

## **HK Audio LINEAR MK2 for THAT Event Company**



THAT Event Company has relied on HK Audio systems to support an increasing number of events as demand for flexible, medium-scale audio solutions has continued to grow. Having invested in two additional LINEAR 5 MK2 Rock Packs last year, supplied by UK distributor POLAR, the company says the systems have become a staple in their inventory, delivering professional audio across multiple event spaces while keeping setup times efficient. Supplying everything from live music and DJ sets to college balls, weddings, conferences, private parties and boutique festivals, THAT Event Company regularly delivers events featuring several performance areas operating simultaneously.

According to director James Walton (pictured above), the LINEAR 5 MK2 has filled an important gap: "We already knew HK Audio could stand up to the realities of event production, from constant transport and quick turnarounds to working in a huge variety of venues. The LINEAR 5 MK2 delivers considerably more power, clarity and flexibility than a smaller portable PA, without requiring the transport, setup time or crew associated with our larger festival systems. "They've now become dependable workhorses. We use them for everything from live bands and DJs to corporate presentations and weddings - they've given us the flexibility to deploy the right system for each space without overspecifying equipment."

One of the busiest areas of business for THAT Event Company continues to be college balls, where events often feature multiple entertainment spaces, including main stages, live music rooms, DJ areas and outdoor venues. Walton continues: "Rather than using one oversized system everywhere, we can provide the right solution for each audience and performance space. That not only makes operational

sense but also fits with our approach of using equipment efficiently and responsibly."

Beyond the college sector, the systems have become a trusted solution for a broad mix of live productions and events, where their combination of output, portability and flexibility has proved particularly valuable. They have also become a trusted solution for many of the historic and unusual venues in and around Oxford, where restricted vehicle access, narrow entrances and limited setup periods demand equipment that is both powerful and straightforward to deploy. "We originally bought them with medium-sized live music events in mind, but they've ended up being used across a much wider variety of applications than we expected. They have the energy for busy DJ rooms and live bands, while also delivering excellent speech intelligibility and controlled background music for corporate events and weddings.

"Freelancers have also found the systems straightforward to work with. For our own technicians, the biggest compliment is often that the PA simply does what is expected of it. It allows engineers to concentrate on the artist and the mix, rather than spending valuable setup time trying to overcome the limitations of the system. "Perhaps most importantly, they're quick to deploy without compromising the finished result. When you're building several event spaces at once, saving valuable setup time makes a huge difference."

Having originally invested in the LINEAR 5 MK2 to support medium-sized live events, THAT Event Company says the systems have ultimately exceeded expectations. "They've become everyday tools rather than specialist equipment," Walton concludes. "They're used frequently, they solve a genuine gap within our inventory, and they support our aim of delivering professional local events using equipment that is appropriately scaled, efficiently transported and capable of providing a long working life."

Andy Plunkett, Head of Professional Audio at POLAR, comments: "It's great to see customers investing in systems that continue delivering value long after installation. The LINEAR 5 MK2 has become a popular choice for production and rental companies because it combines powerful, precise audio with straightforward deployment and the flexibility to adapt to a wide range of applications. It's exactly the sort of dependable system businesses can build around as demand continues to grow.

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