

**BOSE**

PROFESSIONAL

CASE STUDY - HOSPITALITY

GALERÍA PLAZA SAN JERÓNIMO





## A GLOWING, ONE-OF-A-KIND SYMBOL OF MEXICAN HERITAGE AND HOSPITALITY

Grupo Brisas is one of the most recognized hotel corporations in Mexico, whose objective is to generate a one-of-a-kind experience for every guest. Its name comes from the legendary Las Brisas Acapulco Resort, an emblematic landmark of the mid-20th century, which set the standards of luxury and excellence in Mexican hospitality.

Galería Plaza is Grupo Brisas' business hotel brand, focusing on the contemporary, efficient and uncomplicated business traveler. Its services focus on connectivity and technology, exceeding guests' demanding expectations.

The Galería Plaza San Jerónimo hotel offers 141 guest rooms and 10 suites equipped with state-of-the-art technology, a spacious restaurant, a modern bar, a spectacular roof garden with a swimming pool, two large terraces surrounded by gardens, an Executive Club, Business Center, gym and yoga studio. Also available is the San Jerónimo Ballroom, a versatile 10,118-square-foot venue for presentations, exhibits, celebrations and conferences. This flexible space is capable of seating up to 900 people and can be reconfigured into six separate rooms to meet visitors' needs.

## IN SEARCH OF AN AUDIO SOLUTION TO COMPLEMENT THE POWERFUL SPACE

From the hotel's earliest design, the need for a complete audio solution for all common areas was identified, with a special emphasis on the San Jerónimo Ballroom. Executive management was very clear the audio system needed to meet the highest quality standards in overall audio coverage, intelligibility, SPL and musical fidelity, as well as ease of use and management.

The audio experience is an integral component in attracting clients hosting celebrations, conferences, conventions and exhibitions to the hotel. There is significant competition in the local hospitality industry to entice the many large corporations, public institutions, schools and universities looking for the most comfortable and functional venue for their events. This directed Grupo Brisas to invest in a comprehensive audiovisual solution that complements the beautiful venue.

## PROVIDING FLEXIBILITY AND VERSATILITY WITHOUT COMPROMISING SOUND

Grupo Brisas partnered with Tecnología en Sistemas Especiales (TSE), an experienced IT and AV integration company, to incorporate the audio system into the architectural and engineering plans, which was critical for developing the best audio system for the Galería Plaza San Jerónimo hotel.



The audio system needed to create a unique atmosphere throughout the hotel's public areas, culminating in the San Jerónimo Ballroom where the room's audio flexibility would empower the hotel to serve the various needs of its clientele. The audio throughout the new Plaza San Jerónimo Gallery would provide a luxurious and comfortable experience for hotel guests and customers.

For this project, the TSE team designed a system made up exclusively of Bose Professional equipment. The solution included more than 120 loudspeakers of various models from the EdgeMax and FreeSpace product lines, PowerMatch and PowerShare amplifiers, ControlSpace DSP signal processors and wall controllers. The system was divided into ten independent audio zones, all operating through a Dante® network.

The biggest opportunity was ensuring the audio system for the San Jerónimo Ballroom provided flexibility and versatility without reducing the quality sound experience Bose is known for.

TSE used the Bose Professional Modeler sound software, a 3D modeling program for acoustic design and analysis. The modeling defined which Bose Professional loudspeaker delivered the sound quality needed and the quantity needed to deliver an excellent experience throughout the ballroom. The results are a system of 20 EdgeMax EM180 loudspeakers, providing the necessary coverage, intelligibility and power — whether the ballroom is configured for business events or social celebrations. Their refined design blends seamlessly with the ballroom's ceiling, maintaining the visual elegance of the space.

Utilizing the ControlSpace Designer software, TSE designed an efficient room combiner system, allowing the hotel to hold up to six separate events simultaneously without sound interference or audio contamination between the reconfigured space.

“The EdgeMax loudspeakers helped us to solve the San Jerónimo ballroom system issues; the coverage, performance and aesthetic design are very well integrated into the room's ceiling.”

- David Campos  
Manager of Audio Systems at TSE

This system includes six ControlSpace WP22BU-D Dante wall plates, which connects microphones, laptops, smartphones or audio players so a variety of audio sources can be used; and is powered with a PowerMatch PM8500N amplifier and a ControlSpace EX-1280C digital sound processor. This system can either be managed independently at each wall plate or via a mobile device through the ControlSpace Remote software — providing flexibility for management to access system health, and monitor and control the ballroom's audio.



## COVERAGE, PERFORMANCE, DESIGN AND EASE OF USE: ONLY THE BEST FOR GALERÍA PLAZA SAN JERONIMO

The Galería Plaza San Jerónimo hotel has a sound system that reinforces the comfort and elegance that guests experience throughout their stay. The overall soundscape is clear, intelligible and consistent, reaching every corner of the hotel — from the corridors to the restaurant to the Roof Garden.

The audio flexibility and sound quality offered to prospective clients meets the vast majority of needs for conventions, meeting and personal celebrations, thanks to a well-designed layout and a commitment to superior quality.

“The EdgeMax loudspeakers helped us to design the perfect system for the San Jerónimo Ballroom,” states David Campos, manager of audio systems at TSE. “Their coverage performance and aesthetic design means they integrate extremely well into the room’s ceiling design.”

The hotel staff can easily and intuitively operate the system through the ControlSpace Remote app installed on mobile devices. At the same time, the sales team relies on the flexibility that the distribution of ‘audio by zones’ offers, allowing them to meet a variety of client needs.

“An audio demonstration is a critical part of hotel tours,” says Carlos Escobedo, project director of Grupo Brisas. “When we turn the Bose Professional audio system on and let potential clients and meeting planners listen, they are completely amazed at the audio quality, coverage and power.”

With an audio solution that is second to none, Escobedo shared that attracting new clients will continue to be easier as word spreads about the overall audio quality — which is consistently a point of discussion in the meeting and event industry.

“Set aside what I think about the Bose Professional audio system. When my boss heard it for the first time, he was so satisfied he almost hugged me!” Escobedo added.

“After this experience, I can affirm Bose Professional helped to make the San Jerónimo a success; and I will repeat this same formula in our next hotels with TSE and Bose Professional.” ■



### PARTNER: **Tecnología en Sistemas Especiales (TSE)**

Tecnología en Sistemas Especiales is a Mexican company, based in the city of Guadalajara. The company is dedicated to the integration of IT systems, video surveillance and AV solutions, both for corporate, hotels and retail, as well as for residential projects.

## SYSTEM COMPONENTS

**ControlSpace CC-16** zone controller

**ControlSpace ESP-880AD** sound processor

**ControlSpace EX-1280C** conferencing sound processor

**ControlSpace WP22BU-D** Dante™ wall plate

**EdgeMax EM180** loudspeaker

**FreeSpace 360P Series II** loudspeaker

**FreeSpace DS 16SE** loudspeaker

**FreeSpace DS 16F** loudspeaker

**FreeSpace DS 40SE** loudspeaker

**MB210-WR** outdoor subwoofer

**PowerMatch PM8250N** power amplifier

**PowerMatch PM8500N** power amplifier

**PowerShare PS604A** adaptable power amplifier



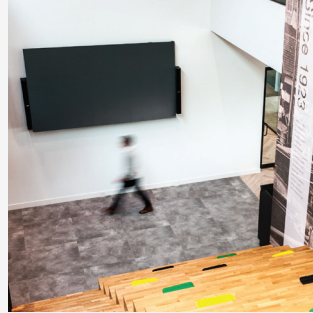
### **EdgeMAX EM180**

EdgeMax in-ceiling premium loudspeakers feature proprietary PhaseGuide technology with high-frequency compression drivers to create a new category that combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers provide improved audio quality and coverage, while reducing the number of required units, compared to conventional dome-tweeter ceiling speakers.



### **FreeSpace FS**

FreeSpace FS loudspeakers offer significant upgrades in durability, design, and ease of installation — all with remarkably consistent tonality. Engineered for high-quality performance in both background music and voice announcement applications, FS loudspeakers are ideal for almost any commercial space. The line includes five loudspeakers, two distinct levels of sound, new mounting options, and a modern aesthetic to match.



Bose Professional serves many different markets, delivering great sound in venues all around the world – performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood – not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you – our time, support, and attention. We see every purchase as the beginning of a partnership.



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