



## TOA Canada Corporation

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## West Edmonton Mall Upgrades to TOA



Nine years ago, in 1999, SEEBURG MUSIC EDMONTON was approached by Edmonton's number one tourist attraction, West Edmonton Mall, to provide a solution for all of the mixers within the mall. SEEBURG MUSIC was able to provide a solution no one else could provide. Over the course of SEEBURG MUSIC's relationship with West Edmonton Mall, SEEBURG MUSIC has been contracted to complete all audio system upgrades and new installations, making West Edmonton Mall's emergency and everyday paging and music system possible using TOA's reliable

products.

West Edmonton Mall ([www.westedmontonmall.com](http://www.westedmontonmall.com)) is the world's largest entertainment and shopping centre, spanning the equivalent of 48 city blocks and featuring over 800 stores and services, plus over 100 eating establishments, and nine world class attractions.

For more than thirty years, SEEBURG MUSIC has provided clients in the Edmonton area with quality expertise, service, and products. Combining these strengths SEEBURG MUSIC creates communication systems that will add value and improve productivity, ensuring a healthy return on investment. Along with sister companies, Adtel (on-hold productions) and NUTEC (business telephone systems), SEEBURG MUSIC works with retail, schools, churches, car dealerships, etc., recommending TOA products for the majority of their audio requirements.

Over the course of several upgrade projects, SEEBURG MUSIC has upgraded all of the amplifiers and speakers within West Edmonton Mall with TOA's products. The initial project saw SEEBURG MUSIC dividing the mall into more zones, increasing from 13 to 36 zones, and using TOA's amplifiers to control these zones.



Early in 2000, the mall was having problems with their paging system. Customers and employees were having a difficult time understanding the pages and staff often had a challenge getting the page to work. The original speakers were installed approximately 13 feet off of the ground and roughly 30 feet apart, making the sound system unintelligible due to dead spots between speakers. SEEBURG MUSIC changed the ceiling speakers to TOA's popular F Series Ceiling Speakers (F-121). TOA's Ceiling speakers are unique because they provide wide dispersion making sound

more intelligible, without increasing the actual number of speaker locations required. Nearly 800 speakers were replaced throughout the mall in the hallways and common areas, on the upper and lower levels, including some of the public washrooms. Each speaker had to be positioned into a new location within the ceiling because the speakers did not fit into the existing backcans. Installation took several months to complete, but the rewards for the mall were worth the wait.



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As new establishments and additions are added to the mall, SEEBURG MUSIC has been there to install the audio systems. Sea Lions Rock, the World Water Park and the Center Fountain are just of a few of the new installations, that SEEBURG MUSIC has completed using 100% TOA products.

In mid-2008, SEEBURG MUSIC was once again contracted to complete an entire head-end upgrade which included five of TOA's D-901: Digital Modular Mixer, plus ten of TOA's DA-250 Series Multi-Channel Amplifiers. "We enjoy working with the DA Series Amplifiers. This product is sleek, easy to use; takes up only one rack space, and do not get as hot as other amplifiers." commented Mr. Gerry Gerling Owner of SEEBURG MUSIC. This recent upgrade provides 10,000 Watts of power and allows for staff members to Wi-Fi from anywhere within the mall to adjust the sound system. The system is a 12 input x 40 output matrix. The mall now has 40 zones that can have emergency or everyday paging and background music.

SEEBURG MUSIC recommends and installs TOA products every opportunity they get. "Not often do we run into a problem with TOA products, but when a problem does arise, support is always readily available." stated Mr. Ken Skoreyko, SEEBURG's Technical Services Coordinator. SEEBURG MUSIC finds TOA products to be reliable and have a slick and easy installation.