



L-ACOUSTICS SOUND SOLUTIONS

FESTIVALS

AUDIENCE ENGAGEMENT

THROUGH DYNAMIC MUSIC AND SATISFIED ARTISTS

Each festival production is unique and growing the brand calls for a sound system uniquely designed for it. L-Acoustics sound systems are used in seven of the world's ten top-grossing festivals* because they are sought after by festival promoters, artists and their technical teams and, of course, audiences.

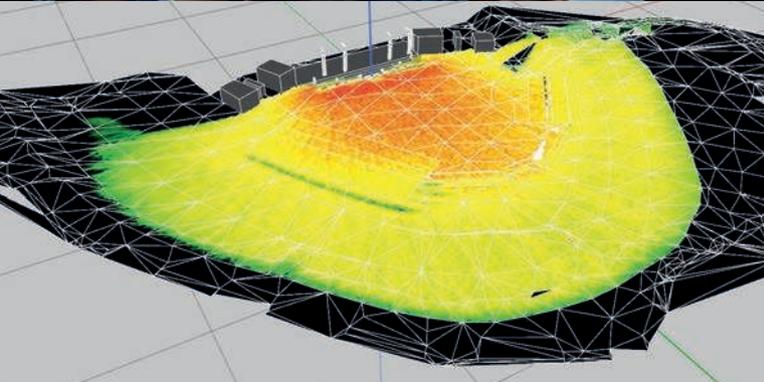
L-Acoustics, in collaboration with our global network of rental agents, works with each festival organization team to create the system that accomplishes your individual goals. L-Acoustics systems are renowned for their consistent, full-range, natural sound and our network of certified engineers will ensure that your system is perfectly calibrated to your festival.

Over the pages of this brochure, we present just a few of the festival projects that we have worked on. From design, through to load in, show time and load out, you'll see how an L-Acoustics sound system will assure that the artists are comfortable and excited about the performance of the system, neighbors are happy and most importantly, every last member of your audience is immersed in the music program and has a great time.



Florent Bernard
Director of Application, Touring

*according to the Pollstar 2015 Worldwide Festival grosses



BIG SOUND, STUNNING DÉCOR

TOMORROWLAND FESTIVAL - BOOM, BELGIUM

Tomorrowland is one of the world's most important dance festivals, attracting over 400,000 people each year. Spread out over two three-day weekends in the town of Boom in Belgium, 2015 headliners included David Guetta, Steve Aoki, Armin van Buuren and Avicii. Tomorrowland's renown comes from its power line-up of thumping dance music, as well as its elaborate décor which immerses the audience in an intricate and dreamy atmosphere.

L-Acoustics K1/K1-SB unprecedented power and throw allows Tomorrowland to eliminate delay towers, while still delivering a fully immersive experience to all festival-goers.

Noizboyz and Phlippro Productions have been collaborating on Tomorrowland sound since 2010. They were able to achieve a full 160 meter throw from the stage arrays only, freeing sightlines and preserving the spectacular Tomorrowland decor. They lean on L-Acoustics Soundvision to plan the best design for the festival's eight stages, modelling the festival grounds and décor in 3D with real-time mapping.

Tomorrowland wows audiences every year, continually enhancing the festival-goer experience. With the power and impact of an L-Acoustics K1 sound system, even festival-goers at the very back of the field enjoy the full-range sound experience and dynamic, pounding bass.

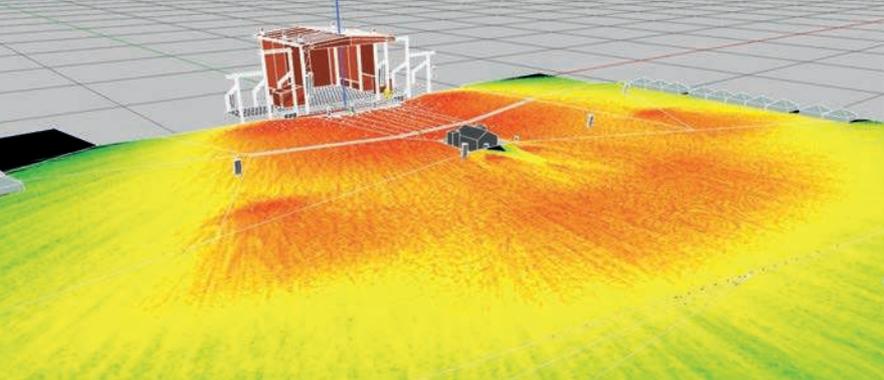


"The K1/K1-SB combo has the strongest SPL per meter on the market. Our main stage faces a steep hill, and Tomorrowland is known for its intricate scenery. Soundvision helped us to create a system, using K1 and K1-SB, that offered a nice clear throw and ensured that we could limit the system to the stage without compromising on sound quality throughout the audience."

Noizboyz

EQUIPMENT LIST

128 x K1	16 x K1-SB	94 x K2	98 x Kara	4 x ARCS II
228 x SB28	4 x 115XT HiQ	210 x LA8		





HAPPY AUDIENCE, HAPPY NEIGHBORS

READING FESTIVAL - READING, UK



Created in 1961, Reading is the world's oldest popular music festival, hosting the globe's most well-known acts. For three days each August, the festival takes place in the town center. The location is an intrinsic part of the festival's personality, but its intimate proximity to residential housing, has meant growing noise restrictions over the years. Creating energetic sound under these restrictions poses an important challenge to the festival's audio provider.

Using L-Acoustics sound solutions and careful planning in Soundvision, SSE Audio Group provides a comfortable 104 dBA at FOH while limiting noise nuisance to neighbors.

Providing sound since 1989, SSE Audio Group created and refined a design that meets licensing restrictions as well as an engaging experience to each festival-goer. This achievement is due to two key elements: clever sound design and the superior directivity control of L-Acoustics systems. Using rigorous acoustical simulation, SSE was able to provide outstanding sound levels to FOH, and achieve a 6 dB increase at 100m from the stage (as compared to 2013 measurements). Results were dynamic sound right up to the back of the field, but that remained within offsite noise limits at all measuring stations which were manned by renowned consultants, Vanguardia.



"Several years ago, SSE was set the challenge of increasing levels at FOH without affecting the strict offsite noise restrictions, as well as covering a larger area due to capacity increases. Using L-Acoustics systems, we have successfully delivered this, and we've seen consistent improvements on coverage and increases in FOH levels over the last four to five years, culminating in SSE taking the prestigious 'Best Sound' award at the 2016 Festival Supplier Awards."

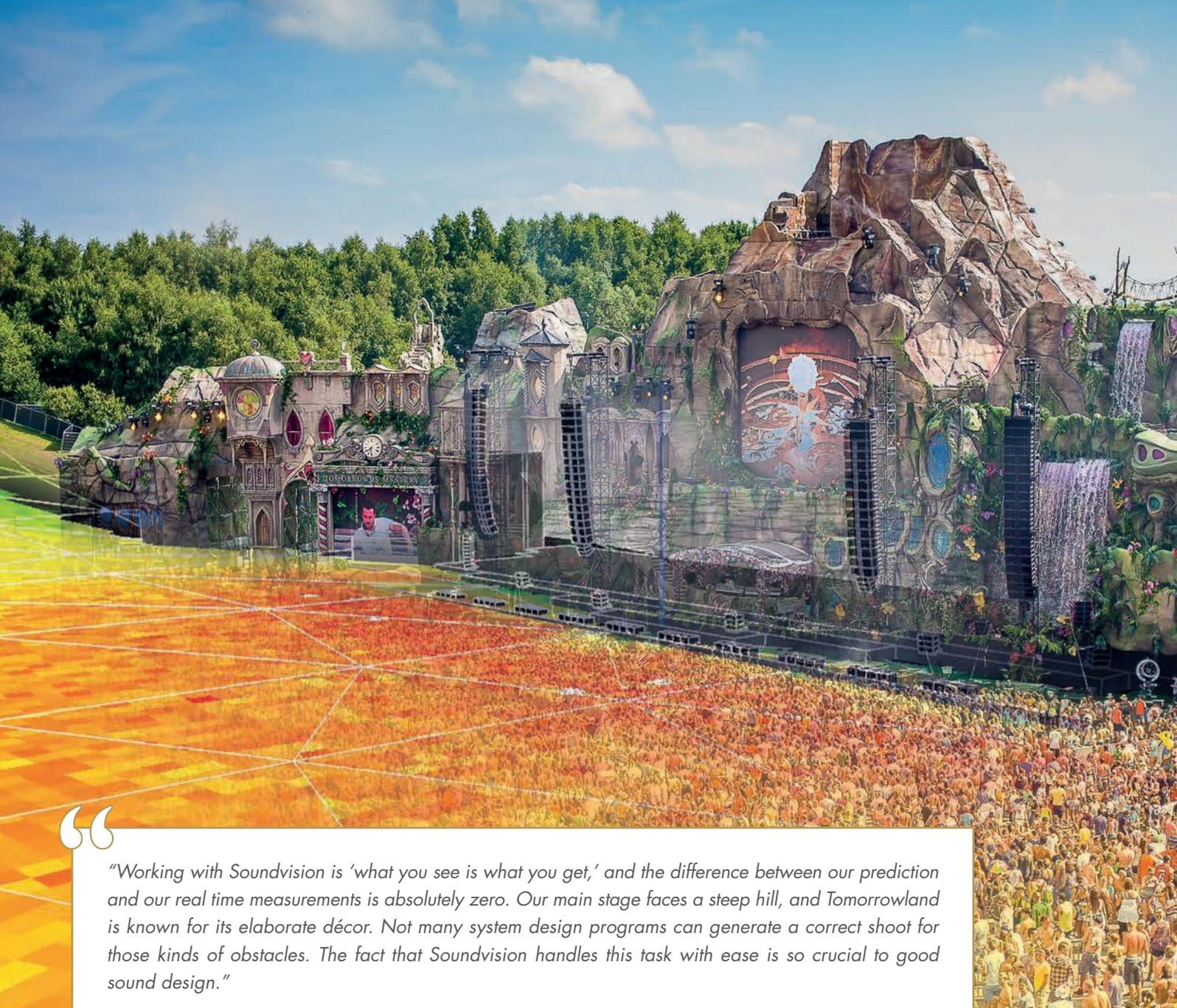
Miles Hillyard, Senior Project Manager SSE Hire

Over more than 50 years, Reading has provided summer fun to festival-goers. Now, thanks to the razor-sharp directivity of L-Acoustics systems, sound quality at the festival is also recognized as one of the best in the world, with Reading Promoter and MD of Festival Republic Melvin Benn stating of the 2015 show: "Metallica at Reading was the best festival sound I have ever heard."

EQUIPMENT LIST

40 x K1	42 x K2	21 x Kara	24 x K1-SB	42 x SB28
9 x SB18	12 x ARCS II	67 x LA8		





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“Working with Soundvision is ‘what you see is what you get,’ and the difference between our prediction and our real time measurements is absolutely zero. Our main stage faces a steep hill, and Tomorrowland is known for its elaborate décor. Not many system design programs can generate a correct shoot for those kinds of obstacles. The fact that Soundvision handles this task with ease is so crucial to good sound design.”

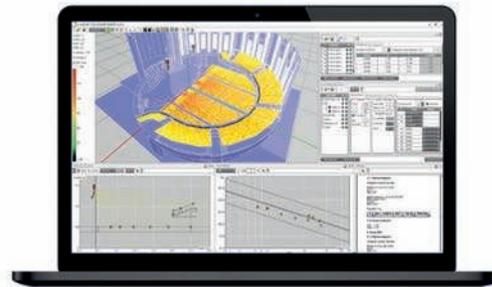
Noizboyz

SOUNDVISION

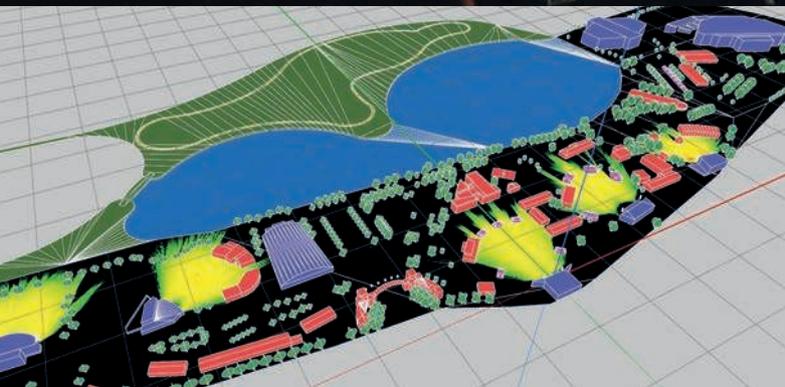
3D SOUND DESIGN

Soundvision supports sound designers to create acoustical and mechanical simulations of their L-Acoustics sound systems. The first 3D sound design program capable of operating in real time, Soundvision allows designers to draw audience zones manually, import them from CAD files or download them from the L-Acoustics online database of the world's most renowned venues. Placing loudspeakers in the simulation is rapidly done, and Soundvision automatically calculates impact coverage and SPL mapping, including subs. System time alignment of multiple loudspeakers or arrays can be visualized using delay mode. Soundvision provides mechanical data with detailed set-up information for installers and riggers.

Advanced features include cardioid array modeling tools, contour EQ modeling tools and a response curve display tool that features adjustable target curve and post-processing options.



▲ Tomorrowland Festival - Boom, Belgium



11 DAYS, 700 ACTS

SUMMERFEST - MILWAUKEE, WI

Recognized by Guinness World Records as the world's largest music festival for the past 15 consecutive years, Milwaukee's Summerfest truly knows how to throw a party. Hosting over 700 acts performing over 11 days, the event draws more than 840,000 visitors each year. The unprecedented quantity of acts performing – often simultaneously – over 11 different stages calls for tightly controlled sound systems.

Summerfest minimizes noise pollution from stage to stage, using L-Acoustics Soundvision to carefully plan and place 400+ L-Acoustics enclosures for Summerfest's most important stages.

Clearwing Productions has provided sound to the festival since 1995. L-Acoustics applications engineers have always been available to support the festival onsite and with design assistance as needed. Over the years, extremely detailed Soundvision records have been developed for the unique coverage and SPL needs of each stage, allowing Clearwing to refine the sound design so that each Summerfest stage can be enjoyed without sound overspill.

Year in, year out, using L-Acoustics variable and constant curvature line sources proves to be the right choice for Summerfest, offering razor-sharp directivity control in both horizontal and vertical planes, making the world's biggest – and busiest – festival a pleasure for festival-goers, no matter which acts they choose to enjoy.

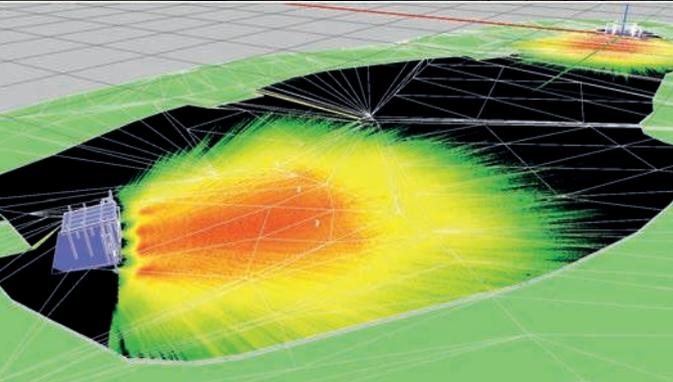


"At Summerfest, all of the stages are extremely close together - and all are active concurrently. Using L-Acoustics system solutions and Soundvision modeling, we are able to minimize the noise pollution from one stage to another. Another factor that plays into the L-Acoustics decision, is the reliability factor. All of the stages are running non-stop for 11 days, and in 2015 we had not one failure."

Bryan Baumgardner,
Operations and Logistics Audio, Clearwing

EQUIPMENT LIST

56 x K1	38 x K2	53 x Kara	38 x V-DOSC	42 x ARCS
30 x Kudo	24 x K1-SB	110 x SB28	24 x SB18	174 x LA8



TRANSPARENT SONIC SIGNATURE

AUSTIN CITY LIMITS MUSIC FESTIVAL - AUSTIN, TX

Since 2002, Austin City Limits Music Festival has entertained up to 450,000 festival-goers each October. It's a family-friendly festival whose success is in no small part due to the carefully chosen, genre-spanning line-up of the world's top artists, including rock, indie, country, folk, electronic, hip hop and jazz.

The transparent sonic signature of the L-Acoustics K system accurately translates the sound of acts as diverse as deadmau5, Asleep at the Wheel, Tame Impala and Foo Fighters. It's not the right sound for one type of music, it's the right sound for all types of music.

Houston-based LD Systems has been working with event producer C3 Presents since the festival's beginning. Brandon Sossamon, Production Manager at C3 Presents notes "LD Systems uses K1 at the Houston Livestock Show and Rodeo, a challenging venue for sound. The system there sounded like two reference monitors in my face, and I knew it was the right tool for Austin City Limits." One of the biggest challenges at Austin City Limits is that the stages are quiet between acts. But even without a sound check, the K1/K2 system is perfectly transparent, reproducing exactly what the Sound Engineer wants to hear. He can go right from his reference monitors or headphones to the show, without a pause.



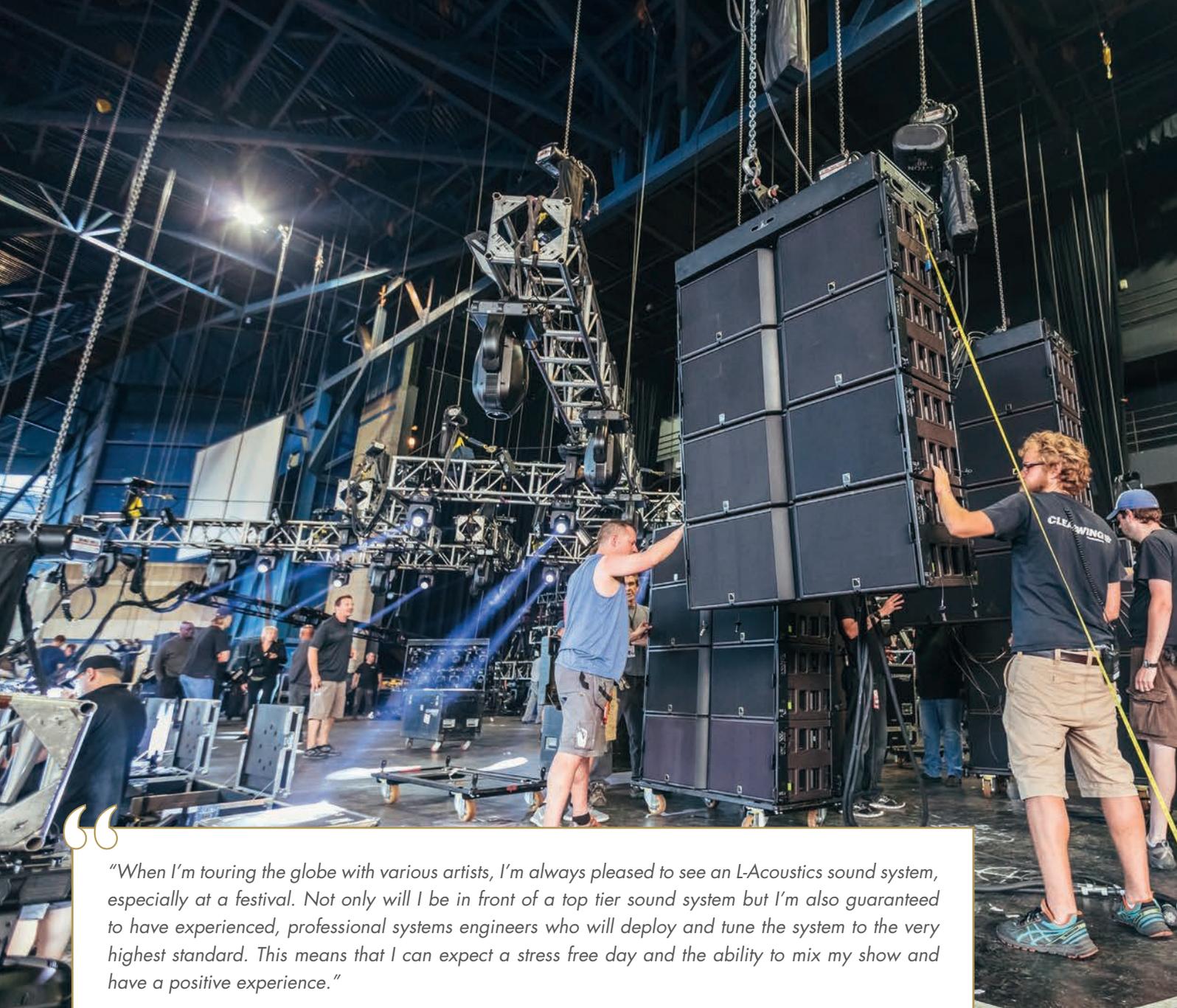
"We call all of the sound engineers in the planning stages. Since we've started using K1, those conversations are a lot shorter based on the universal acceptance of K1. Most have already worked with it and others are more than willing based on its reputation for neutral, accurate sound. With K1, you get out of it what you put into it, which means a lot more shows get off to a great start right from the first song."

Robert Ausmus,
Director of Production Services LD Systems

Knowing that the system will perform unfailingly is a source of comfort to the engineers and an indispensable asset for the production team. Whatever the style, the K system gives the audience the best performance.

EQUIPMENT LIST

52 x K1	74 x K2	48 x K1-SB	12 x Kara	12 x 108P
60 x SB28	8 x ARCS II	4 x SB18	28 x X15 HiQ	20 x LA8



“When I’m touring the globe with various artists, I’m always pleased to see an L-Acoustics sound system, especially at a festival. Not only will I be in front of a top tier sound system but I’m also guaranteed to have experienced, professional systems engineers who will deploy and tune the system to the very highest standard. This means that I can expect a stress free day and the ability to mix my show and have a positive experience.”

Jim Ebdon, Maroon 5 FOH Engineer

CERTIFIED PARTNERS

L-Acoustics systems are unique, and our Rental Network of over 600 agents worldwide is key to the strength of our brand. Our partners operate on the most prestigious tours, festivals and events and are committed to a high standard of service, based on the L-Acoustics rental network charter:

INVENTORY

L-Acoustics offers a complete range of turnkey sound systems specifically designed to meet the needs of the touring, festival and special events markets. Certified partners commit to owning and maintaining inventory levels in excess of the minimum threshold set by L-Acoustics.

EQUIPMENT STANDARDS

To ensure performance consistency, predictability and compatibility of systems, rental partners commit to investing in the full L-Acoustics system, including enclosures, subwoofers, amplification, signal processing, cabling and standard accessories.

TRAINED TECHNICIANS

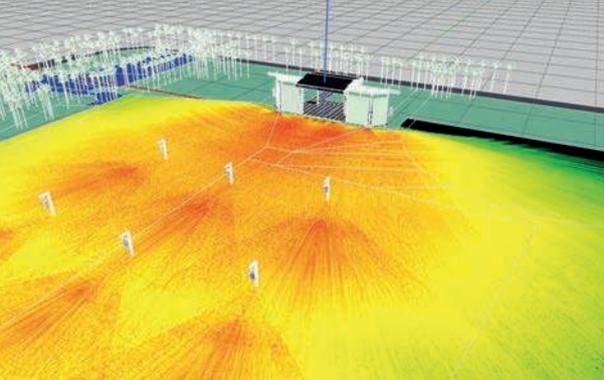
L-Acoustics certifies its system engineers with official training seminars. Technical and engineering personnel are trained on theory, sound design, set-up and rigging procedures for all systems.

Working with an L-Acoustics certified partner ensures that you will have the quantity and quality of equipment needed for your festival and that the system will work at its best. L-Acoustics' clients benefit from dedicated manufacturer support and Festivals can expect the highest quality of service from design to set-up through to performance and tear-down.



▲ Clearwing Productions, Summerfest
Milwaukee, WI - US





THE ARTIST'S CHOICE

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL - COACHELLA, CA

The Coachella Valley Music and Arts Festival has dominated the festival scene since its inception in 1999. Routinely breaking attendance records, Coachella is widely accepted as one of the most renowned festivals in the world, entertaining almost 600,000 festival-goers over two weekends in April every year in the California desert. Coachella's six stages attract the biggest music stars, hosting the likes of AC/DC, Paul McCartney, Madonna, Kanye West, Foo Fighters, the Red Hot Chili Peppers and more over the years.

Because L-Acoustics is listed as the top choice in nearly every artists' rider, equipping five of the Coachella stages with K1 and K2 is a strategic decision for the festival's production. Accessing that much equipment is facilitated by L-Acoustics' total system approach, guaranteeing quality, compatibility and availability of product.

Southern California's Rat Sound Systems has been designing the sound for Coachella since 2001, fielding 434 L-Acoustics enclosures and 168 amplified controllers for the 2015 edition. While Coachella commands an army of L-Acoustics product over two full weekends, Rat's regular business of providing L-Acoustics sound to high profile touring acts such as the Red Hot Chili Peppers and Blink 182 doesn't need to stop or slow, because the strength of the L-Acoustics partner network allows them to expand inventory easily when multiple events overlap.

The quality and consistency of L-Acoustics equipment across vendors allows Rat to take on the Herculean task of providing sound to Coachella, without missing a beat in their ongoing business.



"One of our driving factors in choosing L-Acoustics for Coachella is to provide a sound system that will please a wide variety of artists from all over the world. L-Acoustics products are listed as a top choice in nearly every artist's rider. The fact that L-Acoustics has done an amazing job of maintaining vendor to vendor consistency is a huge advantage and allows a valuable benefit to Rat when facing the numerous challenges of supplying sound for a festival this size."

Dave Rat, President of Rat Sound Systems, Inc.

EQUIPMENT LIST

80 x K1	78 x K2	90 x V-DOSC	48 x dV-DOSC	32 x K1-SB
114 x SB28	16 x 115XT HiQ	4 x SB18	48 x ARCS II	189 x LA8



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“Our in-house team of application engineers at L-Acoustics offers years of experience in creating sound solutions for large format events. We accompany our partners from the planning stage, offering independent design services for festivals of all types, including 3D modelling and solutions to assist with noise pollution, all the way through to execution, with on-site support. Our team also ensures that our partners are experts in our systems, offering training and education with every system we sell throughout the globe, our goal is to ensure that an L-Acoustics sound system is not just about the boxes, but about the talent and expertise that accompany them.”

Scott Sugden, Head of Application, Touring US & Canada

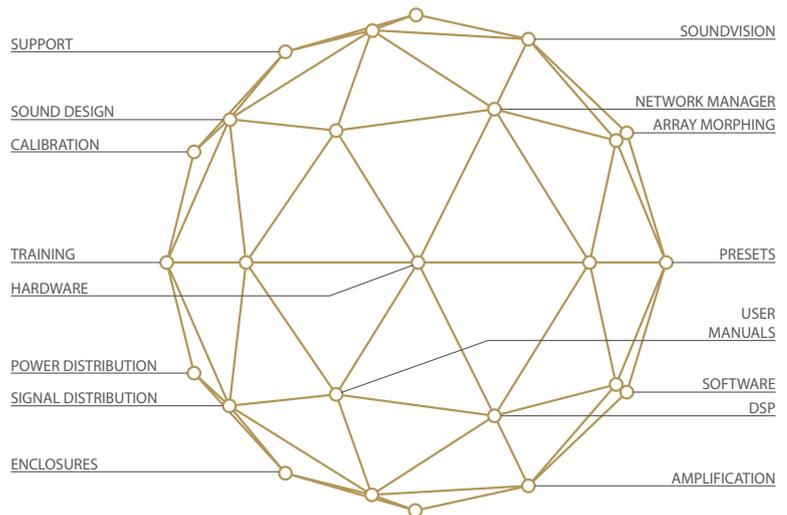


SERVICES

EDUCATION & SUPPORT

L-Acoustics' total system approach to sound goes beyond hardware and software. We offer training, show assistance, design support and on-site tuning and calibration for rental providers. Our in-house engineers and certified consultants have been carefully selected for their skills and professional experience in the audio industry.

From basic technical and operational knowledge of L-Acoustics systems, through to providing full certification as a Systems Engineer, our clients will always get the best out of their L-Acoustics systems.



REFERENCES

Awakenings Dance Festival	Amsterdam - NL	Future Music Festival	Various Cities - AU
Best Kept Secret	Hilvarenbeek - NL	Garorock	Marmande - FR
Bluesfest	Byron Bay - AU	Gentlemen of the Road	Various Cities
Calling Festival	London - UK	Green Man Festival	Brecon - UK
CMA Festival	Nashville, TN - US	Hardbass	Arnhem - NL
Creamfields	Daresbury - UK	Heaven and Hell Fest	Mexico City - MX
Cropredy Festival	Cropredy - UK	Heavy Montréal	Montréal - CA
Defqon	Biddinghuizen - NL	Hellfest	Clisson - FR
Der Chiemsee Summer	Übersee - DE	Hellow Festival	Monterrey - MX
Destress	Made - NL	Indian Summer Festival	Langedijk - NL
Digital Dreams	Toronto - CA	Inmusic Festival	Zhangbei - CN
Dour Festival	Dour - NL	Jazz à Juan	Juan-les-Pins - FR
Download Festival	Castle Donington - UK	Jazz à Vienne	Vienne - FR
Eaux Claires Festival	Eau Claire, WI - US	JRZ Music Fest	Juarez - MX
Electric Love	Oostenrijk - NL	Jugendfest	Ålesund - NO
Eurockéennes	Belfort - FR	KAABOO	Del Mar, CA - US
Festival Mawazine	Rabat & Salé - MA	Kendall Calling	Lake District - UK
Festivale de Nîmes	Nîmes - FR	Knofest	San Bernardino, CA - US
Flying Dutch	Amsterdam - NL	Latitude Festival	Southwold - UK
Fusion Festival	Liverpool - UK	Leeds	Leeds - UK

Live Out Festival	Monterrey - MX	Roskilde	Zealand - DK
Lokerse Feesten	Lokeren - BE	Route 91 Harvest Country Music Festival	Las Vegas, NV - US
Lovebox	London - UK	Sensation	Amsterdam - NL
Loveland Barcelona	Barcelona - SP	Shanghai Urban Simple Life	Shanghai - CN
Loveland Festival	Amsterdam - NL	Seoul Jazz Festival	Seoul - KR
Machaca Festival	Monterrey - MX	Solidays	Paris - FR
Maxidrom	Moscow - RU	Sonar Festival	Barcelona - SP
Melt!	Gräfenhainichen - DE	Splash!	Gräfenhainichen - DE
MTV Crashes	Plymouth & Coventry - UK	Spring Awakening Festival	Chicago, IL - US
Musilac	Aix-les-Bains - FR	Stagecoach California's Country Music Festival	Coachella, CA - US
Open Air	Uelzen - DE	Strawberry Music Festival	Shanghai - CN
Osheaga Festival	Montréal - CA	T in the Park	Perthshire - UK
Pa'l Norte	Monterrey - MX	Tommorowland Brazil	Sao Paolo - BR
Pemberton Music Festival	Pemberton - CA	Top 100 DJs Festival	Shanghai & Beijing - CN
Plaza Festival	Hanover - DE	Ultra Music Festival Korea	Seoul - KR
Primavera Festival	Barcelona - SP	V Festival	Chelmsford & Staffordshire - UK
Qlimax	Arnhem - NL	Wilderness Festival	Oxfordshire - UK
Ramblin' Man Fair	Maidstone - UK	Willamette Country Music Festival	Brownsville, OR - US
Rock im Park	Nuremberg - DE	Wireless Festival	London - UK
Rock am Ring	Mendig - DE	Wish Outdoor	Monterrey - MX

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