

Audio-Technica 3000 Series for Matalan HQ



One of the most recognisable names in British retail, Matalan has a network of more than 270 UK and international stores and caters to upwards of 10 million shoppers in-store and online each year. The company's headquarters in Knowsley, near Liverpool features an entire "mock shop" and a large-scale conferencing space for staff training, awards ceremonies and other gatherings. The picture above on the left shows Leanne Campbell performing with the Audio-Technica 3000 Series.

A recent audio upgrade package – supplied by Liverpool-based AV and production specialists MSP – saw an Audio-Technica 3000 Series wireless system installed for use across a variety of locations, as MSP's General Manager Ritchie Neild explains... "We have a long-standing relationship with Matalan, so we tend to have a clear idea of their requirements and use-cases when it comes to AV. When it came to a new wireless solution, to be used for everything from sales training to online company presentations and events, it had to be mobile, easy to operate and, of course, completely dependable.

"Half of our dry hire wireless stock is Audio-Technica already, so we have great confidence in the brand. The 3000 Series hits a great balance of sound quality, reliability and affordability and we knew it would be ideal for Matalan's requirements. A total of eight Audio-Technica ATW-3210 3000 Series wireless half-

rack receivers were supplied (and are typically operated at larger-scale events) by MSP, alongside a pair of ATW-DA49 UHF antenna distribution systems. With a wide variety of Audio-Technica microphone types compatible with 3000 Series, MSP opted to supply a quartet of ATW-3212 handheld transmitters with C510 interchangeable cardioid dynamic capsules, a pair of ATM73cH cardioid condenser headworn and four AT829cH cardioid condenser lavalier models.

“The first use of the 3000 Series was for Matalan’s “Thrive Awards”,” says Neild, “which brings together a large number of attendees for their annual staff awards ceremony. It’s a great event that MSP provides a variety of AV solutions for. “The 3000 Series worked flawlessly from the start and is likely to be pressed into service multiple times per month across the Matalan headquarters. It’s an excellent choice for this kind of corporate application and the client has been delighted with it.”

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