

## When Audio Quality is Imperative, sparkAV Ignites Greatness with Clockaudio at ole Majorly Indie



### THE CLIENT

ole is the world's fastest growing rights management company. Founded in 2004, the company has operations in Toronto, Nashville, New York, London and Los Angeles. The company boasts a team of over 100 experienced industry professionals focused on creative development, acquisitions and worldwide rights management.

Growing immensely over the past decade, ole is one of the world's largest independent media management companies. Their growth made it necessary to take on new space capable of accommodating all of their employees and also provide a central office that would link together their other locations in New York, Nashville, Los Angeles and London.

A brand new, state of the art headquarters, was needed and the firm decided to do so in the 121 Bremner Tower in downtown Toronto's Southcore district, the same building where the likes of Cisco and Amazon are headquartered.

### THE TEAM

Successful partners, sparkAV had worked closely for many years with ole's design firm, WilliamsCraig and always with positive results. When ole approached WilliamsCraig about getting a ProAV integration company on board sparkAV was recommended. And ultimately culminated in sparkAV being brought on board as both AV consultant, and AV supplier and implementer. sparkAV's team members for the joint effort included:



- Derek Shama** – President – Sales & Designer
- Brian Cherny** – VP – Projects and Services
- Dave Trimble** – Team Lead, Systems Integrator
- Riaan Van Rooyen** – Account Executive – Sales & Designer
- Andrew Wilder** – Sr. Systems Integrator & Audio Specialist
- Frank Rubino** – Sr. Systems Integrator & Video Specialist
- Bryan Mitchell** – Director - Programming and UC
- Terry Law** – CAD Lead & Inside Project Manager
- Brent Lever** – Logistics Coordinator

### PROJECT CHALLENGES

The ole Majorly Indie project had an aggressive time frame for completion. This proved to be a

Andrew Wilder, sparkAV  
Site Lead, Sr. Technician and Audio Expert

*"I recommended the C303 mics to the sales team as Clockaudio is at the top of the game for mics and they are the best sounding mics to date."*

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bit of a challenge during the ole install as construction was tight and there was little room for error. The specialized equipment had longer lead times and the solution sophistication was high. Despite this, the team pulled together, and completed the work with time to spare.

Being that ole is a music company, audio quality was deemed as imperative. Not just to hear the quality of the assets that they compose and own, but to conduct business – audio and video conferencing.

Because the ole meeting rooms have many hard surfaces and furniture that could not accommodate in-table boundary microphones, sparkAV felt that ceiling microphones were necessary and the best option for the build out.

## ENTER CLOCKAUDIO

Clockaudio C303 microphones were identified as the ideal choice as sparkAV has had great success with this product on many other projects. While ceiling microphones have been available for years now, not all are equal and time and again, sparkAV selects Clockaudio's C303.



All of ole's Meeting Rooms contain hard surfaces composed of glass & floor tiles – the spaces are acoustically difficult to work with. Further, drywall ceiling is present throughout with access hatches that are far away from the plenum box location. Here sparkAV technicians were forced to wire up the microphone cables to the terminal block while in an extremely confined space. The extra cable lead that Clockaudio supplied allowed us to lower the microphones to the ideal level in each room as needed.

## THE PROCESS

With a tight timeline, it was a rush to the finish line, ole was very accommodating and patient with any challenge that arose and had to be worked through. Our audio specialists were supplied time and access to tune and EQ the various rooms totally. In the end, all contributors to the project came together and produced a beautiful facility that sounded on the far end as good as it does on the near end. The solution allowed the client to leverage its VoIP and bridging platforms to effortlessly make calls that sound crystal clear.

Ultimately sparkAV completed an 8-figure project in just over 8 weeks of on-site installation. Technicians pulled a lot of extra hours and late nights to ensure that the facility was perfect for the originally planned launch date. ole's launch party went off without a hitch and to the complete satisfaction of the CEO and his executive team.

*"We could not do what we do, deliver superior conferencing experiences for our customers without products like those from Clockaudio!"*

sparkAV

## IN CONCLUSION

Challenges are part of life in the ProAV world. As are tight timelines and requirements for top-end reliable quality. sparkAV is proud that their team of dedicated industry professionals pulled together and got the job done – on time and on budget. They also credited working with high quality products like the Clockaudio C303 as part of their success.

ole is now operating easily and seamlessly in a state of the art facility – able to conduct business without having to worry about AV equipment and if/how it has to work. It just does. As far as the C303 microphones are concerned, they work excellently and the client and sparkAV's lead audio technician continues to be extremely happy with the product's performance.

## ABOUT sparkAV

Founded in 2005, sparkAV operates from a location that is both convenient to the downtown core and rich in Canadian history. sparkAV is comprised of the AV industry's most creative, passionate, and experienced professionals, all who possess the means necessary to provide their clients with outstanding service in current and affordable AV solutions.

sparkAV's goal is to provide reasonable and practical AV solutions that will best their client's needs. They are only interested in recommending the products that are truly required. The benefits of working with sparkAV are really quite simple; they care and they get the job done - on time and on budget.

***Clockaudio is proud to be an integral part of this project at ole Majorly Indie. We thank sparkAV for their assistance and contribution to this case study.***

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## ABOUT CLOCKAUDIO

For over 20 years, Clockaudio has been dedicated to manufacturing innovative pro-audio products.

With corporate headquarters located in the United Kingdom and additional offices in both North America (Montreal, Canada) and Asia (Singapore), Clockaudio is led by a talented team of audio specialists dedicated to quality, service and innovation.

Globally, audio professionals actively seek out and recommend Clockaudio for its reputation as a trusted and responsive manufacturer and its customer driven approach to audio solutions. Central to this is the in-house research and development that Clockaudio consistently reinvests in which allows clients to explore customized prototypes and develop specific briefs in partnership.

Consultants and contractors alike help to drive Clockaudio's product development process and appreciate the opportunity to be involved in the engineering process and final solution. The ability to customize is just one of the many factors which makes Clockaudio...clearly different.

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*For more on this project or other Clockaudio projects, please contact [news@Clockaudio.com](mailto:news@Clockaudio.com).*