



AV Integration Firm Plánica Chooses EdgeMax Loudspeakers from Bose Professional for Sonora Grill Prime Steakhouse in Mexico City

FRAMINGHAM, Mass. — February 25, 2020 — [Sonora Grill Prime](#), located in the luxurious mall Artz Pedregal in Mexico City, combines top-quality cuisine, excellent service, comfortable spaces, exceptional music, and the superb sound that has become a trademark across the successful Sonora Grill chain of restaurants. Due to its architectural style, the restaurant required an audio system that offered great coverage and power, but that also blended discreetly with its modern interior design. To satisfy these needs, AV integration company [Plánica](#) decided to use the innovative EdgeMax loudspeakers, along with the MB210 compact subwoofers, a ControlSpace ESP-880A sound processor, and a couple of PowerMatch PM8500 amplifiers, all from [Bose Professional](#), as central elements of their AV solution.

Plánica has designed and integrated the AV systems for over 30 restaurants for the Sonora Grill Group using products from Bose Professional in the past nine years, so they are familiar with the kind of audio solution needed for each of these restaurants. According to Gustavo Bruce, the Engineering Manager at Plánica, “As always, the Sonora Grill experience includes good music and great audio quality. But now the architects asked for the loudspeaker placement to be as discreet as possible, with the challenge of maintaining the power, sound clarity and coverage that guests are expecting from the place.” The Artz Pedregal location, which opened in mid-2019, is spacious with big halls and dozens of tables, a bar area and a private room. The décor includes brick walls, huge windows, box planters, and a wooden structure ceiling. Among all of these elements, Plánica placed 13 Bose EdgeMax EM180 loudspeakers and five MB210 compact subwoofers to accomplish the task.

EdgeMax loudspeakers are designed for in-ceiling installation and feature proprietary Bose PhaseGuide technology, which combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. “The EdgeMax series delivered all the power and coverage that Sonora Grill Prime demanded. We didn’t need that many loudspeakers; they are well distributed, so they cover the space with a modest number of components. At night, the restaurant is usually packed, and the mood is livelier, so the volume goes up quite a bit,” adds Bruce.

“Because of the sound dispersion of the EdgeMax loudspeakers, it is difficult to know where the sound is coming from, so it feels as if it is part of the place, and this contributes to creating a seamless experience,” adds Bruce. “The volume difference from one spot to another is barely noticeable, whether you’re below a speaker or 20 feet away from it. There is no need to turn the music way up, so people feel comfortable and can have a conversation without shouting.”

Plánica had all the necessary information, including the architectural blueprints and the list of materials, so they could use Bose Modeler software to predict the sound system’s performance. “From the projections we got, it was easy to decide on the right loudspeakers and their placement. Besides, we have learned a lot from previous experiences and the possibilities that elements such as box planters bring along, as they are great to ‘hide’ the subwoofers,” says Bruce.

In the private room that is used for work meetings or private celebrations, Planica installed a flat-panel video screen, FreeSpace loudspeakers, and a ControlSpace CC-16 control center to make the control display accessible for all system operators.

Also, as in the rest of the group’s restaurants, Sonora Grill Prime in Artz Pedregal has a DJ booth that is active every night. The cabin is equipped with a versatile Bose Portable S1 Pro compact loudspeaker as a monitor for the DJ.

Gustavo Bruce states that the relationship with Sonora Grill Group has reached a level of “absolute trust”: “We decide the technological solution that is to be implemented. When the whole system is installed and working, the customer evaluates our work and gives us feedback. To achieve that level of communication with a client is gratifying, and for us, a key element to get there is having the products and the support of manufacturers such as Bose Professional.”

For more information, visit pro.bose.com.

Photo File 1: SonoraGrillPrime_Photo1.JPG

Photo Caption 1: Sonora Grill Prime, located in the luxurious mall Artz Pedregal in Mexico City, featuring loudspeaker systems from Bose Professional

Photo File 2: SonoraGrillPrime_Photo2.JPG

Photo Caption 2: Sonora Grill Prime, located in the luxurious mall Artz Pedregal in Mexico City, featuring loudspeaker systems from Bose Professional

Photo File 3: SonoraGrillPrime_Photo3.JPG

Photo Caption 3: Sonora Grill Prime, located in the luxurious mall Artz Pedregal in Mexico City, featuring loudspeaker systems from Bose Professional

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About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic, changing the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world – everywhere Bose does business.

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