

AUDIO • VIDEO • CONTROL • LIGHTING • SYSTEMS INTEGRATION

# sound

## SOUND IMAGE

AV Engineering Solutions



image

Creative solutions for the most demanding communication systems challenges

Consider the purpose of your presentations. They may inform, entertain, educate or motivate. But first and foremost, they must communicate. Sound Image designs and



integrates advanced Audio/Video systems that set the benchmark for communication system installations in houses of worship, boardrooms, museums, stadiums, casinos, council chambers, theme parks, concert venues, municipalities and hotels throughout North America.

With a combination of quality and value, our commitment is to customer service excellence. From our in-house design and engineering team to comprehensive turnkey installation, our goal is your satisfaction.

art

science +

Blending the Art and Science of Communication Systems Technology

## SI CONTRACTING DIVISION

### Establishing and maintaining customer confidence

What sets Sound Image apart in this competitive marketplace? Customer confidence.

Our customers call on us with repeat business and referrals because they have confidence in the quality and reliability of our workmanship.

We've learned that establishing confidence with a new customer is critical to a successful business relationship, so we start each assignment by listening carefully to what our customers want.

New assignments usually begin with a phone call to one of our design engineers, followed by a no-cost, on-site interview with an owner's representative to explore the scope of the project. This is our opportunity to demonstrate our expertise and create confidence in our service and in the products we offer.



## In-house resources

Few AV contractors can match the range of our resources:

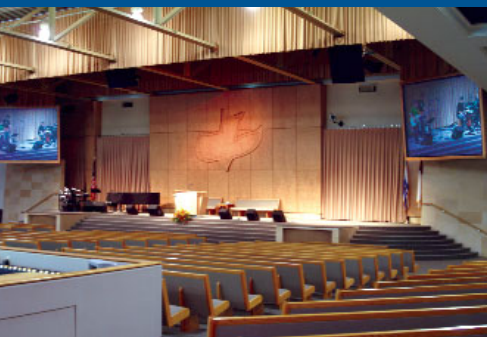
- A veteran staff of audio and video design engineers, estimators, project managers and installation technicians.
- Architectural acoustics and computer room modeling.
- The latest test and measurement instrumentation.
- Custom metal shop, laser engraving, and paint shop.
- Custom wood cabinetry and loudspeaker manufacturing.
- Complete AutoCAD construction documentation.
- Control system programming.
- On-call system service department and bench-level repair.

# premium

## CHALLENGE

Maranatha Chapel wanted to provide a rich sound and video experience to every person in its 3,000-seat auditorium, and to produce broadcast-quality video of their worship services for live projection, for their webcast, and for recording and delayed viewing by those who could not attend the service.

Complicating the assignment were roof-mounted air conditioning units that caused the entire ceiling of the auditorium to vibrate, making standard ceiling-mounted video cameras unusable because of the resulting bouncing image.



## SOLUTION

Sound Image built custom-designed video camera mounts to dampen vibrations generated by the air-conditioning units, resulting in sharp, stable images. Broadcast cameras were installed on remotely controlled pan/tilt heads, allowing the cameras to be operated from a remote video control room. Large-scale video screens were strategically placed so all seats see all the on-stage action. The audio installation included custom-designed loud-speaker clusters.

The result is a powerful and reliable multimedia worship experience that allows every person in the building to see and hear clearly.

**CASE STUDY:** Maranatha Chapel, Rancho Bernardo, California

## Not just our opinion

With over three decades of professional experience, we are regarded by many to be the premier resource for the advanced technological solutions needed to meet the wide ranging demands of our clients.

We strive to provide elegant solutions, not just functional ones. We have earned the respect of architects, general contractors, electrical contractors, AV and acoustical consultants, manufacturers, rep firms, and even our competitors. This respect is built on the quality of our workmanship and on our integrity, as well as our ability to consistently complete our work on time and on budget.

Many of the country's leading AV consultants designate Sound Image as "pre-qualified" for bidding on their high-profile projects.



## A sampling of SI Contracting Division clients

### CHURCHES

Christ Church of the Valley, Phoenix, AZ  
Carlsbad Community, Carlsbad, CA  
Shadow Mountain Community, El Cajon, CA  
Lighthouse Church, Phoenix, AZ  
Murphy Canyon Naval Chapel, San Diego, CA  
Solana Beach Presbyterian, San Diego, CA

### EDUCATION

Bishop's School, La Jolla, CA  
Colburn School, Los Angeles, CA  
George Mason University, Fairfax, VA  
SDSU, San Diego, CA  
UCSD, La Jolla, CA  
USC, Los Angeles, CA

### ENTERTAINMENT + RETAIL

Disney "Innoventions", Anaheim, CA  
Hollywood Bowl, Los Angeles, CA  
Seau's the Restaurant, San Diego, CA  
Cox Arena at SDSU, San Diego, CA  
St. Regis Hotel, Beverly Hills, CA  
The Century Plaza Hotel, Beverly Hills, CA  
Margaritaville, Key West, FL  
Rimac Arena at UCSD, La Jolla, CA

### CASINOS

Pala Band Casino, Pala, CA  
Belterra Resort Casino, Belterra, IN  
Barona Casino, Lakeside, CA  
Sunset Station, Las Vegas, NV  
Rincon Harrah's Casino, San Diego, CA  
Viejas Casino, Alpine, CA

See our web site for a complete listing —  
[www.sound-image.com/contractingprojects.html](http://www.sound-image.com/contractingprojects.html)

## SI CORPORATE AUDIO DIVISION

### The sounds of business

Sound Image delivers audio support for corporate events nationwide. Our experience providing sound reinforcement systems and support staff for discerning touring musicians has given us a distinct advantage in this market.

A sampling of SI corporate audio division clients:

Presidential Inaugural Balls • AT&T Annual Stockholders Meeting • Fox Television Network • Intel Corporation • IMAX Legoland • Lexus Corporation Detroit Motor Show • MTV • Narcotics Anonymous • Walt Disney Corporation

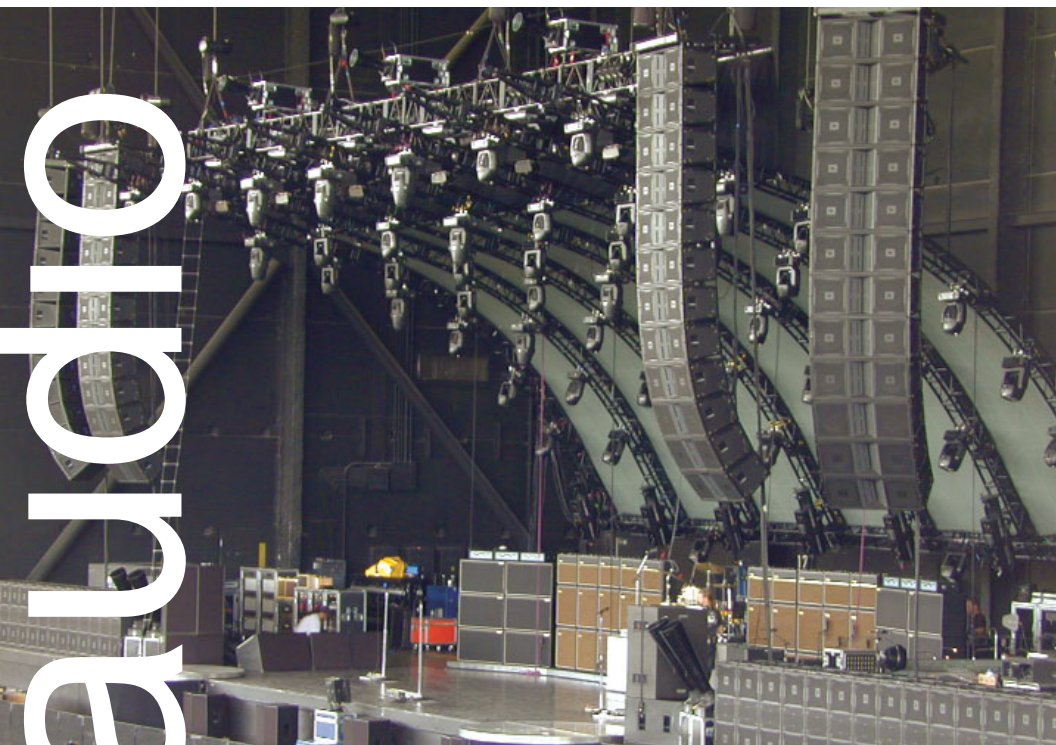
## SI TOURING DIVISION

### Working with the best

The Touring Division of Sound Image is renowned throughout the world as a provider of premium audio systems.

We supply audio equipment and personnel for thousands of concerts and other staged events each year. With offices in San Diego, Nashville and the United Kingdom (as well as affiliations worldwide), the infrastructure is in place to successfully supply live sound reinforcement equipment and personnel for any size concert or event.

We are proud of our talented in-house mixing and engineering support staff. Because we constantly focus on delivering superior service and expertise, our customers tell us we have the best crews in the business.



A sampling of artists and seasonal concert venues supported by SI Touring Division:

Clint Black  
Brooks & Dunn  
Jimmy Buffett  
Elvis Costello  
Crosby, Stills, Nash  
Def Leppard  
Doobie Brothers  
Bob Dylan  
Melissa Etheridge  
Dan Fogelberg  
The Go Go's  
Heart  
Humphrey's Concerts by the Bay  
Billy Idol  
Toby Keith  
Lenny Kravitz  
Pacific Amphitheater, Costa Mesa  
Santana  
Rod Stewart  
Viejas Casinos, San Diego  
Brian Wilson

See our web site for a complete listing —  
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audio

## CHALLENGE

The sports displays in the Hall of Champions Museum were using very antiquated technology. The General Contractor approached Sound Image looking for creative methods to make the museum more interesting and exciting, especially for children.



## SOLUTION

We designed and integrated a variety of audio and visual treatments to capture the imagination of young and old alike.

At the interactive Media Center Display, when visitors activate the touch screen the automated system reacts. The lights go up, the sports action starts, and a video server digitally records the visitor's play-by-play calls of the game. The system then plays back the visitor's calls, along with the original video footage, on video monitors, for all their friends to see.

In the Football and Baseball display areas, vintage sports footage can be recalled from multiple video servers.

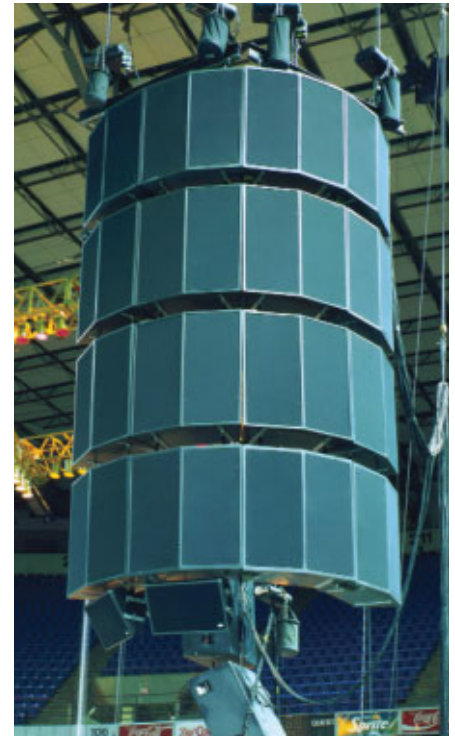
Downstairs, a digital video cinema has been installed. The system is fully automated, and at preset times each day, the lights automatically dim while various video programs are presented.

**CASE STUDY:** San Diego Hall of Champions Museum, Balboa Park, San Diego, California

## SI MANUFACTURING DIVISION

### Road-tested state-of-the-art loudspeaker enclosures

Sound Image has received several patents with respect to the use of composite technology in loudspeaker enclosure manufacturing. A full line of proprietary loudspeaker products has been developed and is available for sale. Our manufacturing process is licensed to some of the world's foremost loudspeaker and amplifier manufacturers.



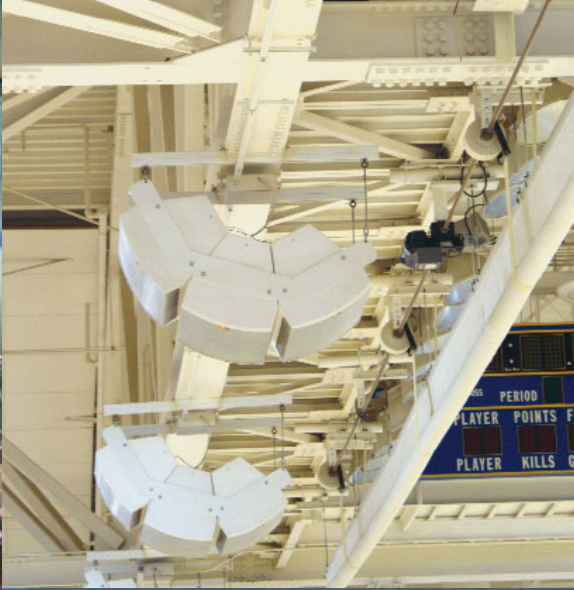
## A JOURNEY OF SIGHT AND SOUND

Today, the Sound Image Contracting Division is recognized as a premiere resource for Audio/Video systems design, installation and service.

We invite you to meet with one of our creative design engineers. Let us apply our vast, real-world knowledge and experience of current and next-generation audio, video, control and lighting systems to your next project.

Your journey of sight and sound begins at Sound Image. Call today for a personalized evaluation and a dynamic technical solution.

[WWW.SOUND-IMAGE.COM](http://WWW.SOUND-IMAGE.COM)



**CASE STUDY:** Rincon Harrah's Casino, Valley Center, California

## CHALLENGE

Harrah's wanted a multipurpose area that could be divided into six separate meeting rooms, or combined into a single, large events room for shows.



## SOLUTION

Sound Image designed the system so that each of the six smaller meeting rooms are equipped as stand-alone units; providing local inputs, outputs and control for sound and video presentations.

When the area is transformed into one large room, a sound system is available that includes a custom loudspeaker package, supported by 15,000-watts of amplification.

Southern California  
**SOUND  
IMAGE**

## SOUTHERN CALIFORNIA SOUND IMAGE

### Our heritage

- 1971** Current CEO Ross Ritto founded the company in Rochester, New York, in March 1971, under the name Silverfish Audio Associates Ltd.
- 1976** In 1976, Jimmy Buffett became a client.
- 1978** The company opened an office in Burbank, CA in 1978.
- 1980** Moved to San Marcos, CA in 1980.
- 1983** Dave Shadoan became a partner in 1983, and the company formally changed its name to 'Southern California Sound Image.'
- 1985** In 1985, long-time employee Michael Adams designed the original 'PhaseLoc' series of custom Sound Image loudspeaker enclosures, which later became the flagship G5 enclosure.
- 1991** The Contracting Division was established in 1991 to address the permanent AV installation market.
- 1992** The Corporate Audio Division was launched in 1992 to support the growing need for high-quality, non-touring sound reinforcement systems. The Touring Division's Nashville office opened in 1992, allowing Sound Image to gain new inroads into the country music market.
- 1995** In 1995, Sound Image purchased our current facility in Escondido, CA which is our corporate headquarters and home base for the Contracting and Touring divisions.
- 2002** In 2002, Sound Image was nominated (for the seventh time) for MIX magazine's "Annual Technical Excellence and Creativity Awards."
- 2003** In July 2003, the Contracting Division opened its Scottsdale, AZ office to provide local sales, engineering, installation and support services to our growing list of customers in Arizona.



#### **Escondido Offices:**

2415 West Vineyard Ave.  
Escondido, CA 92029

#### **Arizona Offices:**

7762 E. Gray Rd. Suite 300  
Scottsdale, AZ 85260

#### **Nashville Offices:**

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Nashville, Tennessee 37207

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Want to know more?  
[www.sound-image.com](http://www.sound-image.com)