

Pioneer

CASE STUDY

EDC LAS VEGAS 2019

LAS VEGAS, NEVADA

Pioneer Pro Audio Steals the Show at Electric Daisy Carnival 2019

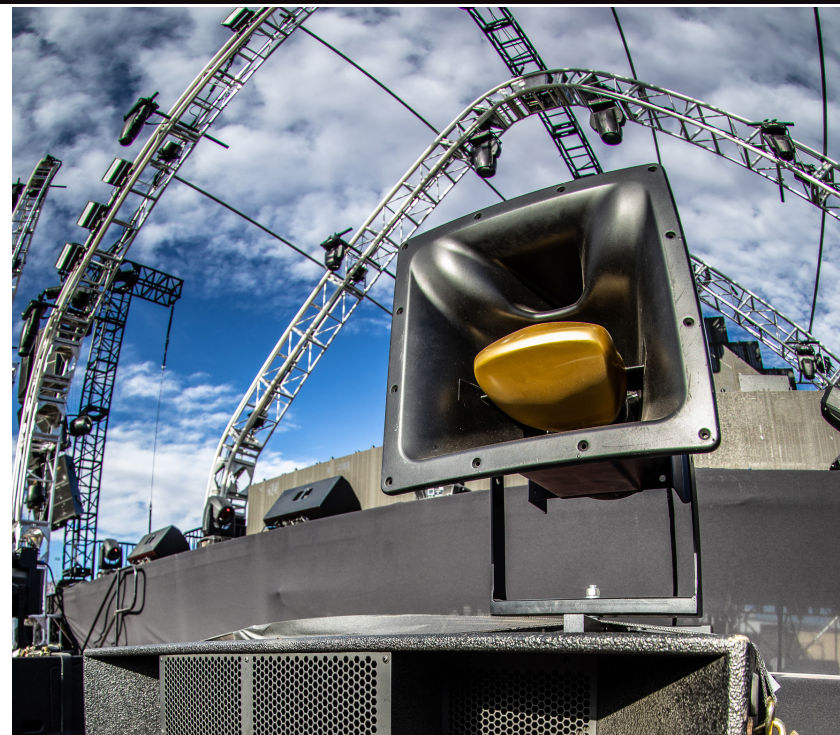


EDC LAS VEGAS

FOLLOWING THE SUCCESS OF 2018, PIONEER PRO AUDIO STEALS THE SHOW AT EDC

The Electric Daisy Carnival, commonly known as EDC, is an electronic dance music festival with its flagship event held annually in Las Vegas, Nevada, on the 1,200-acre grounds of the Las Vegas Motor Speedway. Attracting nearly 140,000 festival goers each day, EDC features industry-leading electronic dance producers, DJs, and fans celebrating every kind of electronic music imaginable.

This massive three-day, outdoor event — complete with an almost overwhelming number of dance floors, performance stages, carnival rides, games, and an on-site campground — was created with the purpose of utilizing music and art to inspire. In addition to the non-stop electronic music dance party, event goers experience awe-inspiring, three-dimensional superstructures, art installations, and colorful LED and glow-in-the-dark environments. The festival's popularity continues to grow, and the 2020 EDC is already sold out.



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”

John Wagner | Ayre Productions

THE CHALLENGE

With music, art, and technology at the heart of the event, festival organizers, sponsors, and artists alike are continually looking for ways to outperform their previous — and already unbelievable — experience. As one of nine main venues at EDC, the stereoBLOOM stage hosted by Insomniac Records, takes the challenge seriously. System designers work diligently to deploy leading-edge audio technologies to raise the bar of sonic performance. Additionally, the size of the space nearly doubled from 2018 to accommodate an estimated 8,000-person capacity.

The stereoBLOOM experience offers many shades of dance music from house to bass music and beyond, and showcases a novel blend of emerging, established, and legendary artists. The 2019 stereoBLOOM stage featured performances by Chris Lake, Yolanda Be Cool, Volac, Walker and Royce, Lucati, Chris Lorenzo, Bijou, Holy Goof and many more.

John Wagner, Owner and Lead Project Manager for Chicago-based systems integrator, Ayre Productions, has worked closely with Insomniac Holdings, LLC for the past few years on the stereoBLOOM stage project.

Wagner and his team installed the sound and front of house systems in 2018 and 2019. From concept design to installation and logistics, Ayre Productions provides full production solutions for audio, lighting, and video.

“This festival is so incredible, everyone here is always looking for ways to stand out from the crowd and outdo their previous year,” said Wagner. “With space and the visual components at such a premium, we needed to figure how to deliver more audio power and higher SPL, but in a very smooth and controllable way, and with a modest footprint. Sound reinforcement from Pioneer Pro Audio delivered exactly what we needed.”



THE SOLUTION

With the need to create a more powerful sound reinforcement system that at the same time, would sound accurate and natural over the large outdoor space, Wagner and his team turned to the XY Series loudspeaker system from Pioneer Pro Audio.

The XY Series is a versatile family of high-performance PA and monitor speakers that are compact and perfect for near-field monitoring — yet deliver smooth, accurate, high-quality sound across the entire space. Pioneer Pro Audio systems are renowned for their ability to deliver a high SPL and punch, but with a smooth sound that perfectly fits the fidelity and dynamics of electronic dance music.

“The XY-3B’s are some of the cleanest sounding monitors I’ve performed with. Essentially, you are able to hear every nuance when you are deep in the mix,” explained artist Dillion Nathaniel. “These monitors basically eliminate the need to keep your headphones on.”

Wagner explained that in order to hit their system performance goals, they developed a new fly system to build out a massive point-source array. They also revamped the DJ stage system with XY Series monitors. This boosted the power beyond the levels reached in 2018, particularly improving low-end output. The DJ monitors were reliably clean and smooth, equipping artists with a well-balanced, intelligible system with an even, natural frequency response.

“Our new fly system made the large XY Series point-source array possible. In 2018, we had 5 a side, with 20 sub-woofers and 4 front fills. This year we had 9 a side, with 22 sub-woofers and 4 front fills — this was a significant upgrade,” said Wagner. “And we also upgraded the power for the subwoofers with the new X4L power amps from Powersoft. This made a huge difference in low-end output over the last year.”



THE RESULTS

The XY Series’ unique high and mid-range blended design produces a tightly controlled sound dispersion for an extraordinarily natural sound. This powerful wave can be thrown a great distance, filling all corners of a room with bass, punch, and clarity that is powerfully comfortable for the audience. Because of the cabinets’ unique design, a reduced number of boxes are needed as compared to other systems, making the XY Series easy to transport, set-up, and install.

“The clarity on the system was incredible. Extra crisp and clean highs, with a nice round and smooth low end throughout the entire stage and dancefloor!” Stated house artist Morelia. “One of my favorite systems I’ve played on without a doubt.”

By upgrading from line array boxes to a massive point source system, the stereoBLOOM 2019 system was able to reach unprecedented power levels, provide smooth and clean DJ monitors, and ensure a well-balanced, pleasing but also energetic sound experience “In the end, we had a larger footprint to cover, and we needed to raise the performance bar,” said Wagner.

“With the added XY Series elements, we got the smooth sound and excellent coverage we needed, and now for the second time, we deployed a point-source system at a festival where line arrays dominate — and we made a lot of performers and party goers very happy!”



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Dillon Nathaniel | Professional DJ

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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.