

*Pioneer*

CASE STUDY

# EDC LAS VEGAS

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LAS VEGAS, NEVADA

Pioneer Pro Audio's XY Series Speakers Bring Clean Sound to the Desert





# EDC LAS VEGAS

## XY SERIES SPEAKERS TAKE CENTER STAGE AT THE ELECTRIC DAISY CARNIVAL FESTIVAL

One of the world's biggest and most popular music festivals with an attendance of 140,000 fans daily, the Electronic Daisy Carnival (EDC) in Las Vegas hosts the industry's leading artists throughout its three-day festivities.

### THE CHALLENGE

Designed to deliver natural audio at the high sound pressure level required for large venues and outdoor events, Pioneer Pro Audio and Ayre Productions were tasked with outfitting the stereoBLOOM stage and EDC campgrounds with Pioneer Pro Audio's XY-3B three-way full range speakers along with a few other XY series products at this year's EDC Las Vegas.

Director of Stage Production at Insomniac Events, Ian Gotts first demoed the XY-3B speakers when they were unveiled at the National Association of Music Merchants show earlier this year and invited the Pioneer Pro Audio team to feature the speakers at the EDC stereoBLOOM stage and EDC campgrounds after listening to the great sound quality that they produced.

The stereoBLOOM Stage curates a wide array of established and emerging talent on a brand-new stage that brings a club atmosphere to the heart of the desert. Since the XY-3B and XY-2 series speakers are very new, there were a few challenges when it came to setting up the equipment and everyone on the production team was skeptical.



### THE SOLUTION

Once Pioneer Pro Audio and Ayre Productions got the rig pushing sound, the response from the crowd was unanimously positive. To bring this setup to life, speaker boxes from several production companies were needed to pull it all together.

The stereoBLOOM stage featured Pioneer Pro Audio's XY-3B three-way box along with the XY-218HS matching subwoofers. The stage also featured the XY-2 mid-high speakers which were able to handle nearfield application and the XY-3B three-way full range speakers with front loaded XY-218S subwoofers served

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Greg Mateo | Insomniac Records

as the DJ monitor rig. With over 200,000 watts of amplification provided by a rack of Powersoft X8's, it was the first time a rig this large was deployed.

In addition to the stereoBLOOM stage, Insomniac had also sought a partner for its new 3,000 capacity campground EDC Pool Party. Due to Pioneer Pro Audio's success at outfitting the National Hotel pool party at Miami Music Week, it was a no brainer that Pioneer Pro Audio could provide quality sound for festival goers on the EDC campground as well. Sonus Systems and ATI outfitted the Camp EDC Pool Party with XY-3B speakers, XY-218HS and XY speakers.



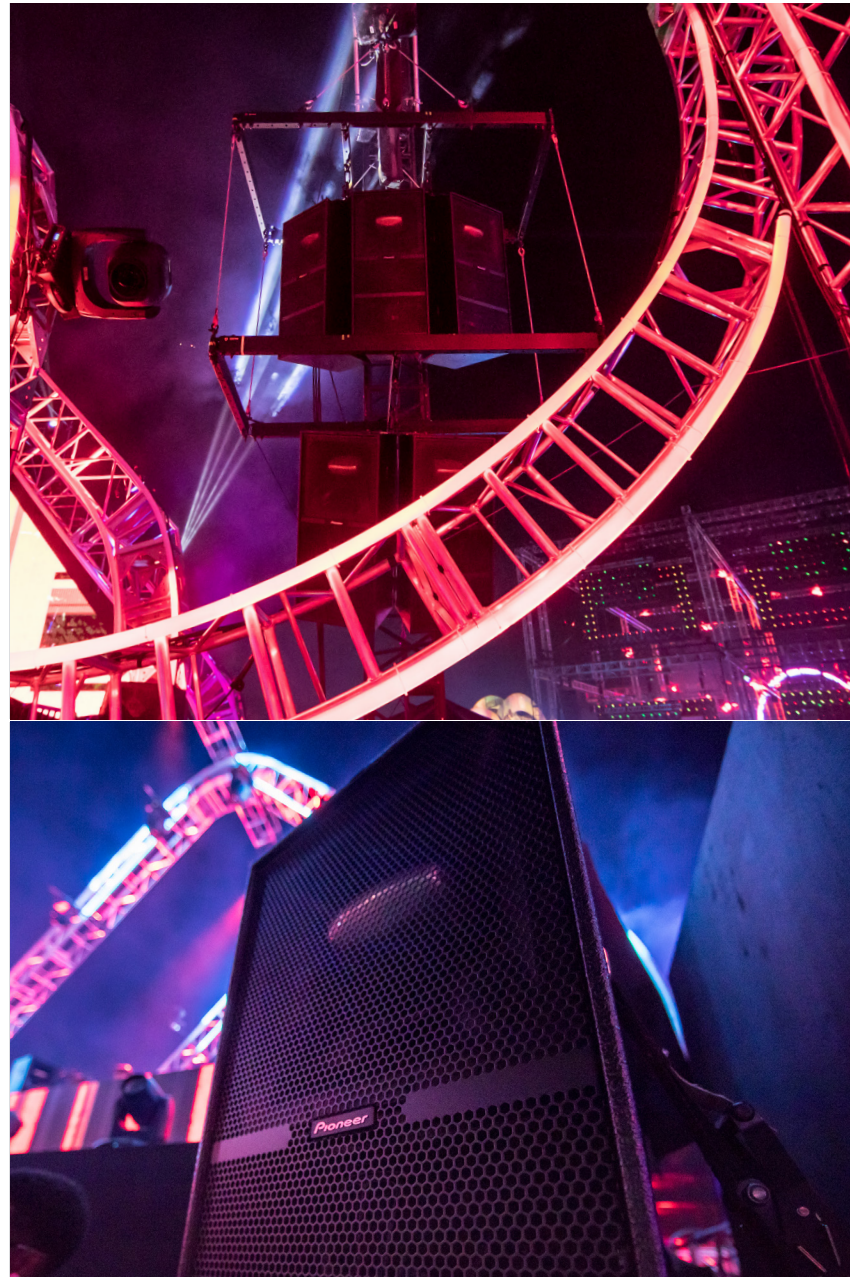


## THE RESULTS

The DJ monitors were clean and precise creating an immersive sound for the artists on stage without ear fatigue. "We were blown away by the XY-3B system at the stereoBLOOM stage," said Greg Mateo of Insomniac Records. "Throughout the weekend, artists and fans were coming up to us saying they loved the sound at our stage. The sound was crisp, clean and loud!"

Pioneer Pro Audio had wide coverage on the stereoBLOOM Stage with the flown XY-3B rig and its point source design made it a perfect fit. On the Camp EDC Stage, they deployed the system just as quickly, as it was a ground stack set up that went together smoothly. "As a DJ you want to be focused on your music and the crowd. It's not easy going between different venues and stages and experiencing subpar sound - especially when monitoring your music on a huge stage," said electronic artist JSTJR. "It was such a fun and rewarding experience on stage with the XY-3B speakers. I mix very quickly and it's crucial that my monitors are clear and precise. Thankfully the XY-3B's made that possible and then some!"

EDC fans and artists enjoyed music from both the stereoBLOOM Stage and Camp EDC Stage all weekend long and the team received several compliments on the clarity and throw of the rigs. "I really enjoyed working with the XY-3B's at EDC. The sound is really crisp and clear, nice and defined and easy to mix on," said artist Sinden. "I was able to hear all the frequencies and didn't have to crank the booth loud. I could really feel connected using these monitors, it makes a huge difference."



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JSTJR | Electronic Music Artist





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**About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)**

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Pro Audio and Pioneer DJ Radio as well as social platforms KUVU and DJsounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.