



Client Case Study

Pitfire Pizza

New Restaurant in Dubai Hills Business Park, UAE

Organization

Pitfire Pizza

Location

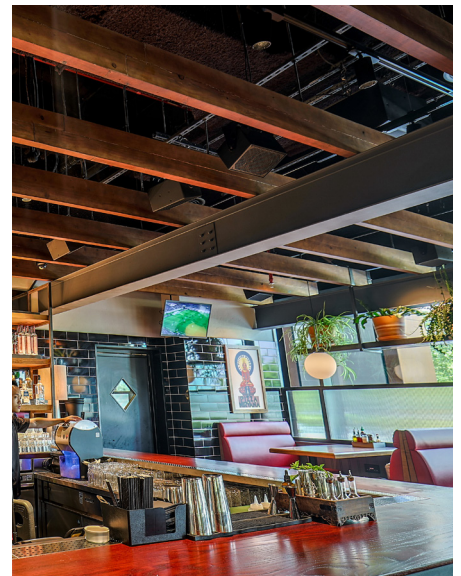
Dubai

Market

Hospitality

To create a truly unique dining experience, the project aimed for a sophisticated audio system with five independently controlled zones throughout the restaurant. This allows for tailored soundscapes in different areas, ensuring a perfect ambiance for every occasion.

AVI-SPL installed a comprehensive audio setup featuring 29 sleek, black Fulcrum 5.25" coaxial speakers and 4 powerful 12" subwoofers. These seamlessly integrated into the venue's specially designed rafters, complementing the overall aesthetic.





For seamless operation and flexibility, a QSC core system was also integrated. This system links the audio system with the network and fire alarm systems. Staff can easily control it via wall-mounted panels or any Bluetooth-connected device.

Nick Hartshorn, Business Development Manager at AVI-SPL Middle East, expressed, "Creating this sophisticated and adaptable audio environment involved detailed consultations with Bill Johnson, the owner, to understand his vision and specific requirements. The expert installation and calibration of the audio equipment ensured optimal sound distribution across the different zones. The QSC core system, integrated with networking capabilities and a fire alarm system, provided both safety and ease of control. The system's operability from wall plates and remotely via Bluetooth allowed staff to manage the audio environment based on varying crowd sizes and event types."

Each zone allows for different audio settings across various sections of the restaurant, enhancing the dining experience. The entrance area can play energizing, welcoming music, while the dining area can maintain a softer, more intimate ambiance. The flexibility for staff to control the system from fixed wall plates or mobile devices allows for immediate adjustments, crucial during events or peak dining

times. The integration of high-quality speakers and subwoofers with advanced control systems has proven reliable during peak operations, ensuring continuous quality without disruptions.

The project faced two primary challenges: a quick turnaround due to the venue's scheduled opening on March 2 2024 and achieving optimal audio balance, especially considering the varying capacity levels the venue would experience. AVI-SPL tackled these challenges with strong project management, deploying an experienced team that excelled in fast-track project delivery. This ensured that every phase, from procurement through testing, was expedited without compromising quality.

Expert acoustic engineering involved close collaboration with Johnson and his team to initially set the audio environment. Further refinement was achieved by engaging Val Gilbert from Fulcrum, the manufacturer of the speakers. This collaborative effort





was crucial in adjusting the sound system to be highly responsive to changes in venue capacity, ensuring optimal sound distribution and clarity at all times.

Hartshorn further expressed, “The project culminated in a state-of-the-art audio system installation that not only met but exceeded the expectations set forth by PitFire Pizza. The newly installed system provides precise control over audio levels across different zones of the restaurant, enhancing the ambiance and overall customer experience. This tailored audio environment supports varying dynamics, from lively dinner rushes to quieter, intimate dining experiences, making it adaptable to any situation.”

“The audio system has truly elevated the atmosphere of our Dubai Hills location. Our customers are loving the new vibe, and we’ve noticed they tend to stay longer and enjoy their time more. AVI-SPL didn’t just install a sound system; they enhanced our entire sensory experience. The flexible audio zones allow us to host multiple events from sports nights, to corporate celebrations, give extra focus in certain areas around the venue simultaneously without any disruption, which is fantastic for our business.”

Bill Johnson, Owner Pitfire Pizza International



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About AVI-SPL

AVI-SPL is a digital enablement solutions provider who transforms how people and technology connect to elevate experiences, create new value, and enable organizations to thrive and grow. We are the largest provider of collaboration technology solutions, which include our award-winning managed services. AVI-SPL's highly-trained team works hand in hand with organizations worldwide – including over 80% of Fortune 100 companies – to strategize, design, deploy, manage, and support AV and UC solutions that are simple to use, scalable, serviceable, and measurable to ensure business objectives are achieved. Visit avispl.ae to learn more, or connect with AVI-SPL on [Twitter](#) and [LinkedIn](#).

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