

# mondoo

## AGNES WOJEWODA

The ArKaos MD discusses what lies beneath the company's success.

## THEME PARKS & ATTRACTIONS

From the conventional to the unconventional, and everything in between.

## AMPLIFIERS

The latest models from the powerhouse of the sound system.





## SHREK'S ADVENTURE! LONDON

**COMPANY: VUE AUDIOTECHNIK, SSE AUDIO, AUDINATE**  
**LOCATION: LONDON, UK**

Overlooking the South Bank of the River Thames, London's County Hall is home to a number of businesses and attractions, including three developed by Merlin Entertainments. The newest of those attractions, Shrek's Adventure London, was completed last year. The designers, London creative technology studio Seeper, partnered with SSE Audio Group for the audiovisual installation which features extensive use of VUE Audiotechnik loudspeakers, including the i-Class Integrator Series.

Shrek's Adventure is a multimedia family attraction that places participants firmly into the kingdom of Far Far Away, providing 75-minutes of fairy-tale themed shows and a new Shrek adventure with animation by DreamWorks.

"The installation was created completely from scratch and we needed PA coverage for all the circulation areas, from where you queue for your tickets all the way through the themed rooms," said Emma Bigg, Installations Director, SSE Audio Group. "We were looking for a very discreet installation speaker that sounded really nice and could handle a variety of jobs ranging from background music, to announcements, to sound effects. SSE and their partner for this project,

Seeper compared speakers that would fit the size requirement and did a shootout. We were very impressed with VUE."

Emma turned to VUE's i-Class Integrator Series, employing an extensive assortment of models including 43 i-8, 36 i-6, approximately 166 i-4.5 and 13 is-26 subwoofers. The i-8 foreground loudspeaker system is the largest full-range model in the i-Class, featuring an eight-inch polypropylene woofer and a one-inch ferrofluid-cooled neodymium tweeter. Designed for mid-field applications, the i-8 generates 60° by 60° degree coverage and a frequency response ranging from 60Hz to 20kHz. Its smaller sibling, the i-6, is a more compact mid-field loudspeaker with a 6.5-inch polypropylene woofer and the same one-inch tweeter. The i-6 covers a 70° by 70° pattern and produces a maximum output of 104dB SPL. Possessing the smallest footprint in the i-Class, the i-4.5 packs a 4.5-inch polypropylene woofer and a one-inch silk dome tweeter into a cabinet weighing only seven pounds, yet is capable of delivering SPLs as high as 10dB, long-term. Of course, no theme-park experience would be complete without some serious shaking, so low end for the Shrek's Adventure install is derived

from a total of 13 is-26 compact surface mount subwoofer systems. VUE's is-26 incorporates two 6.5-inch low-frequency drivers with rubber surrounds and 1.5-inch voice coils into a high-density wood enclosure with integrated hang points. The is-26's low-frequency response extends down to 48Hz and the speaker is capable of 118 dB SPL long-term.

"County Hall is the equivalent of a town hall on a very large scale," continued Emma. "It's a huge building which houses offices, a couple of hotels and three experiences from Merlin Entertainments: Sea Life Aquarium, The London Dungeon and Shrek's Adventure. It's a building that has been placed on the Statutory List of Buildings of Special Architectural or Historic Interest, so they were creating rooms within rooms to house the experience to avoid damaging the fabric of the building. However, some of the circulation areas were the actual building. One of the advantages of the VUE products is that they're very compact. We were able to slot them in quite discreetly because you can hide them amongst the features of an old listed building to preserve the look and feel. You don't really want big, heavy speakers detracting from that. The i-Class speakers come



with mounting brackets as part of the package, making them easy and quick to install.”

Another consideration was the speakers’ ability to handle a variety of source material. “The VUE speakers are quite musical-sounding and that’s important when you have a whole range of music content plus different sound effects in the atmosphere,” said Emma. “The full-range models have a nice low-end response so you don’t need a lot of sub with them. And we received a lot of support from VUE on the project. It was a really good experience. People from Merlin Entertainments who have visited the site were very impressed with the VUE speakers and in fact went on to purchase them for other Merlin sites.”

In addition to the VUE Audiotechnik equipment, the Shrek’s Adventure! London installation comprises Media-lon show controllers, 7thSense media servers, BSS DSP, and Crown amplifiers with Dante facilitating audio processing and playout. The 7thSense media servers

are all built-in Dante Virtual Soundcards, which output audio across the attraction site to the Crown amplifiers. Dante provides the flexibility and ease of use that is required when sending audio over large distances or an existing network infrastructure.

Dante’s easy utilisation yields the simple click-and-go power of Dante Controller to configure a network, the ability to just add/remove devices and allows the user to spend time enhancing the guest experience - not fiddling around with clunky cabling and running diagnostics.

In the case of Shrek’s Adventure! London this need for simplicity was even more acute given the complexity of an installation requiring intensive interaction between performers and projections, as well as close synchronisation of audio and video. What was needed then was rock-solid reliability, which Dante delivered.

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