

# AMOEBEA BOWLING & SPORTS BAR REVITALIZES SOUND SYSTEM WITH SOUNDTUBE ENTERTAINMENT

*Amoeba Bowling & Sports Bar at Phoenix Market City, Kurla, recently embarked on a significant upgrade to modernise its facility, including a new audio system. Seeking to align the sound experience with the venue's fresh, contemporary aesthetic, the project required a carefully tailored solution. Keeping this in mind, the team selected SoundTube speakers to provide a balanced and immersive audio environment across the restaurant, bar, and bowling alley. This case study explores the installation process, the design challenges, and the factors that led to the successful integration of the new system.*

With an attached bar and restaurant, Amoeba has been a preferred choice for entertainment and dining for many years. Following its success, the team at Amoeba decided to give the venue a complete facelift, incorporating contemporary designs, a fresh look, and a new sound system to align with the modernised vision. The primary goal was to create an immersive audio environment that not

only enhanced the entertainment factor but also provided seamless integration into the newly revamped interior. The client required a sound system that could deliver high-quality audio for foreground music, announcements, and an overall auditory experience that complemented the visual aesthetics.

## Discovering SoundTube

Uday Bhat from Usquare Electronics & Electricals was contacted by the Amoeba team to provide pro audio solutions. Mr. Bhat was introduced to SoundTube by Mitul Soni, Techno Commercial lead India, a while back. Here he learned about SoundTube's minimalist design approach to its products and Audio Solutions which seamlessly integrates with one's vision to create contemporary designs and deliver lasting audio experiences. The wide range of products available allowed for a tailored solution that met both aesthetic and performance needs. Impressed by the product performance, Mr. Bhat chose to integrate SoundTube speakers into this project. After assessing the client's needs and the interior design requirements, the SM31-EZ speaker model was chosen for its compact size and exceptional coverage and tonality. Additionally, the newly introduced corner/surface-mount subwoofer and a 4-channel power amplifier from SoundTube were incorporated, offering a complete sound solution.

## Addressing Design and Installation Challenges

One of the key challenges was providing even sound coverage across the



The Amoeba Bowling Centre replete with cutting-edge SoundTube technology



**Amoeba Sports Bar equipped with Sound Tube's impressive collection of surface mount loudspeakers**

The setup features twenty **Surface mount loudspeakers SM31-EZ** distributed across the bar, restaurant and bowling alley. Six units of the **SM1001 subwoofers**, providing powerful low-end frequencies, and three units of **MCA2004t 4-channel power amplifiers** with built in crossover, limiter and many protections features to ensure trouble free operation. Two **CM31-EZ Ceiling Mount loudspeakers** are installed for even sound distribution near the restrooms, while a **SA502 Mini Amplifier** handles smaller amplification needs.

The system was integrated with a **3rd party DSP loudspeaker** management system for precise audio control and an analogue mixer to manage inputs, making the entire setup versatile for various audio requirements. From ideal speaker placements to creative mounting solutions for the corner subwoofers, the team was able to blend the audio system with the venue's décor. "Final setup and commissioning were done flawlessly, and it is beautiful to see how the entire sound system becomes part of the overall product offering at Amoeba," remarked Mitul Soni.

### Post-Installation Feedback

Uday Bhat noted that the wide product portfolio offered by SoundTube was one of his favorite aspects of the project. "When you are assessing the needs of your clients or trying to come up with a unique audio design for a project this unique, you know that SoundTube has something in store for you. And the system sounds great." commented Mr. Bhat. The client was equally satisfied with the outcome, as the system's performance exceeded expectations and met the venue's revamped vision.

Amoeba Bowling & Sports Bar's transformation was greatly enhanced by the integration of SoundTube's cutting-edge technology and products. By addressing both design and sound quality needs, the project achieved a seamless fusion of aesthetics and functionality, offering an enhanced auditory experience to match the venue's new look.

large restaurant, bar, and bowling alley while ensuring that sound reinforcement system blended into the modern interior design. The brief given to Mr. Bhat by the interior designer and client was to create an environment where all elements of the design complement each other including sound reinforcement system.

The team had to achieve this without using bulky or obtrusive loudspeakers. Collaborating with the interior design team, Mr. Bhat and his team conducted multiple mock fit-outs and adjusted subwoofer placements to ensure the final setup aligned with both aesthetic and functional goals.

The project's success was attributed to the small form-factor and performance of SoundTube Loudspeakers. According to Mr. Bhat, the SoundTube speakers required minimal tuning out of the box, saving a significant amount of time and effort during the project. With a sleek design and no preset for loudspeaker tuning required, SoundTube was the ideal choice for this commercial space. SoundTube's technical support, led by Mitul Soni, was crucial during the installation process.