

Bose Plays a Role in World Cup Soccer



The 2002 World Cup was a first on two counts – never before was a World Cup co-hosted or held in Asia. In June, Korea and Japan hosted the international soccer matches and Bose was part of the action. Our professional speakers helped the sell-out crowds at Miyagi Stadium in Japan enjoy each exciting soccer game.



Miyagi Stadium is located near Sendai City, a city in north-east Japan with a population of about 1 million. The multi-spiral stadium seats approximately 50,000 people. During the 2002 World Cup, the facility hosted soccer teams from Mexico, Ecuador, Sweden and Argentina. Adding to the excitement,

Japanese soccer fans had the opportunity to see their home team compete against Turkey on June 18. Although Japan lost, 0 to 1, the match received an audience rating of 62.4 percent, the highest for a daytime TV broadcast. (Because it was the first time that Japan got into the best 16, most Japanese became instant soccer fans for this historical event.)

Miyagi Prefecture owns the stadium. Officials wanted lightweight, weather-resistant speakers that could deliver consistent, high-quality sound in a range of weather conditions and with various audience sizes. Using the Auditorion® demonstration system, BKK Professional Systems Division was able to demonstrate the features and benefits of our products to the sound consultant and local officials.

Our Panaray® LT 3202 (top row) and Panaray LT 4402 speakers (bottom row) help spectators enjoy the sports action at Miyagi Stadium. To provide intelligibility and well-controlled directivity of the sound, we installed Panaray® LT 3202-II, LT 4402-II and 502® BEX speakers under the balcony in the covered section of the stadium and in the ground level seating area. Our Bass Array technology provided directional bass to the target seating areas for balance throughout the audience area.

The project was challenging because construction and installation were, in some cases, taking place at the same time. Several steel frames were suddenly placed in the middle of our bass array speakers, and we were forced to change the speaker layout so that the low frequencies would not be blocked. But with the different signal processing, we were able to maintain the same controlled directivity with different layout.

"Using our professional products and technology, we were able to provide the best possible sound quality," said Akira Mochimaru. "Our customer was impressed with the system's performance, and our ability to react to construction changes quickly, and spectators were able to receive accurate information during each game – even above the roar of the boisterous crowd."



THE VENUE:

New construction of a world class sports stadium that had to meet the performance challenges of the 2002 World Cup Soccer championships.

THE CHALLENGE:

Design and install a custom sound system that could be heard intelligibly above the roar of 50,000 soccer fans cheering.

THE SOLUTION:

Custom designed Panaray LT system distributed throughout the stadium along with directional bass from proprietary bass arrays to control the low end energy and direct it away from the pitch and onto the seats.

THE RESULT:

The Miyagi stadium and its owners were proud to own a sports venue with consistent high quality sound for years to come.