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# Commercial INTEGRATOR

THE BUSINESS HANDBOOK FOR AV TECHNOLOGY PROFESSIONALS

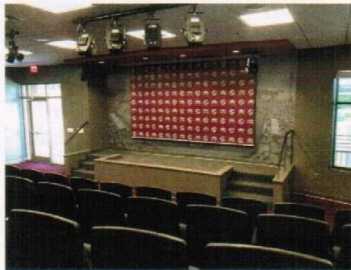
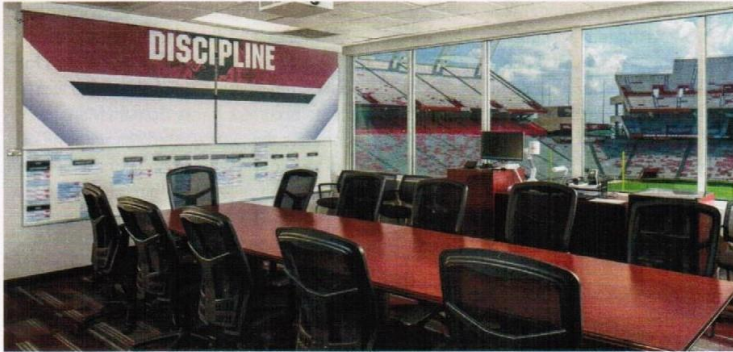
## MEET THE *NEW* 'MISSION CRITICAL'

**As AV clients expand what mission critical means, firms like Constant Technologies enter the era with a competitive advantage.**

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Brad Righi, president,  
Constant Technologies

**PLUS**  
**TOP VIDEO**  
**COLLABORATION**  
**BRANDS** PAGE 46



Elite Audio installed QMotion automated shades as backdrops for press conferences.

## #LIGHT/SHADE CONTROL

### Integrator Solves Univ. of South Carolina's Athletic Aesthetics with Shades

When University of South Carolina officials wanted Elite Audio to update the football recruiting and conference room inside Williams-Brice Stadium and the baseball media room at Founders Park with printed shades to provide specific backdrops, they knew they wanted a solution that would help them continue their legacy of athletic excellence.

The Gamecocks play at one of only 32 public universities to earn the Carnegie Foundation's top-tier designations in research activity and community engagement. Everyone on campus reportedly lives by the motto, "As Gamecocks, our spirit has no limits."

For the football recruiting and conference room, which overlooks Williams-Brice Stadium, the objective for the new backdrops was to provide privacy, particularly to cover the white boards in the room, especially when recruiting was happening.

At Founders Park, one printed shade was

to provide a background for press conferences and interviews. Officials stressed to designer Elite Audio that both projects had to achieve high aesthetic appeal attain the "USC feel," as well as be functional and fit effortlessly in the spaces when not in use.

Elite Audio, QMotion, and USC worked closely to perfect the design and installation of the QMotion QIS hardwired shades, which feature hardwired motor controls that work through the room's AV system.

The shades were custom-made for each space from the step-and-repeat pattern of USC's logo for the baseball team's media conference room to the personalized designs, mixing images and texts — such as "Discipline" and "Effort" — for the football recruiting room.

Elite Audio and QMotion were also able to work around the challenges of installing in a pocket situation in the recruiting room. There was no wiggle room in the space, so precise measurements and installation of the brackets were crucial and had to be executed flawlessly.

The hard-wired configuration utilizes standard Cat 5e or Cat 6 cables to connect to both the power and communication panel, which benefits in not having the additional expense of proprietary cabling or two separate cables.

In addition to the hardwired shades, Qlink, which allows users to operate a bank of shades side-by-side with one motor, was used in the football recruiting room to give the space quiet operation, energy efficiency and remote control.

>> #EliteAudio, @QMotionShades, @GamecocksOnline

## #AV COMPONENTS

### Onkyo Unveils Commercial Application Amplification Products

NEARLY ONE-THIRD of all custom integrators' revenues are derived from commercial projects, so it's not surprising to see Onkyo USA announce its new Onkyo Installation line, aimed at commercial applications such as retail and small business to provide a flexible solution for ambient music.

The first two products, MCA1120 Mono Mixing Amplifier (MSRP \$599) and the PCA1120 Mono Power Amplifier (MSRP \$549), premiered at CEDIA Expo 2018 and are slated for release this month. "Our new Onkyo Installation series offers a flexible, ideal solution for the commercial sector," says Joe Petrillo, COO of Onkyo USA.

"Easy to set-up and manage, the new line is ideal for small and medium-sized installations such as restaurants, gyms, apparel stores and doctors' offices that are looking to enhance the atmosphere of their locations."

The MCA1120 Mono Mixing Amplifier can handle a variety of content platforms including Bluetooth and a USB connection for charging, as well as a direct line-in for legacy systems such as CD players.

The unit can power both 70V/100V and low-impedance speakers and comes with two microphone terminals that are supported by a microphone ducker, which automatically reduces and resumes background music when speaking.

An onboard DSP powers a 12-band EQ for further customization and can be combined with a variety of filters to optimize sound performance in any space.

The PCA1120 Power Amplifier can work in concert with the MCA1120 or as a stand-alone unit, and can also power both 70V/100V and low-impedance speakers. It also comes with a dedicated RCA in/out.

Up to 10 units can be daisy-chained together for larger spaces. Both the MCA1120 and PCA1120 maximize the performance with optimized EQ settings tailored for popular commercial speakers and applications.

>> #Onkyo\_USA, #CEDIA2018, #mixing 