



## Audi Midtown Dealership, Toronto, ON

Audi midtown, located in Toronto's new hot spot for high-end car dealerships (just off Highways 401 and 404), is a stunning newly built dealership. The building itself is impressive with see-through sheeting surrounding the outside of the building, and a multi-level indoor showroom featuring a ramp to drive the new cars to the main level.

## Products Used

- A-9020DHM2: Digital Matrix Mixer/Amplifier
- P-9060DH: Power Amplifier
- ZM-9014: Assignable Remote Button Panel with Volume Control
- F-2322C: Wide Dispersion Ceiling Speakers



## Purpose

The dealership wanted to provide their customers with a high level customer experience using pleasing background music (BGM) to make their customers feel at home.

## Challenge

This project was a new building allowing for easy cable runs and installation.

## Solution

TOA's Wide Dispersion Ceiling Speakers were a perfect choice for Audi Midtown. These speakers provide crisp sound throughout the building. The key feature of this speaker is that they provide clear, well-balanced, sound reproduction over a wide listening area - therefore less speakers are required. These speakers were painted silver to blend into the interior design of the building making them not only sound great, but creating visually pleasing sight lines as well. The facility is home to 65 of these speakers on all levels, in all areas. The system is powered by TOA's A-9000 Series Digital Matrix Mixer/Amplifiers and P-9060DH Power Amplifiers. The ZM-9014 Remote Button and Volume Control Module controls the BGM zones throughout the building.

## Feedback

"We are impressed with TOA's products and the background music that they provide. The look and sound of the product fit in with the atmosphere and customer experience we created for Audi Midtown." stated the General Manager of Audi Midtown.



## About TOA Canada Corporation

TOA Corporation was founded in Kobe, Japan over 80 years ago. TOA operates in over 100 countries worldwide, with manufacturing facilities found in nearly every major market area. These facilities have a reputation for precision design and fabrication, resulting in a proven track record of TOA product reliability.

TOA Canada Corporation was formed in 1990 as a complete sound solutions provider, specializing in commercial audio, including, public address, voice communications, voice evacuation and emergency paging requirements. TOA Canada offers complete solutions for all corporate and commercial audio communications and intercom security requirements.