



Unobtrusive ceiling speakers provide mood-setting music for customers and employees in the café.
Learn more about the market at themarketatgrelen.com.

Commercial audio systems are Good for business

By Jim Richardson

Need a sound system to play background music and make announcements in a restaurant, store, or other business? A 70-volt system is the way to go, and we can design one for you.

A multi-faceted business needs a flexible, easy-to-operate system

The Market at Grelen is a garden center, café, and special events venue in picturesque Somerset, Virginia.

On any given day, the market could be hosting a gardening class in the greenhouse, live music on the patio, or an outdoor wedding. The audio system has to adapt to each day's event schedule.

Crutchfield system designer Dallas considered the needs of the market's owner, customers, and employees as he drew up a 4-zone audio system. To make the system cost-effective, flexible, and easily expandable, he recommended 70-volt gear.

Speaker selection

Dallas calculated the number of speakers needed in each zone for even audio coverage. He chose weather-resistant speakers for the greenhouse and patio. Indoors, he went with décor-friendly in-ceiling speakers.

Independent volume controls

There are separate volume controls in each zone. If a band is playing on the patio, they can kill the music in Zone 1. The volume control in the greenhouse will come in handy when the noisy exhaust fans are turned on.

"The system is so easy to use, and it sounds phenomenal. It had a bigger impact on The Market than I expected."

— Leslie Gregg, The Market at Grelen

Options for multiple music sources

The primary music source is the office computer playing Internet radio or a music streaming service.

"Because streaming music depends on an Internet connection (and since clients



Dallas, left, designed the audio system to serve the varied needs of the market's owner, customers, and employees.

renting the venue may want to play their own music), I included backup connections for smartphones and CD players," Dallas said.

Often, the same music plays everywhere, but the owner can easily reconfigure the system. For example, one source can play outdoors, while different music plays indoors.

The system layout

Zone 1 JBL Control 25 outdoor speakers are mounted to the sides of the second-floor windows.

Zone 2 Uses two more JBL Control 25 speakers.

Zone 3 QSC ceiling speakers are used inside the retail shop/café. The amp and the main music source are located in this zone.

Zone 4 Two more JBL Control 25 speakers are in the greenhouse. There's also a wall-mounted volume control and an input for a music source.



Zone 1

Zone 2

Zone 3

Zone 4



Why use a 70-volt system?

Standard stereo systems sound great, but they don't make sense for commercial use. They're not cost-effective. And the more speakers you add, the more difficult it becomes to safely connect them.

Here are four reasons 70-volt systems are best for commercial installations:

- One amp can drive many speakers with a simple wiring scheme.
- It's easy to set different volume levels in different listening areas.
- You use lighter, less expensive speaker wire and much less wire overall.
- Easy system expansion — just add more speakers to an existing chain.

Learn more at crutchfield.com/70V

System design

Your Crutchfield system designer will ask you lots of questions, including these:

- How loud does it need to be?
- How many microphones and music sources do you need?
- How many rooms, and how large are they?
- Will you need a paging system that mutes the music as you make announcements?

Your designer will then determine:

- How many zones of sound you need.
- How many speakers and amps you'll need to evenly cover each room with sound.
- What types of speakers meet your needs.
- How and where to connect music sources, microphones, and volume controls.

Get a free system proposal

Call **1-800-315-2758** Monday - Friday 9AM - 6PM Eastern time. Your advisor will help you assemble the system that'll work best for you.

Send us your floorplans, and your designer will map out the locations for the speakers and components.



On a return visit to Grelen, Dallas tweaked the system settings and offered some system expansion ideas.

Check out all of our commercial audio brands at crutchfield.com/70vgear



Klipsch



QSC