



## Corporate Case Study:

QSC AcousticDesign™ Series Loudspeakers

### Institute of Physics finds the right formula in QSC

As a leading scientific membership society, the Institute of Physics has a packed schedule of events, activities and educational sessions designed to inspire, inform and engage with anyone who has a passion for physics. It is also the holding subsidiary of IOP Publishing, a world leader in scientific communications, publishing journals, eBooks, magazines and websites globally, with a worldwide membership of over 50,000 people.

### GLOBAL SCIENTIFIC INSTITUTE

London, United Kingdom



In 2015, the institute received planning permission to build a new 1,566sqm, five-floor HQ in King's Cross, London, creating an opportunity to design a space truly representing their new ethos where Education, Economy, Society, Discovery, and Community come together. It also provided an opportunity to rethink the Institute's AV and IT needs to create flexible, easy to use solutions that are a far cry from the 10m x 10m conference room and small meeting rooms of the previous office, which featured a mixture of equipment that had been installed over the years.

AcousticDesign Series loudspeakers from QSC were central to this new installation, with its powerful yet low-profile enclosures which proved ideal for use in the auditorium as well as in a number of their meeting rooms.

The IOP was looking for an audio solution that would work in its auditorium as well as in meeting rooms throughout the new HQ. Technology consultants Recursive were called in to handle the design, specify, tender and manage the installation of this extensive project.

Recursive creates unique audiovisual and multimedia solutions for the corporate, event and retail markets. They partner with their clients to understand their needs to create unique solutions and provide a wide range of design consultancy services covering Audiovisual, Multimedia, Acoustics and IT. They were the perfect fit for IOP.



AcousticDesign Series was a perfect solution fit for the challenge, offering not just low profile but also all-around sound quality.

**Paul Marshall, Senior Consultant, Recursive**

[www.recursiveav.co.uk](http://www.recursiveav.co.uk)

From the audio point of view, the project covered eight small to medium-sized meeting rooms and an auditorium with capacity for up to 180 people that features a motorised 11-meter projector screen.

The large auditorium hosts a wide variety of events catering for a broad audience, from the general public to professors and academics. To ensure every audience is engaged, it was essential to install a high-quality audio solution. In addition, the new site's meeting spaces are used frequently by staff members and needed to be equipped to meet their needs.



## Keeping a Low-Profile

Space is at a premium in most installations, but it was particularly true at the IOP. The Institute required discrete, powerful and low-profile loudspeakers suitable for installation under acoustic panels in a building with fully exposed concrete that is just 150mm deep and the acoustic rafts have to sit in the same level. This made it a challenge to find loudspeakers that could fit into this small area while offering the power needed.



## Pristine Audio

The institute required high-fidelity audio, absolute clarity and presence as it welcomes members and speakers from all over the world.



Main auditorium with triple edge blended projection and QSC loudspeakers hidden under acoustic rafts

Holding the most complete library of Building Information Modeling (BIM) files within the industry, QSC was the first to recognize the importance of building collisions.

BIM is currently becoming a common practice amongst architects around the world. QSC recognized this and developed a full range of low-profile models to accommodate the changing build conditions.



Exhibition area

## Made to Measure

The AD-C6T-LP proved a perfect fit for the IOP's design requirements. Offering 95mm (3.74 inch) depth at a maximum peak of 106dB, it enabled Recursive AV to achieve the bespoke design desired by the Institute. With a very limited choice of low-profile performance ceiling loudspeakers on the market, QSC was an "absolutely perfect" fit, according to Paul Marshall, the Senior Consultant at Recursive AV. Many low-profile ceiling loudspeakers tend to sacrifice LF extension by reducing the back can or enclosure depth, resulting in a loss of cabinet volume. However, the QSC low-profile ceiling loudspeakers were designed to produce a similar LF response (65Hz) to that of their current deeper back can model designs. This is achieved by reducing the mounting depth to 95mm but increasing the diameter of the speaker baffle and back can enclosure, therefore maintaining the cabinet volume. A total of 68 AD-C6T-LP ceiling loudspeakers now ensures a consistent reproduction while integrating perfectly in the various rooms of the IOP.



AD-C6T-LP installation

## Hitting the Right Tone

In addition to ceiling loudspeakers, QSC offer a wide range of surface, column, and pendant mount options, with great care taken to ensure a consistent sonic characteristic across the different enclosure types.

AcousticDesign ceiling loudspeaker offers a variety of models specifically tailored for the demands of higher fidelity applications. Designed for clarity and presence, the system delivers pristine audio reproduction for installations such as this that require a refined audio experience within a very limited space.



Exhibition area

## No Compromise

By using QSC's AD-C6T-LP, the planned audio installation did not have to be compromised and the IOP is able to engage with the global physics community. The technology installed allows the Institute to host modern, seamless events of all sizes that they can be proud of.

As Marshall says: "Technology is all about the experience" and the Institute of Physics is now able to provide the best experience possible in a space they can truly be proud of.

## QSC EQUIPMENT LIST

Model	Pcs Used	Description	Image
<a href="#">AD-C6T-LP</a>	<b>68</b>	AcousticDesign™ Series 6.5-inch, two-way, low-profile, 135° conical DMT	



## About QSC

QSC is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.



---

Tel. 01932 639 600  
Outside the U.K. +44 1932 639 600

---

QSC UK & Ireland Ltd.  
6 Horizon Business Village 1  
Brooklands Road  
Weybridge, KT13 0TJ