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JW Marriot Pune equipped with over 400 Tannoy speakers

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INDIA: Pune's JW Marriot Hotel has been outfitted from top to bottom with Tannoy CMS series in-ceiling speakers. The project began after the management approached real estate developer, Pancheel Reality, with the concept of 'redefining hospitality'. Pancheel subsequently enlisted Pune-based systems integrator Audio Visuals to install over 400 Tannoy loudspeakers, mainly CMS Series complemented by Di and VX Series for extra reinforcement.

'The JW Marriot is one of the busiest hotels in Pune and the project meant coming up with a solution that would make a statement and redefine hospitality in the city,' explained Audio Visuals project

designer and consultant Sachin Jain. 'Very few hotels in India could compare to this hotel in terms of the finishes, in terms of the interior, and now, in terms of the sound technology.'

Mr Jain explained that he was enviously given a brief to 'design spec the right products, the right equipment and the right solutions', ultimately leading him to settle on Tannoy.

'Not a lot of people give us the opportunity of using the right product and the right quantity - people want to save costs on various factors, but not this hotel,' he continued. 'They have not tried to save costs but used the optimum product and the optimum technology, even if it turns out to be a little more expensive.'

'We saw various globally-renowned brands and obviously came across Tannoy as one of the major options,' Mr Jain explained. 'Firstly, we were really impressed with Tannoy as a brand – the CMS series, the 501DC, the ICT series, the sound from these products was fantastic and that really impressed us. Although it was a premium brand and it meant spending more money, compromise was not an option. The owners were also very particular about the quality of music and sound they were going to have – that's what put Tannoy in the driving seat, and that was the deciding factor.'



'Because of the small 2U design of the amplifiers, we saved a lot of space in the control room and this really helped us during the installation phase. The products offer control of various gains and variable power on different channels, which is an added benefit because in hotels you often have three or four different loops and not every loop will require the same amount of power. Lab.gruppen has also been extremely helpful, and on hand 24/7 over the last years to help us with any questions or problems. That kind of back up support is invaluable on a project of this scale.'

Mr Jain also noted that the installation was quite unique in India. 'Audio in this hotel is digital which is not very common in India – with these products, you can now route music from any floor to any

floor, and any source to any other place. You also have dynamic volumes controls in place in various zones which are then digitally attached to your central rack.'

'I think Tannoy has done a brilliant job in terms of the product quality and the production. In some areas of the hotel you will see the speakers blend into the aesthetics and give a stunning sound with great visual appeal. It's all turned out well and people have appreciated it – the hotel has got a lot of good reviews across Asia and today features as one of the top hotels in India as well as the busiest hotel in Pune. That makes you appreciate being involved in a project such as this.'

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