

D.A.S. Raises The Spirits At Beerfest Asia

Munich's "Oktoberfest" meets its match in Asia's "Beerfest". Singapore welcomed the first edition of the new beer festival, "Beerfest Asia 2009", celebrated beneath a 30 x 70m tent, where over 1,500 people attended, and over 25 brands of beer got the party flowing. During the five day festival, local and international artists – backed by D.A.S. Aero sound systems – took the stage by storm. Among them were "Hell's Belles" – an all girl tribute to AC/DC, "Vertical Horizon" – a USA-style rock direct from Washington DC, Goodfellas, Heritage, and Jack & Rai.

Eduardo LÓpez, commercial representative of D.A.S. Audio Asia, shared his thoughts on how this event got started: "D.A.S. Audio Asia and the Timbre Music Group were excited about possible collaborations since the beginning of the year. When Timbre Music began to organize Beerfest Festival 2009, we saw a great opportunity to get involved with the management and creation of the event's sound system. Looking over the list of artists, we were quite content to support international artists who would be taking the stage, and to work with professionals like **CSP Productions**, **NLX Event Services** and **GSL Productions**, who all worked together to make Beerfest flow smoothly. Ron Koh, technical support for products and projects at D.A.S. Asia adds: "We had already worked with CSP at the 'D.A.S. Audio Line Array Technical Workshop' held recently in the Fort Gate Park. Their team knows our systems very well, and we never once doubted that their experience and dexterity would lead us to a very successful event."

D.A.S. Audio flew in 8 units of **Aero 38** line array systems (4 each side of the stage) with 8 ground stacked units of **Aero 218 Sub** (4 each side as well) as the main PA. Ron has this to say with reference to systems installed for the event: "Due to the unusual limitation of erecting the stage within a tent, the event equipment could not surpass a height of a mere 6m, which is why we opted for this configuration." "On both sides of the stage were tables for the audience with 8 powered **CA-28A** (4 each flanking the stage in a left-right configuration) using a special rigging system provided by GSL Productions to give 180 degrees of sound coverage with the Aero 38. Ron mentions: "With 4 CA-28A previously stacked and aligned with the **Ease Focus** program on the transport dolly **PL-28S** the only thing left to do was to get the AX support and hook it up to the first box. Once we did this, we placed it beneath the motor to suspend the speakers, and let the system fly." Ron was joined by the D.A.S. engineers Pablo Seoane and Joan La Roda, who came from Spain especially for the event as well as



Hells bells with the SM-15A powered units D.A.S. used during the concerts



Beerfest 2009



On both sides of the stage were stacks for the audience with 8 powered CA-28A



D.A.S. Audio flew in 8 units of Aero 38 line array systems (four for each side of the stage)



L-R: Joan La Roda, Pablo Seoane and Juan Luis Garcia

Grammy-winning engineer/mixer/musician Rob Thomas, mixing engineer for the groups "Vertical Horizon" and "Kings of Leon". Thomas gave the system rave reviews: "The bass coming out of the Aero 218 Sub was extraordinary. Furthermore it seemed to me that the Aero 38 gave very even coverage." Sunder Nathan of NLX Event Services and director of Beerfest 2009 noted: "The Aero system was really effective in the tent, despite the height limitations. The specifications of the loudspeaker enclosure allowed for great sound extension throughout the space. From the production staff's point of view, it was easy to manage with 3 or 4 people. The sound engineers from CSP Productions and Vertical Horizon got the best results from the system!"

Also worth a mention were the auto-amplification units D.A.S. used during the concerts. Though Hell's Belles are constantly touring the world with their band, it was their first encounter with the **SM-15A**. The band made use of them together with **Compact 2**, a "drum fill" module, and were more than pleased with the results. Jamie Nova, lead singer in the band exclaimed after the concert, "It sounded crazy on-stage!" Eddy Chng, engineer for the Hells in Singapore, was also surprised by his first experience using the SM-15A: "I barely had to do anything to equalize the monitors; their response to the variable frequencies was very consistent. All I had to do was take it down a decibel or two in one or two of the frequencies." Danny Loong, event organizer, concluded with his opinion: "D.A.S. systems far exceeded our expectations, and helped to make the event the great treat for the ears that it was. We are very thankful for

the support we received from D.A.S. Audio Asia, as well as the engineers who came from Valencia. We look forward to collaborating with D.A.S. in future projects and events."
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