

Diesel drives new music

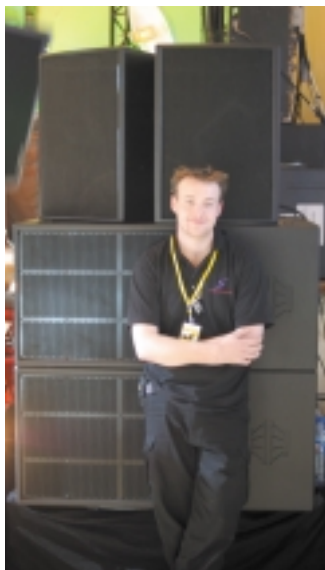
EM Acoustics takes a significant step in UK market with Sound By Design backing

UK: With its stateside activities already in full force, EM Acoustics is making long-awaited strides in its home market after its loudspeakers exclusively drove the Diesel New Music Awards.

Audio specialists Sound By Design (SBD) are traditionally a Meyer rental house, but choose to use only EM products on the high profile show. And with XFM DJ Lauren Laverne presenting awards to the likes of Roxy Music (music icon) and Mick Rock (contribution to music) in front of 300 seated VIPs, it was a watershed for the fledgling speaker company.

"SBD have been using our monitors for the last couple of years for the [BBC] Proms and some big corporate shows, but this is the first time they've exclusively used our boxes on an event," says EM's operations director Mike Wheeler. "It shows a lot of belief on their part to only use our kit."

SBD's FOH engineer Dave Shepherd vouched for EM two years ago when they developed the M-12 stage monitor for him, and the rela-



Mike Wheeler of EM Acoustics

tionship has augmented ever since. As well as M-12s, the awards ceremony at Shoreditch Town Hall on 4th October used EMS-152 15-inch plus 2-inch full range enclosures, MSE-118 Quakes (powered by a single Powersoft Digam) and EMS-215 subs. Shepherd was in charge of engineering duties, using a DiGiCo D1 board on both FOH and monitors and a BSS Omnidrive Compact Plus outboard with an overall system processor.

"It was slightly nerve-wracking for me as we had our new DA-1 amp modules in the EMS-152s," Wheeler says. "They're in beta-testing at the moment so we're getting them out on the road on as many shows as we can to check they'll survive – so far it's going really well."

EM's DA-1 is the latest product in an increasingly versatile range. Designed to slot into all of EM's products, the DSP system allows recallable settings for gain, crossover and limiting, while allowing rental companies the option of offering passive or powered rigs from the same boxes.

"Our major strengths are bass horns and passive crossovers," Wheeler says. "The amp module drives the passive circuitry so you end up with a powered or non-powered box which sounds exactly the same barring amplifier differences."



An EM fill located on the balcony

But while EM's DA-1 amplifier is a new notch in an expanding belt of products, the company reputation is spreading wider than ever. EM now has two US divisions, based in Las Vegas and New York, and at Frankfurt this year, it confirmed outlets in Germany and China.

"Since then we've secured distribution in Russia and we're now walking to a string of distributors around the world," Wheeler says. "These are very exciting times."

When it formed four years ago, EM was viewed with scepticism by an audio industry traditionally wary of new contenders and accustomed to early failures. "There was a difference in the vibe at PLASA this year though," Wheeler says. "Until now we've always felt like the new guys standing on a soapbox and screaming, but now people are real-



The Diesel Awards represented a watershed for EM Acoustics products

ising we're still here and coming to see us and find out what we're about. It feels like we're starting to take big steps forward."

"We don't have a full touring system yet, although there are plans to develop one. We've already got the most powerful subs in the world,

and when we release a mid high product that goes with that, I think that will take us much closer towards the touring market." **□**

GREG PARMLEY

CONTACT **>>** EM ACOUSTICS

TEL **>>** +44 1483 266520

WEB **>>** www.emacoustics.co.uk/



Dave Shepherd on FOH with a DiGiCo D1