

MASQUE SOUND MAKES THE GRADE WITH CUSTOM AUDIO EQUIPMENT UPGRADE FOR AUDITORIUM AT NEW YORK CITY'S MS-223

Turnkey Sound System Provides Flexibility for The Laboratory School of Finance and Technology

BRONX, NY, October 2, 2012—As students arrived for their first day of the new school year at MS-223, also known as The Laboratory School of Finance and Technology, in the South Bronx, they were greeted by the site of the school's newly upgraded auditorium. During the summer, **Masque Sound**, a leading theatrical sound reinforcement, installation and design company, completed the auditorium overhaul and installed new audio equipment for the nationally recognized school of excellence.

Contracted by Yorke Construction and working with acoustical design firm Akustiks, LLC, the team at Masque Sound provided a much needed upgrade to the old audio equipment in the aging auditorium. "Most of the existing AV gear in the auditorium was 10-15 years old and in bad shape," says Matt Peskie, project manager, Masque Sound. "Certain aspects of the old system were broken and not properly maintained, or required a skilled operator who knew how to operate the equipment."

Akustiks, LLC wanted to make sure the new system was simple to use, offering a turnkey experience for users, so they designed a Crestron TPMC-9 tilt touch screen as the core of the system. The Crestron touch screen features a generous 9-inch widescreen display and offers an easy-to-use interface for controlling all of the technology in the newly renovated auditorium.

Masque Sound installed an array of EAW speakers, a Panasonic PT-DZ6700UL projector, a Da-Lite Tensioned Large Cosmopolitan Electrol Screen, Listen Technologies transmitters and receivers, Audix microphones, a Clear-Com PS-702 intercom and all associated accessories.

"As soon as this project came up, we knew that we wanted Masque Sound to be involved in the installation of the AV system," says Jordan Lytle, AV design consultant, Akustiks, LLC. "With a tight budget and short installation period, I knew that they would be able to efficiently manage and coordinate the installation. Masque Sound brought the highest quality products to this project – providing the kids with a great sounding system that is sure to last for ages to come."

In addition to the audio upgrades, the MS-223 auditorium went through some significant cosmetic changes. Reflective tiles were taken down from the room's back wall and replaced with sound-absorbent material, including some large fabric drapes. The auditorium received a complete paint job and some of the existing lighting was changed out. New scenery was brought in and the rigging grid was completely overhauled as well.

"This was a special project for a special school," adds Peskie. "We wanted to make sure that we provided MS-223, a model of exemplary teaching and learning, with the technology to allow its students to explore their creative and artistic sides to the fullest. The auditorium went from an old, aging room to a great sound stage and was completed just in time for the new school year, which is a credit to all of the contractors involved."

Located on the corner of 145th St. and 3rd Ave., MS-223 opened in September 2003. Since then, it has grown into one of the most popular and well-known middle schools in the entire Bronx.

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About Masque Sound

Founded in 1936 by a trio of Broadway stagehands, Masque Sound evolved into one of NYC's most successful theatrical sound reinforcement, installation and design companies specializing in theatrical, house of worship, sporting, corporate, TV broadcast and live concert events. Celebrating more than 75 years in the industry, the company is lead by Geoff Shearing, the firm's 3rd generation owner, and General Manager Stephanie Hansen. The company also operates Florida-based Professional Wireless Systems, a leader in the development and implementation of wireless technology. Credits range from major Broadway shows and tours including "Phantom of the Opera," "Mamma Mia!," "Lion King," "Jersey Boys," "Memphis," "The Book of Mormon," "Newsies" and "Once" to yearly Super Bowl broadcasts and installations of varying sizes, including New York's New Victory Theater and historic St. Bartholomew's Church. Masque Sound's 70,000 sq. ft. corporate headquarters and main assembly facility is located at 21 East Union Ave., East Rutherford, NJ, 20 minutes from midtown Manhattan. For more information, call (201) 939-8666 or visit www.MasqueSound.com.

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