



Major League Experience in a Minor League Venue



Bose® sound brings a heightened experience to fans in this state-of-the-art ballpark

the venue:

Lake Elsinore Diamond, a state-of-the-art minor league 6,000-seat baseball stadium. It is the home of the Lake Elsinore Storm, a Class A California League affiliate of the San Diego Padres.

the challenge:

Enhance the experience of Storm baseball fans and control sound levels outside the stadium.

the solution:

A demonstration using the Bose® Auditioner® playback system and Bose Modeler® 6.0 design software convinced the customer to choose the best solution for the park, the Bose Panaray® LT system of full-range loudspeakers.

the result:

A better entertainment experience for fans and players alike, and less sound carryover into the surrounding community.

The Lake Elsinore Storm, the Class A affiliate of the National League's San Diego Padres, has a lot to be proud of. Over the years it has sent more than 50 players to the major leagues and now attracts more than 300,000 fans to its 6,000-seat home venue each season. The team is proud of its ballpark, rated one of the best fields in the minor leagues.

"We strive to deliver a complete entertainment environment," says David Oster, team president and general manager. "We provide excitement, music, special events and promotions – all the things that go with a day at the ballpark."

In addition to the visual element of the ballpark experience, Oster knew that what the crowds hear is equally important. And their existing sound system wasn't getting the job done. "It simply became obsolete. It just did not produce good quality sound at all," Oster says.

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Jason Schmidlapp, Sound Image

There also was another concern regarding sound at the ballpark. Lake Elsinore, like many Southern California communities, is sunny, flanked by desert and mountains, and is growing fast. Strategically located on the Interstate 15 corridor between Los Angeles and San Diego, Lake Elsinore is feeling the pressures of growth. In fact, new housing developments are popping up adjacent to the town's minor league ballpark, Lake Elsinore Diamond – close enough to raise the issue of sound leaking into the surrounding community.

"When the wind blew in any direction at all, fans inside the stadium could not hear the public address system," explains Jason Schmidlapp, a buyer for Bose dealer, Sound Image. "And there is a lot of new building going up near the stadium and the wind carried sound from the ballpark right into those neighborhoods."

Lake Elsinore officials turned to Sound Image for a solution. Sound Image designed a Bose® system they were confident would solve the challenges at hand.

"In no time at all, Bose was there to do a demonstration," Schmidlapp recalls. "They did the demo using the Bose Auditor® playback system and as soon as they turned off the rig, stadium officials said 'let's do it'."

The demo left a strong impression on David Oster.

"Bose first asked me my favorite artist," Oster recalls. "Of course it's Tom Petty. We found the worst seat in the house, heard the demo and rocked to Tom Petty. Then we went out to the parking lot and repeated the process. I was able to hear exactly how things would sound from various points inside and outside the stadium."

Bose and Sound Image designed a solution built around the Bose Panaray® LT system of full-range loudspeakers, chosen for their dispersion control and focused coverage – ideal to providing superior sound quality within the confines of the stadium, while limiting excess sound to abutting neighbors. For Sound Image, the high level of support provided by Bose Corporation was a key factor to success.

"Our partnership with Bose is critical," says David Shadoan, president of Sound Image. "For us to be competitive, we need a lot of support. Bose gives us that, making it very clear what to do with the product and its best applications. In fact, Bose even offered to assist us with the engineering and modeling of the stadium."

The installation was complete in record time, less than a couple of weeks. Each and every seat in the stadium now has access to superior sound with the Bose Panaray loudspeakers installed around each loge, covering every row and section down to the front row, 80 feet away.

"We hammered out the installation in record time," Schmidlapp says. "Stadium management could not believe it. One day we're hanging boxes, and before you know it, this great minor league ballpark has a new state-of-the-art distributed sound system."

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The results: an enhanced experience for the fans and players, and less sound carryover into the community. Players, fans and management all agree.

"The team and its fans got what they wanted – better quality and crisper sound," Oster says. "And the city got what it wanted – sound that is now contained within the facility. When we want to create some energy, get the place rocking, we now have the ability to crank it up and get the people out of their seats and dancing."

"When the people running the PA systems crank it up, it creates a snowball effect – more fans get going, sound gets going, everything begins to happen," says Blake Jones, a Storm fan.

As Schmidlapp succinctly concludes, "Lake Elsinore now has all the sound and quality of a major league ballpark."

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