

Sneek City Council supplies Audio-Technica



Located in the municipality of Súdwest-Fryslân in the northern Netherlands, the city of Sneek dates back to the 10th century and is well known for its picturesque canals and for hosting the annual Sneekweek – the largest sailing event on inland European waterways. The city's council chamber recently received a significant upgrade to its conferencing audio system in the form of an Audio-Technica ATUC-50 Digital Discussion System and MVI AudioVisual's Delegate UI software. Designed to address reliability and usability issues with the chamber's existing system, the combination of hardware and software has allowed the municipality to deliver an easy-to-use space for attendees, while ensuring flexibility and future-proofing.

The ATUC-50 provides 24-bit/48kHz uncompressed digital audio and the ability to connect up to 300 wired delegate units; in the case of the Sneek city council, Audio-Technica ATUC-M series gooseneck microphones are used throughout, housed in custom-built desktop enclosures alongside touch panel voting units. The modular nature of the MVI AudioVisual software means customers are able to select only the features they need, without paying for unnecessary complexity. The system's operational simplicity ensures that new council members need no extensive training before contributing to meetings, while the IP-based nature of the solution still allows for a high level of control and expandability into remote or hybrid meetings in the future.

Sneek City Council turns to Audio-Technica for Conferencing Solution

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“With our integrator partners ProAV, we approached this project with a different philosophy than traditional conference setups,” says MVI Audiovisual sales director Alain Poort. “Instead of delivering a huge fixed system with many unused features, we started with a minimal setup and only added what was required. “One of the challenges with this project was that the existing custom-built furniture had to be retained. With the ATUC-IU integration module, the foundation was laid for the ideal way to create a suitable system, using DVX Pro touch panels as the control unit for all functionalities in a custom enclosure. “The flexible nature of the Audio-Technica ATUC50 system made it the ideal choice for Sneek city council. The resulting usability and scalability in conjunction with the MVI AudioVisual Delegate UI software was exactly what the client required and the technology now serves the conversation, not the other way around.

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