

Pioneer

CASE STUDY

DJ Mag HQ

LONDON

DJ Mag partners with Pioneer PRO AUDIO and commissions new sound system lead by the XPRS2 Series for its London headquarters



DJ Mag



When you're one of the world's most respected and trusted voices that reports on everything related to dance music – from DJ and club profiles to equipment and record reviews – you'd better make sure any events you hold are flawless.

“

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Euan McGraw | Live Broadcast Manager | DJ Mag

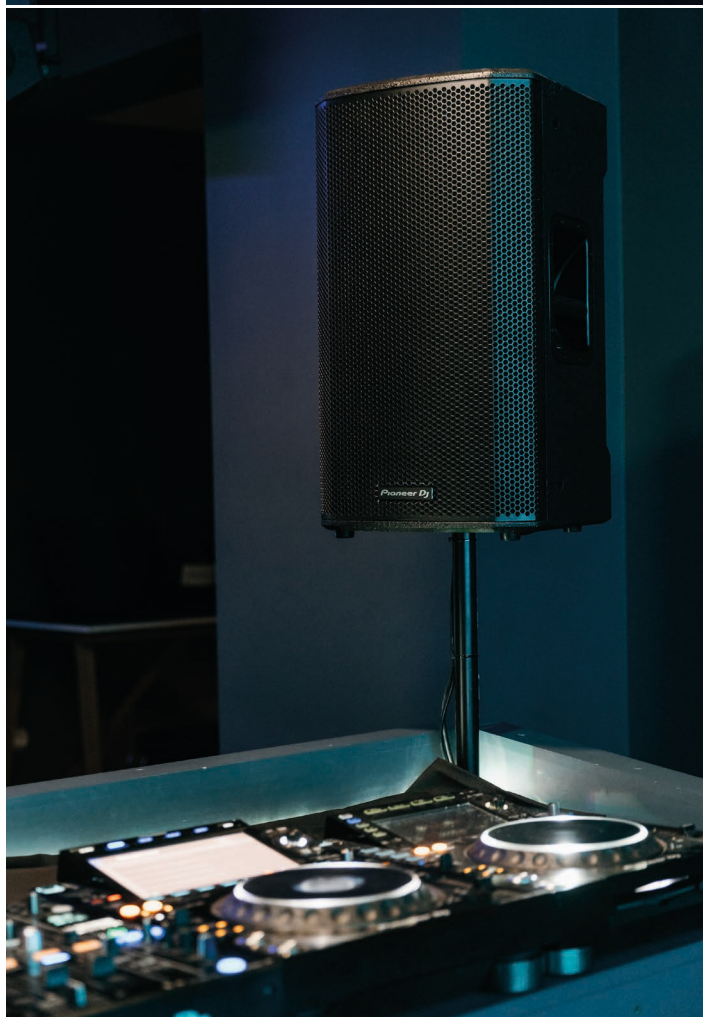
In spring 2023, iconic magazine and media outlet DJ Mag entered a collaboration to make Pioneer PRO AUDIO its official audio partner for at least two years. Immediately, the two brands began work on their first project together: installing a fresh sound system in the event space at the magazine's headquarters in Hoxton, a London neighbourhood known for its creative scene. The new setup would need to impress discerning DJs and guests who flock to the regular parties where live DJ sets are filmed and streamed online to a global audience.



360° VERSATILITY

As well as improving on audio quality, the team at the magazine wanted total versatility from the new system as Euan McGraw, Live Broadcast Manager for DJ Mag explains: “We chose Pioneer PRO AUDIO speakers at DJ Mag HQ because of their quality and versatility. We wanted to be able to move the DJ Booth anywhere within the room while maintaining the best possible sound quality. This flexibility means we have the audience 360° around the DJ to create a unique experience for both DJ and crowd.”

Installation company Cosmic Electronics was appointed to assemble the system. Because the flexibility of the moveable DJ booth was so important, the perfect choice for the monitors came from the recently launched XPRS2 Series. These speakers draw on the heritage, versatility and mobility of the original XPRS Series to deliver enhanced sound performance and audio intelligibility in a lighter, even more competitively priced package. Here, Two XPRS122 12-inch full-range active loudspeakers are complemented by two XPRS1152S 15-inch reflex-loaded active subwoofers. For the dancefloor, eight XY-101 10-inch two-way full-range loudspeakers were mounted on the ceiling to ensure full coverage of the room, with two XY-215S dual 15-inch quasi-bandpass subwoofers supplying low-end – all driven by three Powersoft Quattrocanali 4804 DSP amplifiers.



ENHANCED AUDIO EXPERIENCE

Even though they had incredibly high hopes for the new setup, the result exceeded expectations for the DJ Mag staff. “As soon as I heard it, I knew we’d made the right choice – the sound quality is right up there with the very best and seeing all the DJ Mag team’s reactions confirmed it!” explains McGraw, who adds: “Having the speakers split into sections enables us to have so much versatility without any compromise on audio quality. Each week we have the freedom to do something different if we choose to. The system enhances the audience’s experience – having amazing sound across the whole venue is key to creating a great atmosphere for the streams.” And this is just the beginning, believes McGraw, who says, “Working with Pioneer PRO AUDIO and Cosmic has been a pleasure and we will of course be thinking about what we can achieve together next.”

SYSTEM AT A GLANCE

MOVEABLE DJ BOOTH

2 x XPRS122 12-inch full-range active loudspeakers

2 x XPRS1152S 15-inch reflex-loaded active subwoofers

DANCEFLOOR

8 x XY-101 10-inch two-way full-range loudspeakers

2 x XY-215S dual 15-inch quasi-bandpass subwoofers

3 x Powersoft Quattrocanali 4804 DSP amplifiers



About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Professional Audio, and Pioneer DJ Radio as well as social platforms KUVO and Djsounds. AlphaTheta Corporation is in the Noritsu Koki (TSE:7744) Group, headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka..