**Q-SYS**

CASE STUDY

# Atlantis Dubai

Crafting seamless audio experiences with networked AV and control.

Q·SYS

SUBTLE AND SEAMLESS AV

# Atlantis Dubai



ATLANTIS
DUBAI

**CUSTOMER NAME**
Atlantis Resorts

**LOCATION**
Dubai, UAE

**INDUSTRY**
Hospitality

## Revolutionizing an Iconic Destination with Q-SYS

Standing proudly above the Arabian Gulf, Atlantis Dubai is a monumental luxury destination resort and a testament to outstanding hospitality. It comprises two world-class hotels, Atlantis, The Palm and Atlantis, The Royal, and is home to the world's largest waterpark, Aquaventure. Renowned for its grand suites and exclusive underwater rooms, Atlantis Dubai offers guests a wide array of iconic and unparalleled experiences in entertainment, leisure, dining, and wellness.

Atlantis Dubai is dedicated to providing guests with the highest level of service in every possible aspect of their stay. In this vein, they have utilized the Q-SYS Platform to delight guests with seamless, expertly crafted audio-visual experiences. Despite the resort's scale, Q-SYS ensures that audio across Atlantis Dubai is easily controlled and remains subtle and consistent throughout.

> " **My overall impression is just how reliable Q-SYS has been. We've made many changes and pushed it hard, and it just works. It's been great.**

**Richard Carter,** Director of Audio-Visual, Atlantis Dubai

# Challenges

**FINDING A SCALABLE NETWORK-BASED SOLUTION**

Atlantis Dubai pride themselves in offering guests a multitude of exceptional experiences, from sophisticated Michelin star dining to relaxing deep tissue massages. Each experience is uniquely themed with a tailored audiovisual environment. For Atlantis Dubai to deliver perfectly rounded, fully contextualized experiences, these environments needed to be distinct from one another yet discreetly blend together to create a cohesive and immersive atmosphere for guests.

The sheer scale of Atlantis Dubai meant a huge amount of audio and visual channels were required, so the AVC system delivering them needed to be immensely powerful. More importantly, staff needed to be able to conveniently control any piece of equipment from anywhere in the resort.

Prior to choosing Q-SYS, Atlantis Dubai was struggling with a cumbersome and rigid audio-visual system. "It was a big monolithic system," describes Orlando Pineda, Director of IT Infrastructure at Atlantis Dubai. "There was no flexibility or segmentation. We couldn't differentiate between a restaurant experience or a beach experience." As they explored new AV solutions that could meet their demands, it was important that their guests' experiences remained intact. For a smooth deployment, the solution had to be flexible enough to integrate with their existing technology.

With over 2km of infrastructure to manage, Atlantis Dubai needed a dependable, adaptable, and robust audio-visual system that could match the elevated levels of service offered at the resort.

As a large-scale project involving numerous stakeholders, integrator GBM turned to Q-SYS for the flexibility it offered in delivering a robust and sustainable design. The system's agility and scalability played a crucial role in enabling the team to adapt and evolve to any ad hoc requirements, allowing everyone involved to stay aligned and maintain consistent momentum throughout.

Integrator    **GBM**

# Solutions

**CONSTRUCTING CONSISTENT AND IMMERSIVE EXPERIENCES**

Richard Carter, Director of Audio-Visual at the resort, emphasized that the guests' audio-visual experience needed to be "as subtle and as seamless as possible." Atlantis Dubai were able to realize their goal with Q-SYS AcousticDesign Series ceiling loudspeakers, which are designed to be unobtrusive and easily blend into their surroundings, delivering excellent audio without visual distraction. The AD Series also maintains consistent tonal characteristics across their ceiling, surface, and pendant enclosures, meaning Atlantis Dubai could mix and match loudspeaker types and still have the sound smoothly transition between zones.

It was essential that volume levels remained consistent across the resort, and minimizing downtime was crucial. This was achieved by managing the extensive AV network at Atlantis Dubai with two Q-SYS Core 5200 processors (one main and one redundant with an automatic switchover), and six Core 510i processors. The pair of Core 5200 processors are at the heart of the solution, and the Core 510i processors are distributed throughout the resort for more localised control where necessary, such as in the ballroom.

# Solutions

Richard explains, "We have a large property here with different requirements for control in each area. It's very important for us to have the ability to update the program in areas that are closed without it affecting the rest of the building." By opting for a hybrid system, Atlantis Dubai could tap into the flexibility of Q-SYS Control and use this to segment the resort and deliver a different audiovisual experience in each area. This also meant they could update the system in one area, such as a pool or restaurant, without it affecting the performance in another, such as the main lobby.

## AV-OVER-IP

The team at Atlantis Dubai were looking for an AV system that made the most of their existing IP network and found that Q-SYS managed the transition from their old system most effectively. "Q-SYS showed to be the best option for us when it came to maximising our IP investment," says Orlando, "other systems had limited capability when it came to exploring the functionality of an IP based network." Q-LAN, the network that facilitates Q-SYS, operates on a global standard of network equipment and protocols. All Q-SYS network protocols are IP based, so Q-SYS easily integrated into the existing network at Atlantis Dubai.
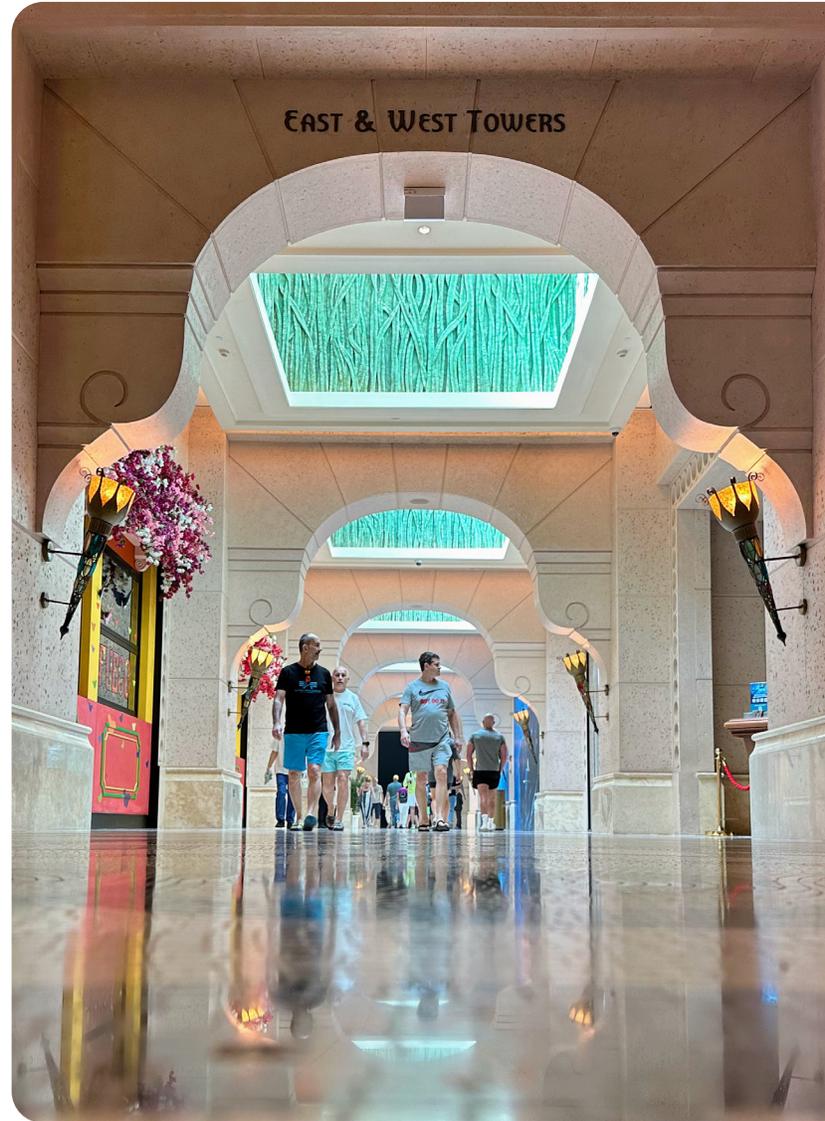
> **"The agility and scalability of Q-SYS were crucial in enabling us to evolve and adapt to any ad hoc requirements. The project is not only a marvel of design, but also an engineering feat.**
>
> **Shahzad Ather,**
> Presales Specialist, GBM

# Solutions

**CUSTOMIZED AND CENTRALIZED CONTROL**

Even though the AV system is distributed throughout the expansive resort, it can all be monitored and managed by the pair of Core 5200 processors situated in a centralised control room. "The fact that we can control such a large building from one very centralised system makes our life easier," notes Richard, "We can monitor everything to make sure it is all online and working." This allowed for the entire resort to be managed by an audio-visual team of only 10, whilst also saving them time in their daily checks.

Q-SYS Touch Screen Controllers have been implemented throughout the resort and provide front of house staff with a single point of control. For simplicity, the User Control Interfaces (UCI) for the front of house have been designed to offer staff only the essential controls, such as volume level and source selection. Before their implementation, front of house staff would need to contact support for their audio needs. Orlando emphasizes that staff are now empowered to independently control their audio requirements with ease. "It's very flexible, and with very limited training, staff are able to react to situations where before they needed to call the support team."
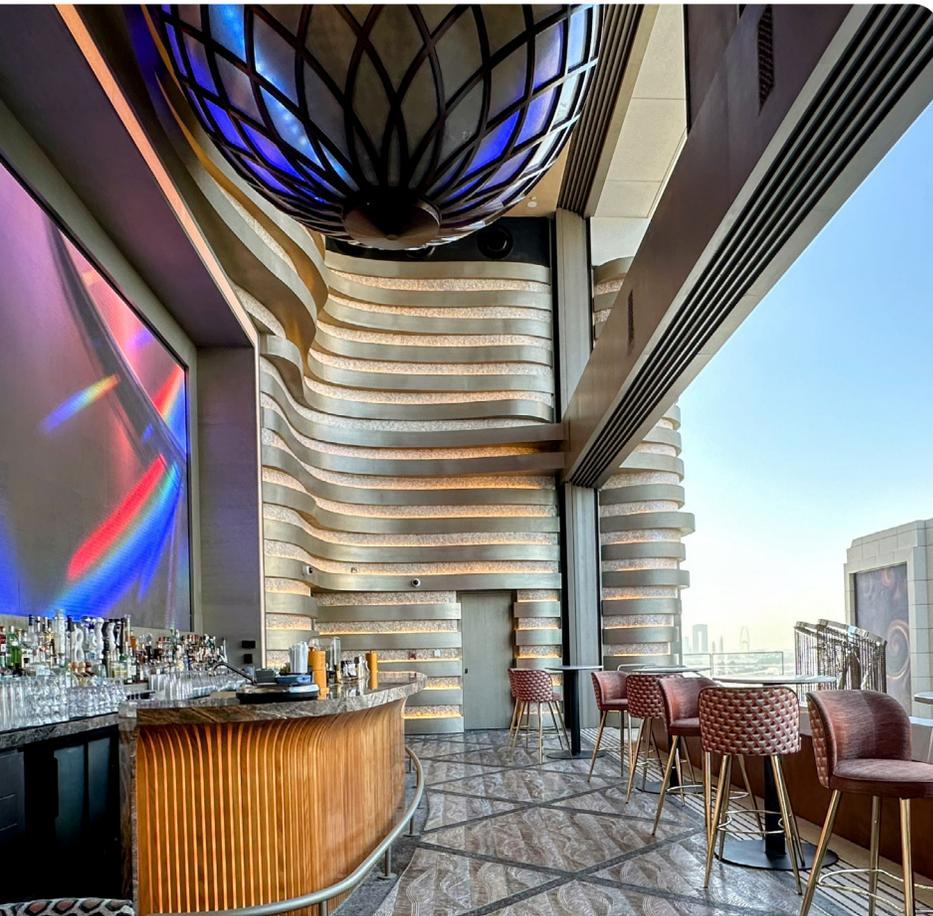
A separate UCI with more functionality was designed for the resort's AVIT technicians, giving them more control over individual loudspeaker chains or sources. This UCI can also be accessed via their mobile phones, allowing them to manage the resort from end-to-end, wherever they are.

# Equipment List

| Model | Pcs Used | Description | Image |
|---|---|---|---|
| Core 510i | 6 | Q-SYS Audio, Visual and Control Processor<br>Networked I/O: 256 × 256 |  |
| Core 5200 | 2 | Q-SYS Audio, Visual and Control Processor<br>Networked I/O: 512 × 512 |  |
| TSC-55w-G2<br>(now available as<br>TSC-50-G3) | 100+ | High Definition Touch Screen Controller<br>1280 × 720 px<br>Easy Drag and Drop Interface with Q-SYS UCI Editor |  |
| AcousticDesign™<br>Series Loudspeakers | 100+ | Premium Installation Loudspeaker<br>Conical DMT™<br>Designed for Clarity and Presence |  |
| CXD-Q Series<br>Network Amplifiers<br>(Now available as<br>CX-Q Series) | 100+ | Multi-Channel Network Amplifier<br>FlexAmp™ and FAST Technology |  |

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Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums–and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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