

CASE STUDY

**PROCOM**  
middle east



SOUND WITH SOUL

# Off The Wall Dubai, UAE



# Das Audio, in downtown Dubai

Off the wall, an exclusive urban bar offering a unique cultural experience, is part of the recently opened Hotel Indigo Dubai Downtown.

Creativity has been taken to another level to create and design this exceptional bar. Off the Wall is a place dedicated to art, culture and unforgettable experiences. Inspired by the streets of Sawta, in Dubai's old town, this venue succeeds in capturing the feeling of wandering the streets of this traditional place. From the dark hallway at the entrance of the bar, illuminated by colorful visuals depicting cultural images, to the cocktails, with unconventional shapes and designs, Off the Wall has been conceived to offer a unique experience for all the senses, focusing on the sonic experience.

For this reason, Procom Middle East was commissioned to provide a sound system solution to upgrade the existing system.

The Off the Wall sound system upgrade paid special attention to voice tone and brand identity. Consequently, all audio products were carefully selected and nothing was left to chance: DAS Audio was the ideal choice for the venue, offering a wide range of top-quality loudspeakers,

amplifiers and processors to meet all the requirements. The installation relied on the performance, durability and reliability of the systems; key features offered by all DAS Audio systems.

These qualities are the hallmark of all our products, which always strive to provide the best audio quality. In addition, the wide range of sound systems was a determining factor for Procom Middle East to opt for DAS Audio in this installation, as it has been the case in other venues with different styles and needs.

Systems used:  
**Artec-508A of 8"**  
**Artec-508 8C**  
**Artec-S15**  
**Subwoofer Q-10**



The installation in this arty and unconventional bar in Dubai was far from easy. All the walls are painted by artists with stunning artistic designs. The complexity of the decor and the urban ambience of Off the Wall posed a real challenge when it came to selecting the sound systems. The walls and ceilings required models that offered the best sound quality while being sufficiently discreet to blend in with the graffiti and decorative art. For this reason, Procom Middle East selected the Artec-500 and the Quantum series.

The Quantum series, which features systems for installations with complex acoustic conditions and immersive experiences, and the Artec-500 line, with its sleek designed and discreet enclosures, were the ultimate combination that exceeded all expectations. The Quantum series offers exceptional voice intelligibility and configurable response while the full-range Artec-500 systems deliver wide bandwidth and high SPL.

Drawn from the Artec-500 series, the selection comprised the Artec-508 with an 8C woofer, the Artec-508A with an 8" loudspeaker and the Artec-s15 band-pass bass system, which feature exceptional characteristics.

The ARTEC-508A system incorporates an 8" loudspeaker for low frequency reproduction

with a 1" compression driver M-34, responsible for exceptional high frequency reproduction. A 720Wpeak power Class D amplifier offers an unparalleled performance hard to find in this category. The ARTEC-508 employs an 8C loudspeaker for accurate low frequency reproduction, while in the high section, the M-34 compression driver delivers an excellent performance. In addition, these ultra-compact cabinets are made of birch plywood and are available in black or white.



The Artec-508 was used as DJ monitor. It features a M-34 compression driver and a symmetrical horn design with 80° dispersion, ensuring even coverage both horizontally and vertically. The rigging accessories allow for multiple configurations. Rigging points for use with optional “U” brackets and a pole mount socket extend the range of applications where the systems can be deployed. Additionally, all the components are protected by a specially designed grille which is internally wrapped with acoustic fabric.

On the other hand, the Artec-S15, a band-pass bass system, features a 15LXN low-frequency transducer with a 4” voice coil. The loudspeaker

is protected with a perforated steel grille to prevent corrosion. The Artec-S15 is designed for use in biamped systems. It features a pole-mount socket for satellites and two reinforced steel handles for easy transportation.

The ultra-compact Q-10 subwoofer completed the installation. The subwoofer was the ideal choice to deliver the desired clarity and accurate low-frequency reproduction, achieving first-class music reproduction.



Artec-S15



Such a place called for an equally remarkable sound installation. The importance of the design and aesthetics in Off the Wall not only required systems with top-quality finishes, but also first-class audio quality reproduction. It was clear to Procom Middle East that DAS Audio systems would be the best choice for the venue and would make this trendy bar a hotspot for anyone looking for a unique experience in Dubai.



More information at  
[www.dasaudio.com](http://www.dasaudio.com)



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