

STAGE SOUND SUCCESS

LIVE AUDIO BUSINESS INVESTS IN YAMAHA MONITORS

Audio engineering company FREEK Inc handles the live sound for a wide range of events, but was having trouble finding floor monitors which would be flexible enough to handle them all. Yamaha's CHR series has provided the answer.

THE CHALLENGE

Based in Fushimi-ku, Kyoto, FREEK Inc provides a complete live audio production service throughout Japan. This includes specifying, supplying, setting up and operating live systems for events including live music, school functions, local festivals, corporate events and sports such as American football.

For a number of years, the company faced the challenge of trying to source floor monitors which are suitable for events ranging from those with very high production values, to those where budget is a key consideration.

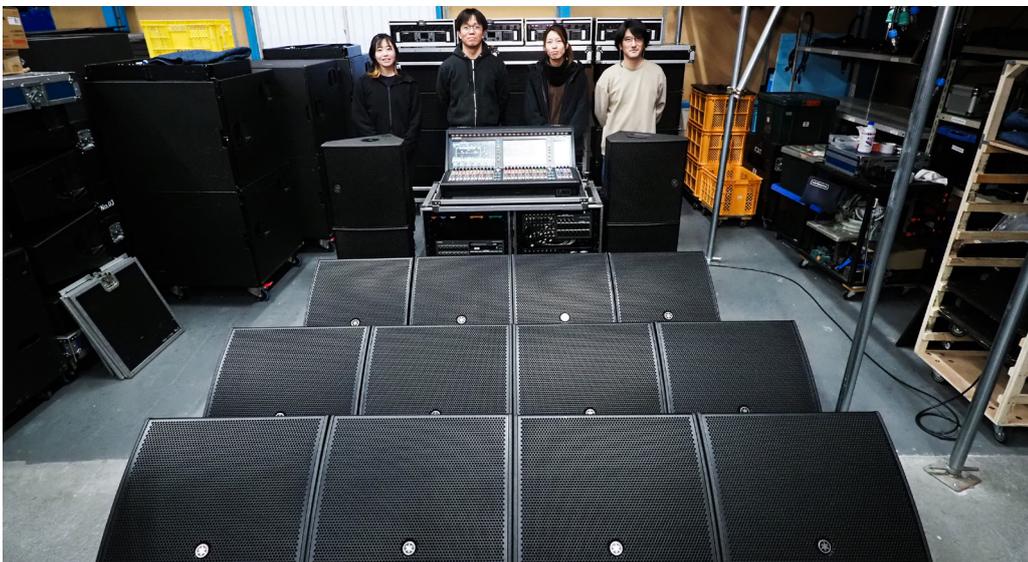
"In the past there were various models of standard floor monitor, which could be used

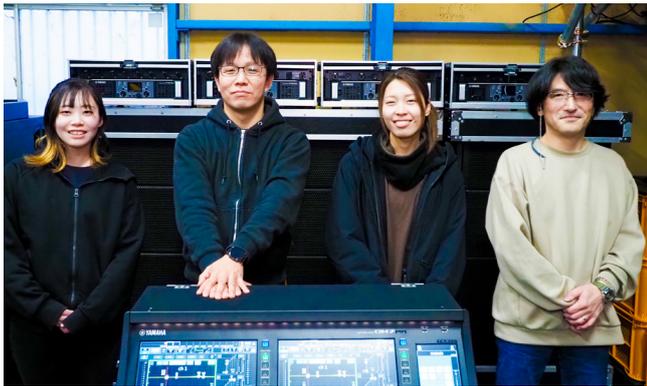
with any amplifier. But recently the market has been dominated by expensive products which are supplied as a set with dedicated amplifiers," says FREEK Inc's Hiroyuki Komori. "We own high end monitor systems, but they are not necessarily practical for all events, and many speakers designed to be used with a particular amplifier often do not perform optimally with other amplifiers."

The company's Hisashi Matsumura adds, "We have been using standard PA speakers with floor monitor attachments, but there have always been concerns regarding their size, shape and ease of installation. So we needed a good balance between price and performance, as well as monitors which would not be restricted to a specific amplifier."

The FREEK Inc team was also very conscious that system setup and tuning time is often limited. The main PA speakers naturally

The FREEK Inc team with the Yamaha CHR series monitors and Yamaha DM7 digital mixing console. L-R: Ms. Sato Tanigaki, Mr. Hiroyuki Komori, Ms. Yuko Ohta, Mr. Hisashi Matsumura.





take priority, with monitors sometimes not able to be given enough time for optimum tuning. Mr. Komori also adds, “While musicians who handle PA equipment roughly have become less common in recent years, monitors need a solid, durable enclosure in case they are stepped on.”

THE SOLUTION

The company invested in eight units each of Yamaha’s CHR12M and CHR15M two-way passive floor monitors. With a 12-inch and 15-inch woofer respectively, both models feature a 1.75-inch HF driver in a space-saving coaxial configuration, delivering precise, smooth phase and frequency response.

The monitors feature a compact, low profile, plywood enclosure with the same construction as Yamaha’s high-end CZR Series speakers, while a polyurea coating provides a robust, scratch-resistant surface. A pole socket is also provided, maximising the CHR12M and CHR15M’s versatility. Delivering clear sound with minimal vibration, the CHR series was exactly what FREEK Inc was looking for.

“When we were considering the purchase, we borrowed demo units and tested them with various amplifiers. No matter what amplifier we paired them with, they produced clear, natural sound,” says Mr. Matsumura. “The flat response characteristics also mean they

require minimal tuning time. In situations where we literally have no time at all, we can even start a show without tuning them and they still work well. This is a huge advantage.”

Mr. Komori adds, “The CHR15M and CHR12M also stood out because the sound is free from any noticeable coloration and they meet the ideal performance requirements for floor monitors. The design is also excellent. The low-profile design makes the stage look neat, they are not too heavy but the sturdy handles make them easy to move during stage transitions and the robustness of construction means we don’t have to worry.”

For many events, the FREEK Inc team find the CHR12M is a great solution. They bring the CHR15Ms in when a little extra bass is required, for example for drummers and bass guitarists. “Thanks to its 15-inch woofer, the CHR15M delivers enhanced low-end around 90Hz. But when stage space is limited, or when we are using multiple monitors like for idol groups, the more compact CHR12M keep the stage floor looking clean and uncluttered,” says Mr. Matsumura.

“Both models have an excellent cost-to-performance ratio, which meets what we believe is a long-standing demand in the PA market for easy to use, high performance floor monitors. We look forward to using them much more in a wide range of live event settings.”

