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Vitel S.A. Brings Futuristic Presentation To Historic Wine Museum With JBL Loudspeakers

NORTHRIDGE, California – In a unique application of JBL loudspeakers, Vitel S.A. recently installed a sophisticated A/V system at the Atalaya Museum in Jerez de la Frontera in Spain. Within the Museum is an old winery surrounded by gardens and ancient trees, which has been renovated to house the “Jerez’s Mystery” exhibit, which documents the discovery of Jerez’s prized jerezano wine.

Video projectors are used to shoot images onto the video screens on the perimeter of the room, treating museum-goers to an educational experience on winemaking and the distinctive qualities of jerezano wine. The Museum contracted Vitel S.A., a systems integration firm with extensive experience in museum installs, to design and implement the audio/video system at Jerez’s Mystery. The audio that accompanies the dynamic visual display comprises 32 audio channels to create a surround effect, generating a virtual scene throughout Jerez’s wine history. JBL Control® Contractor Series and SRX Series loudspeakers comprise the pre-show and show systems.

Vitel S.A. was required to implement the loudspeakers behind four projection screens, measuring more than 56 meters long. Drawing on its extensive experience in museum installations, Vitel S.A. installed 22 JBL SP212 loudspeakers in combination with 14 JBL SRX715 portable loudspeakers, 24 JBL Control 25AV surface mount speakers, four Control 29AV surface mount speakers and four JBL SRX718S subwoofers. For the pre-show, Vitel installed several JBL Control 25 speakers, relying on the product’s flexibility, high performance and wide frequency bandwidth.



Vitel S.A. recently installed an immersive JBL loudspeaker system at the “Jerez’s Mystery” exhibit at the Atalaya Museum in Spain.

Since the space was designed to hold other events such as conferences and presentations, Vitel S.A. installed a BSS Soundweb 3088 signal processor to enable easy scalability and configuration of the audio system. The 3088 is designed and suitable for applications where up to eight inputs and outputs are required, making it ideal for conference rooms and smaller installations.

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