



## Business Music Case Study:

### Boutique Fitness Studios

## Gyms shape up with an integrated QSC solution

From CrossFit™ and boxing gyms to spin and yoga, fitness studios offer their own unique takes on modern fitness, but share a common goal of providing the best workout for their clients. In all cases, premium sound is becoming integral to the overall experience. This case study focuses on three separate boutique gyms – GritCycle™, Boxhaus™ and Ekam™ Yoga & Pilates – all of which enlisted QSC for an end-to-end audio solution, including AcousticDesign™ Series loudspeakers, QSC amplifiers and the QSC TouchMix™ Digital Mixers.



The studio's sound system is one of the first things our clients notice. Quality sound completely changes the workout experience, and I think it really sets us apart from other fitness studios.

**Matt Bourne, co-owner at GritCycle**





Whether the music is used to set the pace for spin classes, keep a precise beat for choreographed boxing combos or setting a tranquil mood at a yoga studio, sound is a crucial element in each of these unique workouts.



### Aural Immersion

Clients needed to be surrounded by sound, letting the feel of the music motivate them through the workout.



### Aesthetically Pleasing

The loudspeakers needed to complement the different environments – visually appealing, but never distracting.



### Uniform Coverage

Open spaces allow clients to be anywhere in the room, so consistent audio coverage throughout was a must.



### Ease of Use

Instructors also needed a plug-and-play mixing and control solution so they could focus on the class and not the audio system.



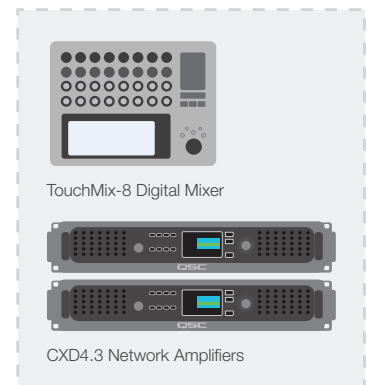
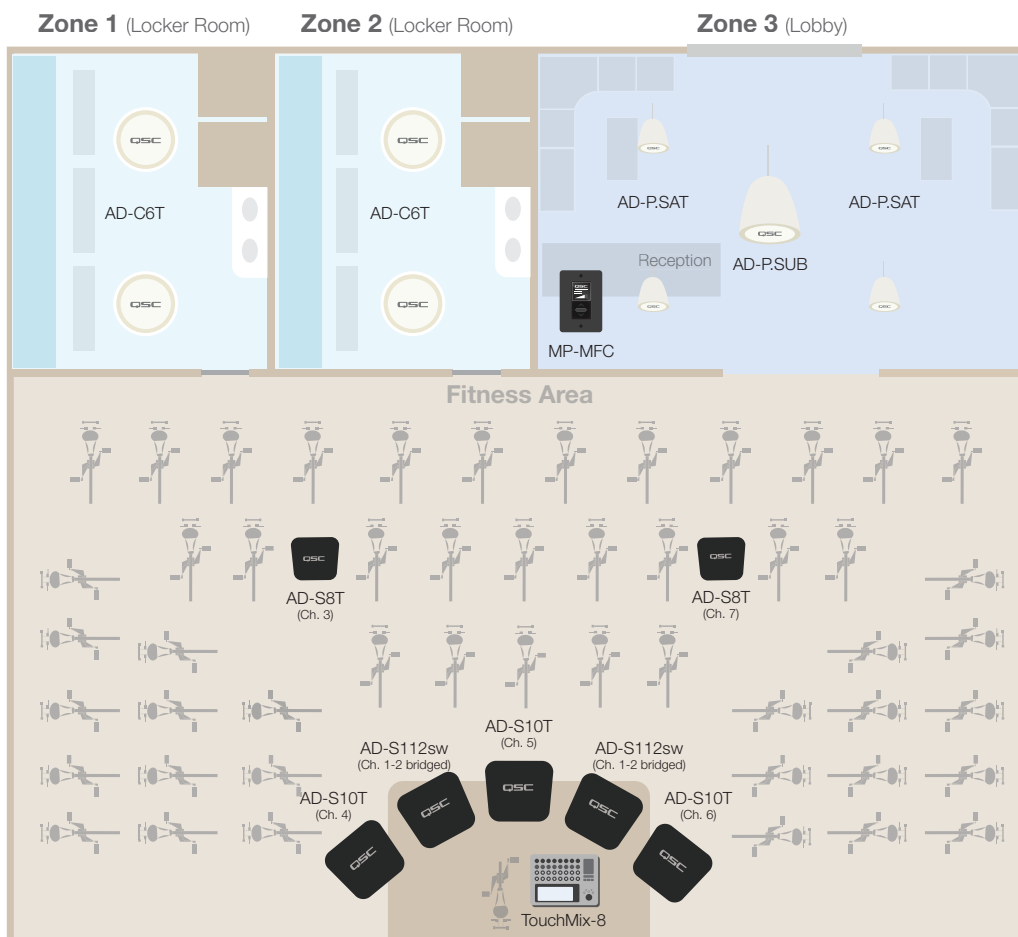
Acoustics tend to be an afterthought in traditional gym settings – large, open rooms with reverberant surfaces are not conducive to quality sound reproduction. As these three fitness centers were built out, acoustics were not overlooked. Along with non-reflective surfaces and proper acoustic treatments, each facility was outfitted with a complete QSC audio solution, including premium loudspeakers, amplifiers and TouchMix™ Digital Mixers.

## PREMIUM SOUND THROUGHOUT

All three facilities are open spaces, and the goal was the same – everyone in the space needs to get the same audio experience, regardless of where they are in the room.

QSC AcousticDesign™ (AD) Series loudspeakers were deployed throughout each facility. With unmatched clarity and presence, these loudspeakers deliver truly pristine audio reproduction. The AD-Series also features Directivity Matched Transition™ (DMT), a QSC technology that ensures a similar sonic experience for both on-axis AND off-axis sound. This enables consistent and even coverage throughout each facility, providing the same sound experience to every person in the space.

### GritCycle - Audio System Layout







## FEEL THE MUSIC

For boxing and spin classes, the workouts share similarities to a nightclub experience – feeling the power of the system, along with a proper balance of bass and clarity, is important to motivate the patron throughout the workout. In a yoga & pilates studio, that same clarity enables a tranquil space for mindful movement. The loudspeakers were paired with QSC CXD-Series amplifiers. The CXD-Series feature Intrinsic Correction™, a QSC technology that works directly with QSC loudspeakers to provide a uniquely fine-tuned sonic performance in each facility. Smooth low-end and crystal-clear highs combine to create a musical experience that drives each student.

## HEARD AND NOT SEEN

At a fitness facility, it's important to remove unnecessary distractions from the room, which includes not allowing loudspeaker features that draw the eyes. The AD-Series loudspeakers offer a sleek, unobtrusive design with grilles that are free of any logos or distracting markings, helping them blend in perfectly with the architecture of the space.

## SIMPLIFIED USER EXPERIENCE

The QSC TouchMix™ Digital Mixer streamlines the mixing process with the use of Scenes and Presets. Each facility has unique audio level and processing requirements that need to be set based on attendance, time of day and class type. Additionally, each instructor brings their own headset microphone, requiring personalized EQ and level settings to ensure proper clarity in the overall mix. Recalling a saved scene or preset within TouchMix™ makes this scenario very easy – all of these saved settings can be recalled at the push of a button, letting the instructors start class without worrying about the mix.

## BACKGROUND MUSIC SUPPORT

In the lobby and locker rooms, background music is delivered by the QSC Business Music Solution, which includes SUB/SAT versions of the AcousticDesign Series, paired with MP-A Series amplifiers and MP-M Series mixers. The integrated MP-MFC wall mount controllers allow the receptionist to make simple gain or source selections, while the MP-M Series mixer enables simple paging and scheduled audio events.



ekam  
yoga & pilates



By deploying a complete QSC audio solution, these three facilities set themselves apart from their peers – offering a fine-tuned and premium workout experience for their clients.

“We were the first studio in this area to design a facility with an emphasis on acoustics,” explains Matt Bourne, Co-owner at GritCycle. “It’s one of the first things clients notice. Quality sound completely changes the workout experience, and I think it really sets us apart from other fitness studios.”

The clients aren’t the only ones who appreciate the quality that QSC brings. “Our instructors love the system too,” explains Bourne. “The system sounds amazing and it’s easy to use. It elevates the entire experience in our classes. We couldn’t be any happier with the QSC system.”





## QSC EQUIPMENT LIST

**QSC**

Model	Pcs Used	Description	Image
<a href="#">AD-C6T</a>	4	AcousticDesign™ Series Two-way surface-mount loudspeakers, 10"	
<a href="#">AD-S8T</a>	2	AcousticDesign Series Two-way surface-mount loudspeakers, 8"	
<a href="#">AD-S10T</a>	3	AcousticDesign Series Two-way surface-mount loudspeakers, 10"	
<a href="#">AD-S112sw</a>	2	AcousticDesign Series 12" subwoofer	
<a href="#">CXD4.3</a>	2	CXD Series Four-channel amplifier, 625 W/ch at 8Ω	
<a href="#">TouchMix-8</a>	1	TouchMix Series mixers 14-channel compact digital mixer	
<a href="#">AD-P.SAT</a>	4	AcousticDesign Series Small format pendant-mount loudspeaker, 2.75"	
<a href="#">AD-P.SUB</a>	1	AcousticDesign Series Small format pendant-mount subwoofer, 6.5"	
<a href="#">MP-A40V</a>	1	MP-A Series amplifiers Four-channel amplifier, 200 W per channel (configurable up to 400 W per channel pair)	
<a href="#">MP-M40</a>	1	MP-M Series music and paging mixers 4x mic/line inputs, 4x line level inputs, 4x output zones	
<a href="#">MP-MFC</a>	1	MP-MFC controller for MP-M Series mixers Configurable, available in NA and EU sizes	





## BOXHAUS

Model	Pcs Used	Description	Image
<a href="#">AD-S8T</a>	2	AcousticDesign Series Two-way surface-mount loudspeakers, 8"	
<a href="#">AD-S6T</a>	3	AcousticDesign Series Two-way surface-mount loudspeakers, 6.5"	
<a href="#">K10.2</a>	4	K Series Two-way powered loudspeaker, 10"	
<a href="#">KS212c</a>	1	KS Series Powered subwoofer, Dual-12"	
<a href="#">TouchMix-8</a>	1	TouchMix Series mixers 14-channel compact digital mixer	
<a href="#">AD-C.SAT</a>	4	AcousticDesign Series Small format ceiling-mount loudspeaker, 2.75"	
<a href="#">AD-C.SUB</a>	1	AcousticDesign Series Small format ceiling-mount subwoofer, 6.5"	
<a href="#">MP-A40V</a>	1	MP-A Series amplifiers Four-channel amplifier, 200 W per channel (configurable up to 400 W per channel pair)	
<a href="#">MP-M40</a>	1	MP-M Series music and paging mixers 4x mic/line inputs, 4x line level inputs, 4x output zones	
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## QSC EQUIPMENT LIST

**QSC**

ekam  
yoga & pilates

Model	Pcs Used	Description	Image
<a href="#">AD-S4T</a>	12	AcousticDesign Series Two-way surface-mount loudspeakers, 4.5"	
<a href="#">AD-S6T</a>	3	AcousticDesign Series Two-way surface-mount loudspeakers, 6.5"	
<a href="#">AD-S112sw</a>	2	AcousticDesign Series 12" subwoofer	
<a href="#">CXD4.3</a>	2	CXD Series Four-channel amplifier, 625 W/ch at 8Ω	
<a href="#">TouchMix-8</a>	1	TouchMix Series mixers 14-channel compact, digital mixer	
<a href="#">AD-S.SAT</a>	4	AcousticDesign Series Small format surface-mount loudspeaker, 2.75"	
<a href="#">AD-S.SUB</a>	1	AcousticDesign Series Small format surface-mount subwoofer, 6.5"	
<a href="#">MP-A40V</a>	1	MP-A Series amplifiers Four-channel amplifier, 200 W per channel (configurable up to 400 W per channel pair)	
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## About QSC

QSC is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.



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