



# AURA



**ZURICH, SWITZERLAND**  
EUROPE/MIDDLE EAST/AFRICA

Set among the Paradeplatz business district in downtown Zurich is a unique, breath-taking event space, offering versatility beyond imagination. Aura is a dynamic venue, which boasts a fine dining restaurant serving sumptuous European cuisine, a bar and smoker's lounge featuring chic and stylish interiors and a multi-functional event hall stretching across 450 sq metres, which benefits from nine metre high ceilings and exceptional technical facilities that encompass 360° projections and 3D sound.

Aura was realised by Zurich gastronome, Philippe Haussener of Aura Group, after he won a competition to convert an existing building in the famous Paradeplatz square with his design for a modern multi-purpose event venue using cutting edge technology. Philippe had a

clear vision from the beginning, a 360° projection system would be the central focus, while the audio, lighting and video content would work in harmony.

Philippe appointed Marcel Widmer of Piso to head up the installation team, who in turn approached Plusmusic to supply the equipment, as CEO Stefano Trevisan explained: "Our brief was to deliver a completely synchronised audio, lighting and 360° video system with interactive capabilities. Live compositing and real time rendering of the projected video content was also a necessity, and start-up, shut-down and settings of the system, the architectural lighting and basic settings all needed to be controllable by several touch panels."

Knowing it was the stand out feature at Aura, Marcel and Philippe considered the visual dimensions of the space first and decided to install six metre high projection screens around the perimeter of the room, covering 80-metres in length. Marcel continued: "Philippe's idea was to give to the audience a truly immersive experience. In



**AURA IN ZURICH IS FLEXIBLE EVENT SPACE WITH A JAM PACKED SCHEDULE THANKS TO ITS BLANK CANVAS DESIGN. ITS 360° VIDEO PROJECTION AND 3D SOUND SYSTEM WILL FULLY EMBRACE THE AUDIENCE BY TRANSFORMING THE SPACE INTO ANY DESIRED ENVIRONMENT.**

addition, the free positioning of pictures, videos and audio content provides further possibilities for certain applications such as corporate events.”

In order to bring the projection screens to life Marcel ordered four coolux Pandoras Box Dual Server Pro multi-purpose media servers, one coolux Pandoras Box Manager software package for real-time editing and playback control, and one coolux Widget Designer Ultimate interactive application builder. The coolux system manages, composes, controls and outputs the visual content to eight Barco RLM-W12 three-chip DLP projectors, which offer exceptional transmission quality across a whole range of applications.

The space is suitable for corporate events, banquets, gala dinners, conferences, seminars, product launches, weddings, and birthday celebrations and content for the screen can be tailored in line with the occasion. Aura has a library of themes including Forest, Metropolis, Underwater World - that can be called upon to create different

moods or atmospheres, but customised content can also be created as required.

In addition to the coolux Pandoras Box system, control units from e:cue have also been specified. Two e:cue Lighting Control Engine 2 (LCE2) high performance servers with integrated Lighting Application Suite (LAS) software, orchestrate both the visual and lighting elements during any event. These are assisted by two e:cue Butler XT2 DMX/RDM engines and one e:cue Glass Touch T6 software package. The lighting rig itself comprises 26 DTS Nick NRG 1201 Washes, four DTS Jack compact moving heads, 16 Briteq BT-Beam 60 LED moving heads and four SGM X-5 strobes. These are used in conjunction with the projection screens to enhance the visual performance. A Jands Vista T2 lighting console featuring a 15-inch screen, precision encoders and shortcut buttons makes controlling the lighting fixtures for live events quick and easy.

Once the eyes were satisfied, it was time to turn the attention to the ►



ears. The aim was to create a 3D sound environment using a Sonic Emotions Sonic Wave I Madi HD 24/64 processor, which allows all the loudspeakers to benefit from the unit's algorithms based on wave field synthesis. Pre-programmed presets allow the use of either all loudspeaker systems together, or any combination of them dependent on the application: live performance, live with 3D surround sound, club or 7.1 surround sound.

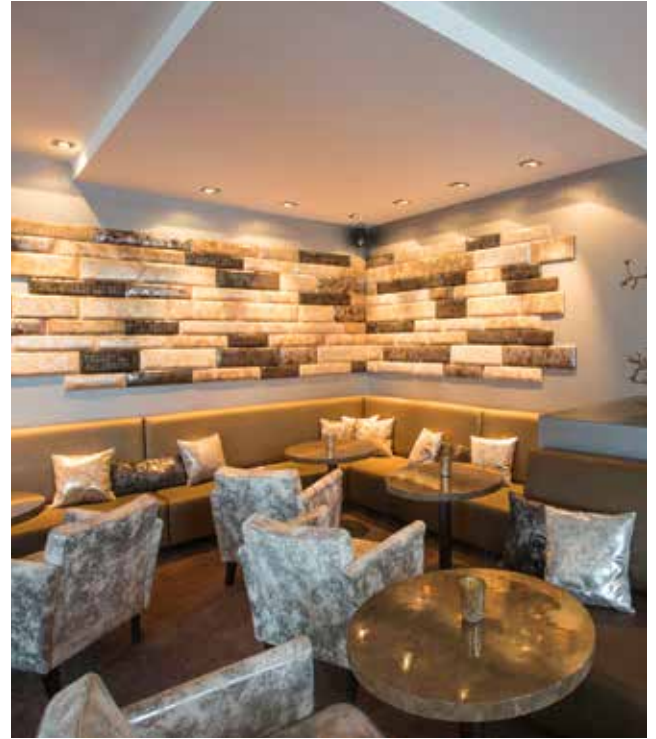
Stefano explained the 3D technology further: "The Sonic Wave I processor enlarges the listening zone of conventional surround sound and enables perfect audio imaging for all listeners. The Sonic Wave I controls all the loudspeakers in a room to reproduce sound sources that are virtually outside the room. If these sound sources are placed far away, the characteristics of plane waves can be reproduced. With plane waves, the angle at which someone perceives a sound source remains the same everywhere, enlarging the sweet spot to the entire room and enabling a spatial sound experience for all listeners. Reproduced sound sources can be moved around allowing the production of creative sound designs. In Aura all of the system's capabilities to reproduce either plane waves or point sources and moving sources are used."

At Aura, Marcel and Stefano specified 54 KV2 ESD 10 compact, full-range loudspeakers, mounted on dampers behind the screen where acoustic treatments have been applied to reduce reverb ▶

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**“Our brief was to deliver a completely synchronised audio, lighting and 360° video system with interactive capabilities.”**

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time. While a total of 16 KV2 ESD 1.12 12-inch passive subwoofers have been placed along the length of the sidewalls. "The KV2 ESD 10's have a smooth and even roll-off in the horizontal plane which complements the sonic emotion processing."

The KV2 loudspeakers are coupled with five Outline Doppia II 9075 full range three-way loudspeakers, which act as the main sound system for stage-based live performances and five Outline DBS 18-2 high efficiency subwoofers provide the front subwoofer system. Another two Outline Doppia II 9075's are used as back speakers. All of the loudspeakers - with the exception of the Outline Doppia II 9075's which are processed by Lake LM26 controllers fed by the Sound Emotions Sonic Wave I processor - are controlled directly by the Sound Emotions Sonic Wave I processor that provides EQ, limiters and delay to each of the 64 outputs.

Power for the loudspeakers at Aura is provided by a combination of RAM Audio amplifiers, Marcel specified these for their good price to performance ratio. There are seven Ram Audio T2408 amplifiers each offering eight channels with 300W per channel, five amplifiers from the S Series that are housed in 2RU enclosures and five from ▶


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VIDEO CONTENT

the V Series, which offer heavy duty amplifier capabilities. When mixing functionalities are required a Pioneer DJM-900nexus DJ mixer is available for club applications or a Roland MX-200i can be used as a live console for smaller events. Stefano concluded by describing how all the elements at Aura work together: "A sound to video touch interface created in the coolux Widget Designer Ultimate provides automated or live control of any projected video objects. Almost every parameter of a video object can be made to react to the sound and video controls. You can change size, shape, colour of the video objects, the object itself and its quantity to name a few." 

## TECHNICAL INFORMATION

### VISUAL

4 x coolux Pandoras Box Dual Server Pro multi-purpose media server; 1 x coolux Pandoras Box Manager software package; 1 x coolux Widget Designer Ultimate interactive application builder; 8 x Barco RLM-W12 three-chip DLP projector

### LIGHTING

2 x e:cue Lighting Control Engine 2 high performance server; 2 x e:cue Butler XT2 DMX/RDM engine; 1 x e:cue Glass Touch T6 software package; 26 x DTS Nick NRG 1201 Wash moving head; 4 x DTS Jack compact moving head; 16 x Briteq BT-Beam 60 LED moving head; 4 x SGM X-5 strobe; 1 x Jands Vista T2 lighting console

### SOUND

54 x KV2 ESD 10 compact loudspeaker; 16 x KV2 ESD 1.12 passive subwoofer; 7 x Outline Doppia 9075 loudspeaker; 5 x Outline DBS 18-2 subwoofer; 7 x Ram Audio T2408 amplifier; 2 x Ram-Audio S6004 amplifier; 1 x Ram-Audio S2000 amplifier; 1 x Ram-Audio S3000 amplifier; 1 x Ram-Audio S4000 amplifier; 1 x Ram-Audio V9004 amplifier; 1 x Ram-Audio V9044 amplifier; 1 x Ram-Audio V12004 amplifier; 2 x Ram-Audio V12044 amplifier; 1 x Sonic Emotions Sonic Wave I Madi HD 24/64 processor; 4 x Lake LM26 loudspeaker processor; 1 x Yamaha DME 24 digital mixing engine  
DJ: 2 x KV2 EX 10 DJ monitor; 2 x KV2 EX 12 live monitor; 2 x KV2 EX 2.5 live monitor; 2 x Pioneer CDJ-2000nexus CD player; 1 x Pioneer DJM-900nexus DJ mixer; 2 x Technics SL-1210 Mk5 turntable; 1 x Roland MX-200i digital mixer; 1 x Allen & Heath ZED-12FX console

[www.aura-zurich.ch](http://www.aura-zurich.ch)

## FRANÇAIS

Aura est un emplacement dynamique du centre-ville de Zurich, qui s'enorgueillit d'un restaurant distingué servant une cuisine européenne somptueuse, un bar et un salon offrant des intérieurs chics et stylés ainsi qu'une salle d'activités multi-fonctions couvrant 450 mètres carrés, jouissant de plafonds d'une hauteur de neuf mètres et des installations techniques exceptionnelles qui peuvent accommoder des projections sur 360° et le son en 3D. Aura a été réalisé par le gastronome zurichois Philippe Haussener du Groupe Aura, qui avait une vision claire dès le début. Le système de projection sur 360° serait l'objectif premier, tandis que l'ensemble audio, d'éclairage et de vidéo fonctionnerait en harmonie. Il a installé des écrans de projection de six mètres de hauteur autour du périmètre de la salle qui s'étend sur 80 mètres. Afin que les écrans de projection deviennent une réalité, Stefano Trevisan, Président-directeur général de Plus Music a fourni le système Coolux pour gérer, contrôler, composer et amener le contenu visuel aux huit projecteurs Barco RLM-W12 DLP à trois puces. La plateforme d'éclairage d'Aura comprend des rampes de DTS, Briteq et SGM et sont toutes contrôlées par la console d'éclairage Jands Vista T2. Pour l'audio, l'objectif était de créer un environnement en 3D en utilisant un processeur Sonic Emotions Sonic Wave I Madi HD 24/64 conjointement avec des haut-parleurs KV2 ESD 10, des caissons d'extrêmes basses KV2 ESD 1.12 et des amplificateurs Ram Audio.

## DEUTSCH

Aura ist ein dynamischer Ort in der Innenstadt von Zürich, der sich eines Restaurants mit gehobener Küche rühmt, welches eine opulente europäische Cuisine serviert. Ergänzt wird dies von einer Bar mit Smokers Lounge, geprägt von eleganter und stilvoller Einrichtung und einem multifunktionalen Event-Saal, der sich über 450m<sup>2</sup> erstreckt und von neun Meter hohen Decken und außerordentlichen technischen Einrichtungen profitiert, die 360° Projektionen und 3D Sound beinhalten. Aura wurde vom Züricher Gastronomen Philippe Haussener der Aura Gruppe realisiert, der von Anfang an über eine klare Vision verfügte. Das 360° Projektionssystem sollte den primären Fokus bilden, während Audio, Beleuchtung und Video harmonisch zusammenarbeiten sollten. Er installierte sechs Meter hohe Projektionschirme an den Seiten des Raumes, welche 80 Meter Länge abdecken. Um die Projektionschirme zum Leben zu erwecken stellte Stefano Trevisan, CEO von Plus Music, ein Coolux System bereit um visuelle Inhalte zu verwalten, zusammenzustellen, kontrollieren und mittels 8 Barco RLM-W12 three-Chip DLP Projektoren wiederzugeben. Die Lichtanlage von Aura beinhaltet Zubehör von DTS, Briteq und SGM, welches von einer Jands Vista T2 Beleuchtungskonsole kontrolliert wird. Für die Audio-Wiedergabe war das Ziel, eine 3D Klangumgebung erschaffen. Hierfür wurde ein Sonic Emotions Sonic Wave I Madi HD 24/64 Prozessor in Verbindung mit KV2 ESD 10 Lautsprechern und KV2 ESD 1.12 Subwoofern und Ram Audio-Verstärkern verwendet.

## ITALIANO

Aura è un dinamico ritrovo al centro di Zurigo che si fa vanto di un raffinato ristorante capace di proporre una sontuosa cucina europea, di una bar e una sala fumatori caratterizzati da un elegante arredamento alla moda e di un vasto salone multifunzionale da 450 mq che sfrutta la dinamica di soffitti posti a nove metri d'altezza da terra. La sala presenta inoltre delle eccezionali installazioni tecniche comprendenti un sistema di proiezione a 360° ed il suono 3D. Aura è stata realizzata dal gastronomo Philippe Haussener di Zurigo, dell'Aura Group il quale fin dall'inizio ha immaginato con chiarezza il ruolo preminente del sistema di proiezione a 360°, considerando gli ulteriori elementi: audio, di illuminazione e video, un complemento armonico del primo. E' stata dunque richiesta l'installazione di schermi da sei metri in altezza posizionati lungo tutto il perimetro della stanza il quale raggiunge in tutto gli 80 metri di lunghezza. Per permettere l'avvio della proiezione sugli schermi, Stefano Trevisan, amministratore delegato della Plus Music, ha fornito un sistema coolux in grado di direzionare, comporre, controllare e inviare il contenuto video ad otto proiettori DLP Barco RLM-W12 da tre chip. L'attrezzatura di illuminazione ad Aura comprende installazioni della DTS, Briteq e SGM, tutti controllate da una console per illuminazione Janda Vista T2. Per l'audio, lo scopo era quello di creare un ambiente del suono 3D usando un processore Sonic Emotions Sonic Wave I Madi HD 24/64 insieme a delle casse KV2 ESD 10, a degli altoparlanti KV2 ESD 1.12 e a degli amplificatori Ram Audio.

## ESPAÑOL

Aura es un lugar dinámico en el centro de Zürich, el cual se jacta de contar con un refinado restaurante que sirve suntuosa cocina europea, un bar y lounge para fumadores que presentan interiores chic y de estilo y un hall de eventos multifuncional que se despliega a lo largo de 450 metros cuadrados, el cual se beneficia de cielorrasos de nueve metros de altura y de excepcionales instalaciones técnicas que abarcan proyecciones en 360° y sonido 3D. Aura fue llevado a cabo por el gastrónomo de Zürich, Philippe Haussener de Aura Group, quien tuvo una clara visión desde el comienzo. El sistema de proyección en 360° sería el foco principal, mientras que el contenido de audio, iluminación y video trabajan en armonía. Él instaló pantallas de seis metros de altura para la proyección alrededor del perímetro del salón, el cual cubre 80 metros a lo largo. Para darle vida a las pantallas para proyección, Stefano Trevisan, CEO de Plus Music, suministró un sistema coolux para manejar, componer, controlar y dar salida al contenido visual hacia ocho proyectores Barco RLM-W12 de tres-chips DLP. El equipo de iluminación en Aura incluye artefactos de DTS, Briteq y SGM, todos ellos controlados por una consola de iluminación Jands Vista T2. Para el audio, el objetivo era crear un entorno de sonido 3D utilizando un procesador Sonic Emotions Sonic Wave I Madi HD 24/64 junto con altoparlantes KV2 ESD 10, subwoofers KV2 ESD 1.12 y amplificadores Ram Audio.