio features Atmosphere™ supports has given us the wow factor, the comfort level, and the customer engagement we had hoped for when creating Siren Rock."

Siren Rock patrons are welcome to tap into the Atmosphere™ system, but only in the private event space. By synching their mobile devices with a Bluetooth audio input, they can listen to their favorite songs and playlists via the Atmosphere™-integrated speakers. A wall-mounted volume controller is accessible to the guests, as well.

Brewing a Recipe for Success

From the back end to the front of the house, AtlasIED sets a new audio standard for venues like Siren Rock. Aesthetically pleasing and high-performance audio welcome and entertain guests, while simple controls streamline operation for employees. It all adds up to the casual, comfortable vibe the Cannons envisioned for Siren Rock and plenty of new and repeat customers to enjoy their uniquely crafted selection of microbrews.

SIREN ROCK BREWING CO | CASE STUDY

AtlasIED TECHNOLOGY USED

- Atmosphere™ AZM8 8-zone audio processor
- (2) AZA804 800-watt networkable 4-channel power amplifiers
- AZA404 400-watt networkable 4-channel amplifier
- (12) PM8FA-W 8" 2-way pendent mount speakers
- (9) PM4FA-B 4" two-way pendent mount speakers
- (2) PM8SUB-B 8" pendent mount subwoofers
- (2) PM8SUB-WH 8" pendent mount subwoofers
- (7) SM82T-B 8" two-way all-weather speakers
- (22) GST-G all-weather outdoor landscape speakers
- (4) FAP40T 4" in-ceiling speakers
- (8) SHS-6T2 Strategically Hidden Speakers (SHS)
- Atmosphere™ C-ZSV-US zone, source, and volume wall controller
- (4) C-V-US Atmosphere™ volume controllers
- (2) A-XLR-US Atmosphere™ remote XLR inputs
- (2) A-BT-US Atmosphere™ remote Bluetooth audio inputs