

Pioneer

PRO AUDIO

CASE STUDY

WE ALL SCREAM

LAS VEGAS, NV



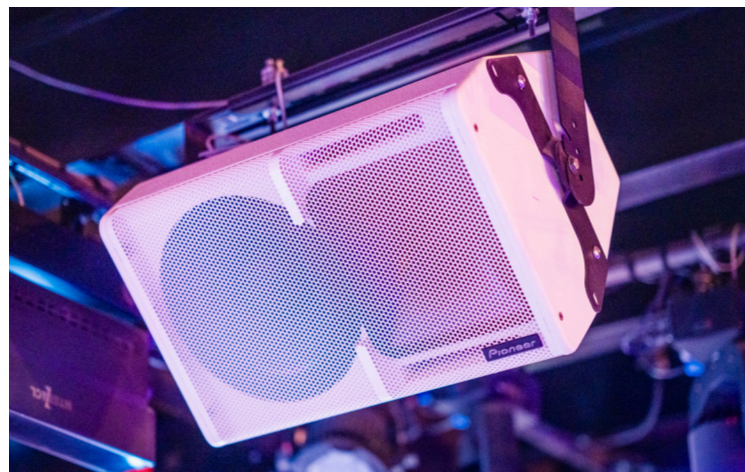
WE ALL SCREAM

PIONEER PRO AUDIO SERVES CLUBGOERS A SWEET LISTENING EXPERIENCE WITH THE XY SERIES SPEAKERS

Take a walk down the historic East Fremont Street in Las Vegas, NV and you will come across We All Scream, a candy-colored dance wonderland attracting tourists and locals yearning for a sweet nightlife experience to beat the striking desert heat. Designed to satisfy the senses with eye-catching artwork, bright neon lighting, along with refreshing beverages and frozen treats, We All Scream relies on Pioneer PRO AUDIO to ensure every part of the multi-story club serves a satiating listening experience for guests, artists and staff.

"With two different DJ-driven outdoor dancefloors, We All Scream requires a system with the power to counter the cloud of surrounding noise from street traffic and the performance to uphold the artistic integrity of the music," said Ryan Doherty, Founder, Corner Bar Management. "With those particular needs in mind, we knew Pioneer PRO AUDIO was the ideal choice."

The vibrant, 10,000-square-foot venue trusts Pioneer PRO AUDIO's XY Series to keep the party jumping from the moment the doors open to the last call. Compact in size, the versatile and robust PA/monitor speaker series delivers high-performance sound to fill every corner of the venue—a feature well-received by clubgoers and staff and We All Scream's lineup of DJs.



"I love playing at We All Scream, especially because the sound system is so incredibly good," said touring DJ, YehMe2. "If the system doesn't knock, the night won't pop. But that's not an issue at this spot."

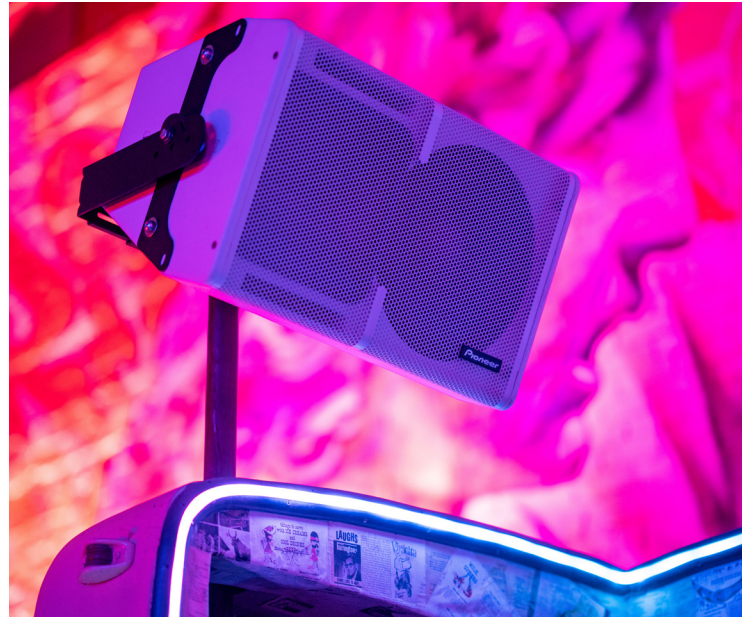
Pioneer PRO AUDIO's XY Series' sound performance proves especially integral in the venue's back-alley patio. Behind the vivacious wall murals and a vast collection of local artwork, the deck is surrounded by cement walls and concrete flooring. What began as a recipe for disaster from the audio reverberance against the industrial surroundings resulted in a refreshing audio confection with the help of products including Pioneer PRO AUDIO's XY-218HS Dual 18" horn-loaded subwoofer.

"Pioneer PRO AUDIO has had the pleasure of working closely with Ryan and his team for a number of his eclectic and irresistible venues scattered throughout Las Vegas; however, having the opportunity to help power We All Scream has been the best treat yet," said David Sullivan, Sales Manager, Pioneer PRO AUDIO.



We've worked with Pioneer PRO AUDIO systems in similar venues in the past, they are always flexible, easy to install and set up, and have a great sound.

Ryan Doherty | Founder, Corner Bar Management



The cherry on top for Doherty and his ice cream-themed paradise? The XY Series' sleek, modern design aesthetic. The speakers are a core component of We All Scream's two unique DJ booths—one, a converted 1947 flamboyant milk truck tricked out in multi-colored neon lights. The other is a custom-designed ice-cream cone DJ booth with striking sprinkle lights to attract clubgoers to the rooftop dance area.

While the thought of racing out the door to catch the attention of the ice cream truck may lay as melted memories in mind, We All Scream Pioneer and PRO AUDIO serve a new sound experience for clubgoers to chase after.



PIONEER PRO AUDIO GEAR LIST:

CLUB AREA:

- 8 XY-3B**
Dual 12" 3-way hybrid loaded Bi-amp loudspeaker
- 10 XY-218HS**
Dual 18" horn-loaded subwoofer
(drivers individually wire & delayed)
- 14 CM-S58T**
8" surface mount loudspeaker

ICE CREAM SHOP:

- 10 XY-81**
8" two-way full-range loudspeaker
- 2 XY-118S**
18" bass reflex subwoofer

BATHROOM & STAIRS:

- 10 CM-C56T**
6.5" ceiling loudspeaker

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For more information about Pioneer PRO AUDIO, please contact:

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About Corner Bar Management

Created by Ryan Doherty, Corner Bar Management is behind some of downtown Las Vegas' most imaginative nightlife, dining and entertainment destinations, including Commonwealth, The Laundry Room, Park on Fremont, DISCOPUSSY, Lucky Day, Peyote, Cheapshot and We All Scream. Corner Bar also introduced Las Vegas' first immersive, multi-sensory museum, Museum Fiasco to AREA15, the world's first purpose-built experiential art and entertainment complex. Corner Bar Management actualizes its passion for local arts and the slightly unconventional through detail-oriented concepts that inspire conversation and community gathering.

More information is available at www.CornerBarMgmt.com, and at @CornerBarMgmt on Facebook and Instagram.

About AlphaTheta Corporation (former company name: Pioneer DJ Corporation)

AlphaTheta Music Americas, Inc. is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in North, Central, and South America. For more than 25 years, the Pioneer DJ brand has been a market leader in the design and production of innovative DJ equipment and software. The company works closely with DJs and clubs to deliver next-generation products that inspire and shape the global dance music community and has recently launched a new range of musical instruments for production and live performances. Its portfolio includes brands such as TORAIZ, Pioneer Professional Audio and Pioneer DJ Radio, as well as social platforms KUVU and DJsounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.