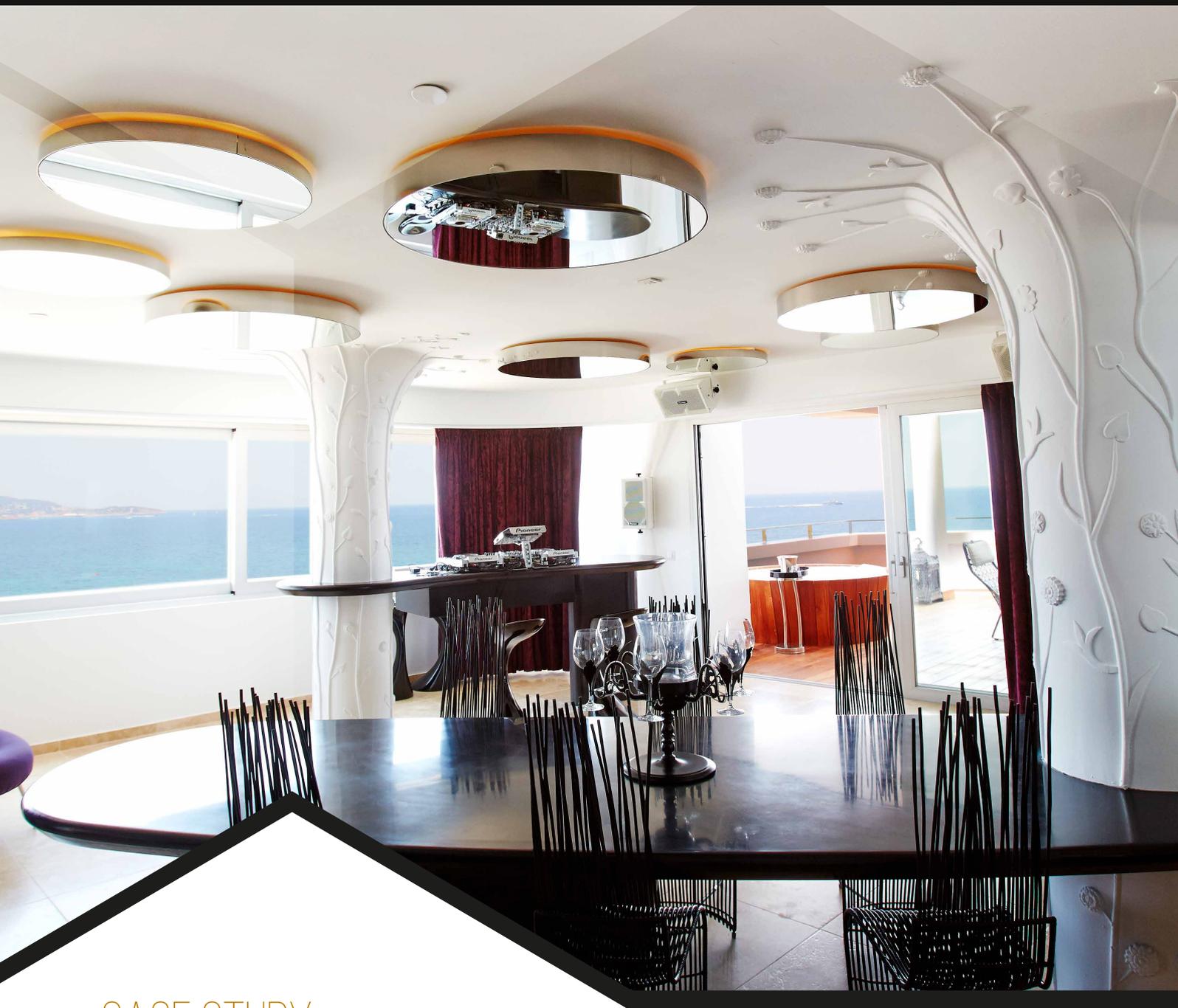


*Pioneer*



CASE STUDY:  
**USHUAÏA**

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**I'M ON TOP OF THE WORLD: USHUAÏA TOWER SPECIFIES  
A STATE-OF-THE-ART PIONEER PRO AUDIO SOUND SYSTEM  
FOR ITS PRESTIGIOUS PRESIDENTIAL SUITE**



## USHUAÏA

INSTALLATION AT A GLANCE

- 4 x XY-81 8-inch PA speakers
- 1 x XY-81 8-inch monitor speaker in DJ booth
- 1 x XY-118S 18-inch reflex loaded subwoofer
- 2 x Powersoft K3 amplifiers with in-built DSP and Pioneer pre-sets
- Room EQ with Smart software
- Custom-built in white to complement suite décor
- All brackets provided by Pioneer Pro Audio

Ibiza's five-star party hotel Ushuaïa Tower needed a bespoke sound system for its opulent, state-of-the-art, *I'm On Top Of The World* presidential suite. With guests able to book international DJs to perform in the suite, it needed a club-quality sound system with a powerful, deep bass – but where guests could talk comfortably too. Working closely with the Ushuaïa team, Pioneer Pro Audio created a sound system that fitted this stylish, high-tech vision and looked as good as it sounded.

“The system is fit for a club; it delivers a clean, deep sound that’s comfortable and warm at the same time. DJs are very happy to play here because it is such a unique place with the best equipment, and guests have given us amazing feedback. We wanted to take guests to another dimension in terms of lifestyle and technology, and Pioneer Pro Audio has helped us achieve that.”

Danny Gomez  
Brand Ambassador for Ushuaïa  
Palladium Hotel Group



# THE CHALLENGE

## AN IN-SUITE SOUND SYSTEM FIT FOR IBIZA ROYALTY

Ushuaia is a unique party hotel in the heart of Ibiza's Playa d'en Bossa, offering guests the hottest daytime parties and VIP services in a designer setting. A five-star theme park for adults, Ushuaia boasts luxury rooms overlooking a spectacular poolside stage with regular sets from DJs including Luciano, Swedish House Mafia, Pete Tong and David Guetta.

Building on the success of the original Ushuaia Club, the management decided to offer guests an even more exclusive experience, The Ushuaia Tower. The Tower's crowning glory is the 166m<sup>2</sup> presidential, *I'm On Top Of The World*, suite. Positioned on the eighth floor of The Tower, the presidential suite delivers stunning décor and 180-degree views of the island – from the iconic poolside stage to the beach and beyond. Comprising three elegant rooms and a sun terrace, it offers guests the opportunity to host parties for up to 80 friends, and even book Ushuaia's regular DJs to entertain them.

The Ushuaia team's priority was to provide an exclusive, top-end experience, from the custom-designed Dom Pérignon champagne fridge to the 50-inch flat screen TV and jacuzzi with champagne set up. Naturally this ethos extended to the suite's sound system.

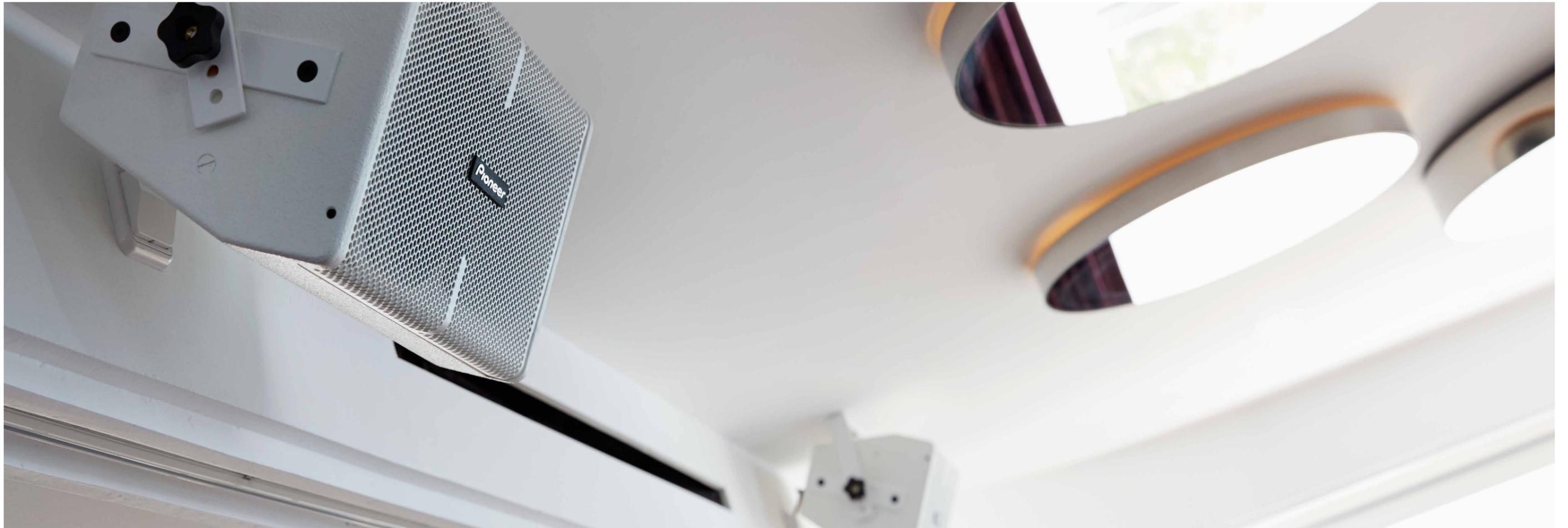
**"If the guest has David Guetta playing a private party, we have to offer him the best equipment possible,"** says Gomez. **"Our vision was to create a sound good enough for a high level of clubbing, with a deep, warm bass. But it was also important that guests could chat and relax comfortably without feeling overpowered by the music."**

Although the suite would be soundproofed, there were still concerns guests in neighbouring suites would be disturbed. In addition, the equipment had to fit with the suite's contemporary white design motif, which features ornate pillars and ceilings.



**"We wanted to take guests to another dimension in terms of lifestyle, services and technology. So we converted the neighbouring three-star hotel into the five-star Ushuaia Tower, offering luxury suites with state-of-the-art technology."**

Danny Gomez | Brand Ambassador for Ushuaia | Palladium Hotel Group



## THE SOLUTION

### STYLE AND SUBSTANCE

"Unlike a lot of 18-inch bass bins on the market, which can be quite slow, the ceramic driver in the XY-118 is powerful enough to deliver a fast punchy bass, whilst ensuring the low resonance and the 8-inch speakers are incredibly powerful for their size."

Alex Barrand | Pioneer Pro Audio

Based on their experience of working with Pioneer DJ in the past, the Ushuaia team returned to Pioneer to develop ideas for the *I'm On Top Of The World* suite. Pioneer Pro Audio's Alex Barrand worked closely with the Ushuaia management, architects and designers to create a club-standard sound system that fitted their stylish, high-tech vision.

On Barrand's recommendation, the Ushuaia team specified a speaker configuration comprising four Pioneer Pro Audio XY-81 8-inch two-way PA speakers and one XY-118 reflex loaded 18-inch subwoofer. An additional 8-inch PA monitor speaker was installed in the DJ booth.

The trapezoid shape of the 8-inch speakers meant they could be mounted close to the ceiling, horizontally, to keep the clean lines of the room. The system is powered by two Powersoft K3 amplifiers with built-in DSP and Pioneer pre-sets loaded. Barrand used Smart software from Rational Acoustics to time align the system perfectly to the room.

To complement the suite's contemporary design, all the speakers were custom-made in classic white and mounted using brackets provided by Pioneer Pro Audio.



## THE RESULT

WARM, CLEAN,  
CLUB-QUALITY SOUND

"Pioneer Pro Audio understood perfectly what we were looking for and came up with the best solution to every challenge. We get great reactions from guests because we have got the best to offer them."

Danny Gomez | Brand Ambassador for Ushuaia |  
Palladium Hotel Group

The resulting system produces club-quality sound and looks at home in the exclusive, stylish environment of the *I'm On Top Of The World* suite. The Ushuaia team were immediately blown away by the system's powerful, high-quality sound.

"You feel it in your body," says Gomez. "A really clean, deep sound; yet very comfortable and warm at the same time. This really is amazing equipment we are offering the customer; I would say the same as a club. DJs are very happy to play here because it is such a unique place with the greatest views and the best equipment."

Any initial concerns over disturbing neighbouring suites were soon forgotten thanks to the XY-118 subwoofer's low resonance; while Gomez describes the architect as "super happy" with the way the white, horizontally mounted speakers complement her vision.





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

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. For more than 20 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 Pro Audio and Pioneer DJ Radio as well as social platforms KUVO and DJSounds. AlphaTheta Corporation is a privately held company headquartered in Yokohama, Japan, and is led by President and CEO Yoshinori Kataoka.