

Pioneer

CASE STUDY

MIAMI MUSIC WEEK

MIAMI, FLORIDA

Pioneer Pro Audio's XY Series Speakers Never Lost a Beat at Miami Music Week



MIAMI MUSIC WEEK

XY-3 AND XY-2 SPEAKERS BROUGHT A FESTIVAL VIBE TO THE NATIONAL HOTEL

One of the world's most recognized electronic music events, Miami Music Week, brings hundreds of thousands of people to experience a week-long marathon of festivities that feature almost every major artist in the electronic dance music scene. Last year alone, more than 1,200 artists performed at roughly 300 events hosted at 85 venues.

THE CHALLENGE

Pioneer Pro Audio and Ayre Productions were tasked with outfitting the National Hotel at Miami Music Week with the XY-3B and XY-2 series speakers to bring a festival vibe to music lovers from across the country. The Pioneer Pro Audio Stage at the National Hotel hosted some of today's hottest acts including Diplo, Behrouz, MK, Robbie Rivera and Victor Calderone to name a few. The XY series speakers were crucial when it came to providing quality sound for festival goers and keeping pool party attendees pumped and energized.

Since the XY-3B and XY-2 series speakers are fairly new, there were a few challenges when setting up the equipment. Due to the extreme humidity in Miami, the Ayre Productions team was concerned this would affect the Pioneer Pro Audio equipment.



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John Wagner | CEO of Ayre Productions

THE SOLUTION

Despite the Ayre Productions team's concerns, the Miami heat and humidity proved no match for the Pioneer Pro Audio equipment as both the XY-3B and XY-2 speakers were designed to deliver natural audio at the high sound pressure level required for large venues and outdoor events.

In addition to supplying product for the National Hotel, Pioneer DJ and Pioneer Pro Audio gear were also supplied at multiple Miami venues including Ultra Music Festival, Club Space, Ora Nightclub and Delano South Beach.

THE RESULTS

Fans enjoyed music all week long and complimented the eye-catching look of the speakers and stage at the National Hotel.

“Several promoters came to hear the [sound] system and artists complimented on how well the monitors sounded,” said John Wagner, CEO of Ayre Productions. “The system was used for eight straight hours and attendees enjoyed without getting ear-fatigue, it also lasted throughout the intense Miami heat and never lost a beat.”



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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.