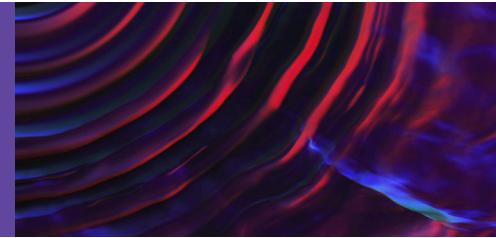


PRESTIGIOUS DUBAI PROJECTS

EXCEPTIONAL SOUND FOR HIGH END RESTAURANT AND REAL ESTATE OFFICE



Tokyo-based Kasumigaseki Capital Co., Ltd is a premier real estate and development firm specializing in high-impact projects, socially responsible development and next-generation hospitality. The company has commissioned Yamaha audio systems at two prestigious installations in Dubai, a high end restaurant and office facilities for related company KME Investment and Management LLC.

In March 2021, the Dubai government announced the Dubai Master Plan 2040, which anticipates population growth and economic development over the next 20 years. Kasumigaseki Capital Co., Ltd saw great potential in the plan and, as a company with a passion for gastronomy, has taken its first step into the international culinary scene by opening a restaurant in Dubai's prestigious Vida Emirates Hills resort.

At the same time, KME Investment and Management LLC was established to pursue opportunities in real estate and investment, based at a new office in the luxury Dubai Hills residential area. Both venues needed high quality audio systems, which would deliver exceptional sound to visitors and staff alike.

THE CHALLENGES

Based on the idea of 'importing Japan to Dubai', the key aim of Kasumigaseki restaurant is to offer an authentic, immersive Japanese dining experience.

With cuisine inspired by the ancient Sumi Fire technique, its interior design follows the Wabi-sabi



design philosophy and it was vital that the audio system blended in to the décor.

The main dining and bar area has a very high ceiling, where during the day the sound has to enhance the atmosphere and cuisine, without disturbing guest conversations. In the evening, the system needs to serve as a foreground DJ and live music system, with a varied programme ranging from Japanese to western styles. Two private rooms are also provided, designed for meetings, corporate presentations and discreet dining.

Meanwhile, at the KME Investment and Management LLC office, the customer also needed state-of-the-art sound reproduction. As employees



and visitors are of various different nationalities, with a range of first languages, it was important to ensure the system delivered high quality sound to ensure equality during meetings, while the speaker placement had to be carefully coordinated with the decor and room design of a spacious, open atmosphere.

Additionally, clocking in and out times vary for employees, so it was important that the selection of background music should be easily adaptable to different time slots.

THE SOLUTIONS

Japanese systems integrator KDDI Systems was chosen to design and install the AV and IT infrastructure for both projects. After thorough testing and evaluation, they chose Yamaha professional audio products, supplied through Yamaha's UAE distributor, Thomsun Trading & Establishment.

At the Kasumigaseki restaurant, the system is configured around the Yamaha MRX7-D digital signal processor. Audio is distributed

across multiple zones, including the main dining area, private rooms and an outdoor seating area.

The system for the main area is tailored to the ceiling height and room dimensions, utilizing Yamaha CHR10, two-way passive loudspeakers and CXS15-XLF subwoofers, alongside VS6 and VXS10S surface-mount speakers for fill in the bar area. This combination delivers subtle background music during the day, with powerful, immersive sound in the evenings, maintaining exceptional audio quality and clarity at all times. In the DJ booth, DBR10, two-way powered loudspeakers are provided for monitoring.

The bathrooms are equipped with discreet VXS1ML speakers, inset using the CMA1M ceiling mount adaptor, which ensure consistent music quality wherever guests are in the venue. More VS6s and VXS10Ss are installed in the outdoor seating area to provide a pleasant atmosphere for guests dining outside.

The VIP private room features two VXL1-16 slim line array speakers and another VXS10S, complementing a large visual display. Here a DCP1V4S surface mount controller is provided

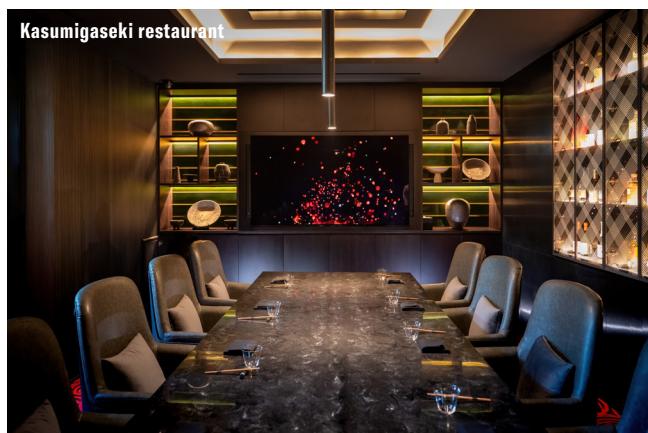


for local audio control. The smaller private room is equipped with two VXC4 full-range ceiling speakers.

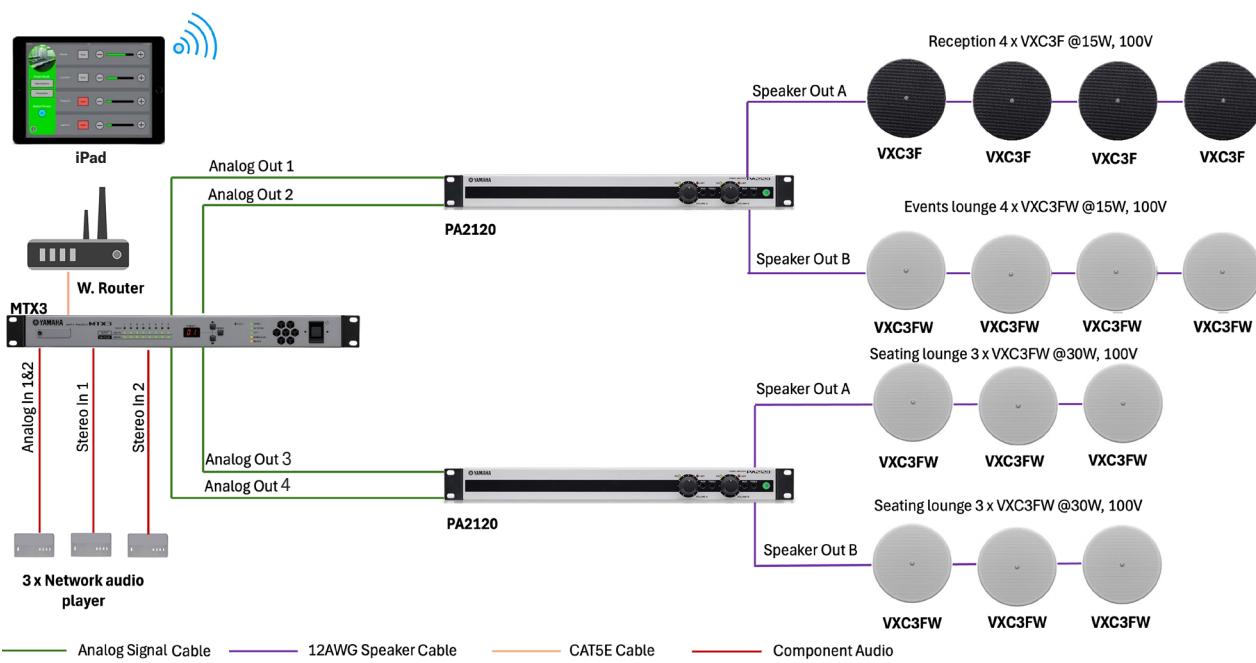
System amplification is handled by XMV8280, PX8 and PA2030a power amplifiers, ensuring reliable performance and optimal distribution across all zones. A Yamaha MusicCast WXC-50 unit is also installed to provide online music streaming, if required.

All zones are centrally managed from the reception area using a Yamaha MCP1 controller and an iPad running ProVisionaire Touch software, ensuring seamless and intuitive operation.

At the KME Investment and Management LLC



KME Investment and Management LLC office system



office, a Yamaha MTX3 digital signal processor controls a multi-zone system, covering the reception area, main open plan space and a meeting room. Music is routed from three network audio players to seven pairs of VXC3F full range ceiling speakers, powered by two PA2120 amplifiers.

With staff able to conveniently control the sound using Yamaha's ProVisionaire Touch app, the streamlined, cost-effective system is optimized for clear, balanced sound in all areas. The low profile ceiling speakers are perfectly suited for a premium office environment, blending effortlessly into the modern décor.

Photos courtesy of KASUMIGASEKI CAPITAL CO., LTD.