



## Armani in Japan

When Armani created their new flagship store in Tokyo they knew every detail would be measured against their unmistakably high standards.

Creating the “Armani Experience” requires attention to detail. Although the audio would help to create the experience, the deployment of it had to create as little visual disturbance as possible on the interior design. This led Armani to a loudspeaker solution that exceeded their expectations— Amina Invisible Loudspeakers.

Amina loudspeakers use a very different technology to traditional loudspeakers to create sound. They mimic the way natural acoustic instruments such as violins or grand pianos work. The result is that a thin (1.5mm) layer of plaster skim can be applied over the speaker without the plaster cracking or the sound being compromised. Once dry, this plaster skim can then be decorated to make the speakers totally invisible. For more information on the technology visit [www.amina.co.uk](http://www.amina.co.uk)

Armani liked the idea of invisible loudspeakers, listened to a demo, decided they loved the sound and decided to install 16 Amina 30W Amina LFIT loudspeakers in the ceilings throughout the 700m<sup>2</sup> store.

### Fill big rooms with ambient sound

But the way that Amina speakers generate audio brought other benefits. The sound they generate is diffuse and radiates in all directions which means the sound sweeps through large areas, right in to the corners, to give a more even, ambient coverage.

### Benefits for installers and designers

They also create a much wider dispersion field which means the precise location of each speaker is less critical giving installers more options when contemplating services and design features.

### Check out time

The audio system at Armani’s flagship store demonstrates that retailers can now have high quality, space-filling sound without compromising their interior design or the retail audio experience.

The final word from the client at Armani: “The sound is great. Even at low volume you can still hear a balanced rounded sound.”

### Kit list:

- 16 Amina LFITs (30W per speaker)
- 4 JbL19 woofers
- Rack: DBX zone pro641 processor,
- 4 ZC-1 zone controllers ( 4 zones and 2 for vip rooms)
- 3 Amcron xti2000 amps,
- 5 Stack cd player
- Terminal unit,
- Power control unit

