

Pioneer

CASE STUDY

SAKE ROK

LAS VEGAS, NEVADA

The Party Doesn't Stop at Sake Rok
How Pioneer Pro Audio Helped Sake Rok Revamp Its Sound System for Special Events





SAKE ROK

AN EXPERIENCE THAT IS PART CULINARY, PART PERFORMANCE AND COMPLETELY UNIQUE

Sake Rok, the hottest restaurant on the Las Vegas Strip, combines Japan's vibrant pop culture and fashion scene with over-the-top theatrics for an experience that is part culinary, part performance and completely unique. As the sun goes down, the party gets pumped up and sushi is served with a side of spontaneous dance battles, lip-sync serenades and restaurant-wide revelry. Due to the "live" show aspects, the restaurant needed quality sound to immerse its guests in while participating in the restaurant wide-camaraderie.

THE CHALLENGE

By night, Sake Rok transforms into a high-profile social dining extravaganza in which guests become part of a performance that is completely unexpected and is inspired by Japan's vibrant pop culture in which servers double their roles as entertainers too! The owners of Sake Rok tapped All Things Integrated (ATI) to solve their AV challenges and upgrade their sound quality to fit the unique venue's requirements.

ATI was tasked with finding the perfect sound provider to achieve the "club" live sound performances that Sake Rok strived for. The challenge was to convince the owners it was worth the investment to implement a system that could support their vision. The venue was also in need of sound that would work well for special occasions, such as New Year's Eve parties and events that required a DJ.





THE SOLUTION

ATI selected Pioneer Pro Audio as the sound provider for Sake Rok as they knew the company had the appropriate products to fulfill the unique venue's needs that guests wouldn't be disappointed with. The sound quality needed to be as great as any other lounge on the strip.

The Pioneer XY and XPRS speakers were the perfect solution that provided quality sound and installed very easily into the venue. The brackets allowed the speakers to be aimed in any direction needed for the best sound playback.

THE RESULTS

The owners of Sake Rok were so impressed with the installation that on opening night they told ATI, "Thank you for pushing us to install these speakers, it's better than we ever expected."

Each night, DJs spin top 40 music with favorites from the 80's and 90's thrown into the mix. Sake Rok has a great energy and the venue is all about having fun!

Today, the venue caters to people of all ages and ethnicities, though the 21-55 year-old crowd definitely has the most fun!

“
Thank you (ATI) for
pushing us to install
these speakers, it's
better than we ever
expected!
”

Albert Mack | Owner : Sake Rok



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.