

CASE STUDY

Tribeca Mall



Q-SYS elevates experiences for visitors and locals alike at a contemporary multi-level shopping mall in Mauritius.

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A SUPERIOR SHOPPING EXPERIENCE IN 'A MALL LIKE NO OTHER'

Audio and Ambience on Another Level



Image courtesy of Tribeca Mall



[Tribeca Mall](#), an upscale multi-level shopping complex, is setting new standards for retail experiences on the island of Mauritius. The mall boasts a collection of over 200 international and local brands, along with more than 40 restaurants offering cuisines from around the globe. It also features an indoor play area, an entertainment complex, a cinema, and more. Attracting thousands of visitors annually, the mall plays a vital role in upholding the island's status as a luxury tourist destination.

tribeca
MALL

CUSTOMER NAME

Tribeca Mall

LOCATION

Mauritius

INDUSTRY

Retail

It's for these reasons the mall required a flexible and scalable audio solution, one capable of delivering elevated shopping, dining, and entertainment experiences all at once. This solution would shape how visitors navigate and immerse themselves in the space, cementing the mall as a symbol of modernity.

“ Q-SYS helps us deliver the ‘wow-factor’ our customers expect when they walk through the doors. We are delighted!

Head of Sound, Tribeca Mall

Challenges



Image courtesy of Pro AVL MEA

Both the integration and commissioning of this visionary project were led by the team from [SKR Communications](#), a Mauritius-based company, with design support and technical training from regional Q-SYS distributor, [PAXT](#).

Together, they delivered an AV installation perfectly suited to the needs of Tribeca Mall, enriching every visitor's experience from arrival to departure.

Partners



For a shopping destination of this calibre, every part of the visitor journey had to sound as good as it looked. "Audio should never be an afterthought in spaces like this, the AV design is a key part of the experience" explains Alvin Otemba, PAXT East Africa's business development manager. The focus of the installation therefore centred around enhancing the mall's ambience whilst improving Tribeca's operational flexibility.

The mall's management team sought a scalable solution capable of delivering crystal-clear background music, announcements, and promotional messaging despite the acoustically challenging interior, all the while remaining unobtrusive and complementing the mall's architecture.

Exceptional AV isn't just about sound quality; it's also about control. Mall staff needed an intuitive way to manage audio zones, adjust volume levels, or swap between sources effortlessly, without the need for any technical expertise.

Solutions

THE CORE EXPERIENCE

At the heart of the installation lies a Q-SYS Core 110f (consider the [X Class Server Cores](#)). Chosen for its robust processing power, the Core processes and routes all the system's audio, video, and control signals. By leveraging the advanced processing capabilities of Q-SYS, tailored soundscapes for dining, shopping, and entertainment can be simultaneously delivered across the venue, with each one optimized for its unique acoustic environment.

"The Q-SYS equipment we've deployed here creates a high-fidelity audio experience that can be distributed seamlessly across multiple zones within the mall" says SKR Communications manager, Veena Dozekee. This flexibility allows the mall to deliver background music, announcements, and messaging all at once, without compromising quality or coverage.



Image courtesy of Pro AVL MEA

AMPLIFYING THE ATMOSPHERE

To achieve these high-quality soundscapes, SKR Communications and PAXT turned to the Q-SYS [AcousticDesign™](#) Series of loudspeakers and subwoofers for their premium performance and versatility.

The installation features a combination of black and white [AD-P4T](#) pendant, [AD-S4T](#) surface-mount, AD-C4T (now available as [AD-C4T-ZB](#)) ceiling loudspeakers, and [AD-S.SUB](#) subwoofers. SKR and PAXT strategically

positioned these loudspeakers throughout the different areas of the mall, utilizing their diverse mounting options to ensure seamless integration and preserve an unobstructed visitor experience while delivering exceptional ambience.

These loudspeakers and subwoofers are powered by the Q-SYS [CX-Q Series](#) of network amplifiers, and Intrinsic Correction™ eliminates the need for individual tuning by applying custom loudspeaker voicings that optimize performance, streamlining installation.

Solutions

CONTROL WITHOUT COMPLICATION

SKR and PAXT did not only use Q-SYS for its advanced audio processing. Q-SYS, as a full stack AV platform, provides the foundation to implement intuitive control features. For everyday management, Q-SYS [TSC-50-G3](#) touch screen controllers can be tailored to specific workflows, providing staff with an elegant, user-friendly interface to fine-tune configurations. “The technology we’ve deployed here rivals what you’d find in amusement parks or five-star resorts, yet it’s packaged in a way that makes it perfect for a commercial retail environment,” concludes Dozekee, “With just a few taps, they can change audio zones, adjust volumes or switch between sources without needing any specialist knowledge.”

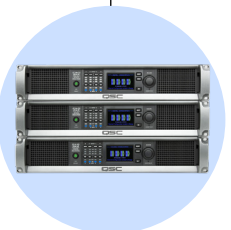


[TSC-50-G3](#) High Definition Touch Screen Controller








Image courtesy of Tribeca Mall



[CX-Q Series](#) Network Amplifiers

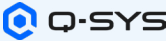


Equipment List

Model	Pcs Used	Description	Image
Core 110f (consider X Class Server Cores)	1	128 networked audio channels 16x AEC processors USB AV bridging 8 Flex Channels	
AD-P4T	49	4.5-inch 2-way pendant-mount loudspeaker Intrinsic Correction™ available via Q-SYS™ Consistent tonal characteristics across the entire AcousticDesign family	
AD-S4T	192	4.5-inch 2-way surface-mount loudspeaker Intrinsic Correction™ voicings available via Q-SYS™ Consistent tonal characteristics across the entire AcousticDesign family	
AD-C4T (now available as AD-C4T-ZB)	52	4.5-inch 2-way ceiling-mount loudspeaker Intrinsic Correction™ available via Q-SYS™ Consistent tonal characteristics across the entire AcousticDesign family	
AD-S.SUB	2	6.5-inch Surface Subwoofer Dual voice-coil for improved thermal dissipation Intrinsic Correction™ voicings available via Q-SYS™	

Equipment List

Model	Pcs Used	Description	Image
CX-Q Series Amplifier	9	Network amplifier featuring 8 channels and 8 bidirectional GPIO connections	
TSC-50-G3	4	Q-SYS Touch Screen Controller 4.99" (126 mm) screen dimension 1280 × 720 px resolution	



Q-SYS 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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[QSC Middle East Electronics Trading LLC](#)
Umm Hurair 2,
Dubai Supreme Court Complex,
Office 409,
Dubai, UAE

Phone 04 568 1953
Outside the UAE +971 568 1953
[www.qsys.com](#)



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