

MYTH BUSTERS

It's time to debunk some myths about conference room sound reinforcement.

By Wesley Sutliff

Understanding best practices is important when considering a sound reinforcement system, but so is being able to separate fact from fiction. Here are just a few myths and misconceptions that could lead you astray from the right solution in your conference room.

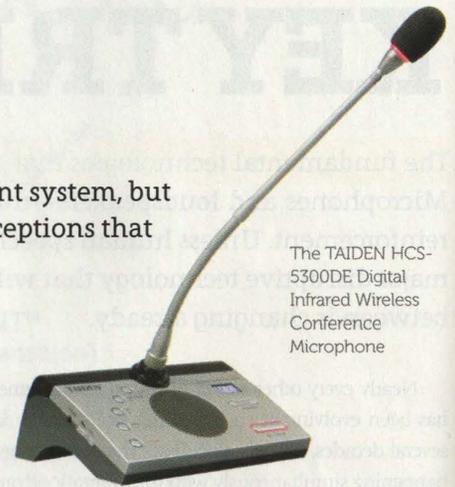
Myth: My boss will not push a button to talk.

Reality: It's not that this is a false statement (your boss may very well be opposed to any technology in the boardroom), it's just that this statement is not finished.

The statement should read, "My boss will not push a button to talk—unless he/she can see the benefit in doing so." C-Level management understands the power that communication holds; being able to decide when you are heard and when

you are not heard adds to that power. **A push-to-talk conference system not only provides all of the benefits from a**

well-planned sound reinforcement system, but also gives each participant the power to decide when to participate and when to step back.



The TAIDEN HCS-5300DE Digital Infrared Wireless Conference Microphone

Myth: I don't need onboard loudspeakers for the conference units.

Reality: It's actually a case of "wanting" vs. "needing" onboard loudspeakers for the conference units. Because what is needed is intelligibility, and what onboard loudspeakers provide is a simple, yet sophisticated method to obtain intelligibility. The onboard loudspeaker from a conference system acts as a low-level distribution of the conference audio; this works in combination with the overhead ceiling speakers from the sound reinforcement system. **Together, the onboard speakers and the overhead speakers mean that each can be set at a lower volume and reduce the chance of feedback on the system.**

Myth: We can't afford a proper sound reinforcement system.

Reality: Conference technology has indeed grown to achieve features dreamed up in science fiction movies, with a price tag to match a movie producer's budget. But not every conference call requires a hologram, and the benefit of newer technology means that the previous technology is going down in cost. **Mature product lines that have been tried and tested are an excellent starting point for the audio budget and your facility's communication needs.**

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and extreme "ease of use." Many systems are available in packages that include microphones, cables, loudspeakers, amplifiers, and other accessories.

INSTALLED SYSTEMS

A much larger category of systems for professional/commercial applications are permanently installed sound reinforcement systems. These systems are often designated by vertical market and/or venue-type. Some of the most common applications include:

	Common Sources			System Type		
	Live Speech	Live Music	Music Playback	Soundtrack Playback	Distributed	Centralized
Conference Rooms	x					xx
Learning Spaces	x					xx
Auditoriums and Lecture Halls	x	x	x	x		x
Concert Halls	x	x				x
Multi-purpose Performing Arts Venues	x	x	x	x		x
Sporting Venues	x		x			xx
Nightclubs		x	x			x
Restaurants	x		x			x
House of Worship	x	x	x			x
Legal/Government (courtrooms)	x			x		x
Cinemas				x		x
Museums	x		x	x		xx