Martin Audio Wavefront Precision for TruCru



Having completed a stunning navigational trail for the Eden Project using smaller Martin Audio components, Cornwall-based TruCru has quickly ramped up its line array inventory, in preparation for a busy event season ahead. The rental company has invested in the manufacturer’s Wavefront Precision (WPS) and SXCF118 cardioid subwoofers, giving them a powerful, and recognisable front-line PA. This will bring the company into the community of other Martin Audio WP users, and is the latest step in a phased move towards eventual standardisation on Martin Audio in its hire fleet.

Commenting on the purchase, TruCru project manager and audio lead, Toby Bodman, said, “This is quite an upgrade and a significant leap for us. I first heard Wavefront Precision in 2018 and I was blown away by how consistent the coverage was throughout the space, and with the growing rental network we are extremely excited to join the Martin Audio Family.” Contemplating the different WP format options available, he said, “For us, it was always WPS because of its impressive output considering its compact size. It’s a perfect box for the kind of jobs we do,

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and it’s budget friendly. Our commitment to delivering unparalleled audio experiences aligns seamlessly with Martin Audio’s reputation for innovation and industry-leading technology.”

This investment had always been part of the company’s long-term plan, he explained. “Although we have an alternative line array, we really needed a more recognisable and rider-friendly PA and because of our existing relationship, our mindset was that it would be Martin Audio. “Sometimes you are merely buying a brand and a logo but with Martin Audio the system delivers more bang for the buck … plus you have access to the whole support package.”

The complement of speakers will allow TruCru to service most of their existing clients’ projects - notably main stages at their larger events - while enabling them to tender for larger work. “Previously we have been limited because there has never been a sub-hire market for the brands we represented; but with Martin Audio we now have that ability.” In particular, they will align with another nearby Martin Audio partner, Nub Sound. This will boost coverage at events across the UK’s entire South-West region.

As TruCru sells on its old stock the company is looking forward to the future with optimism. “We already have a number of jobs lined up for WPS, and it will be going straight out within a week of arrival.” In the meantime Bodman and TruCru Trainee AV Technician, Morgan Long, will attend formal training to further familiarise themselves with Martin Audio’s advanced software control platforms.

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