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JAMES LOUDSPEAKER CASE STUDY.



INTEGRATOR NAME: YELLER

INTEGRATOR LOCATION:
SHEN ZHEN, CHINA

JAMES LOUDSPEAKER
ULTIMATE PERFORMANCE
THEATER SPEAKERS DELIVER
AUDIOPHILE IMMERSIVE
SOUND WITH THE
REAL-LIFE DYNAMICS OF
A COMMERCIAL CINEMA

James Loudspeaker
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A highly successful business man in China, who is deeply passionate about great sound and cinema, sought to build a top notch theater system for his lovely home in GuangDong. He contracted with an integrator in the region called Yeller in ShenZhen that worked with the exclusive distributor of James Loudspeaker in China, called [Shanghai AV Style](#). The Yeller team designed the system and constructed it for their client over the period of about one year. The system utilizes James Loudspeaker throughout for all channels of audio, and the final result is nothing short of stunning.



Completed theater shows massive room dimensions and seating placement

James Loudspeaker Mavericks Series

The beauty of cinema is its artistic combination of sound and image. It is an art form unlike any other. Cinema combines the visual impact of a fine oil on canvas with stories that can move and inspire us. The [James Loudspeaker Mavericks Series](#) speakers for home cinema are large format hybrid LCR loudspeakers that feature the company's legendary Quad Tweeter Array specifically developed for ultra-high output home cinema applications where enclosure depth is not an issue. The Mavericks Series provides ultra-wide bandwidth, very high sound pressure levels and very low distortion - making for the most stunning cinematic experience.

Sound System Architecture

The cinema shown here has been constructed within a massive 12,000 cubic foot acoustically engineered and architecturally designed space, utilizing James Loudspeaker [MQ84](#) 4-way full-range speakers placed on a stack of [M152](#) subwoofers for the front LCR (Left/Center/Right) stage. Surround speakers down the side walls include three James Loudspeaker [QX630's](#) at ear level with two more back surrounds on the rear wall. The QX630 features the James Loudspeaker proprietary Quad Tweeter array, delivering a level of clarity, detail and dynamic capability not possible

from conventional speakers. A full elevation layer also composed of QX630's are found on the front wall above the LCRs and on each side above the three surround speakers in a traditional AUR0 configuration. Above the seating area are six additional QX630's configured for ATMOS. For the deepest low-frequencies, a James Loudspeaker [M213](#) hyper-subwoofer was deployed, featuring three 21-inch woofers and with a power handling capacity of 2000 watts. Eight James Loudspeaker [M1000](#) subwoofer amplifiers power the bass. The complete speaker architecture is 11.4.17 with signal decoding of 11.2.4.

SPL and Dynamic Performance

The SPL capability of this system is about 130dB at 1-meter. Given the full hemisphere of loudspeakers strategically placed by the Yeller team within this great cinema space, it is clear that the dynamic peaks are reproduced without compression and undistorted even at live performance output levels. Consider, that in addition to the front stage MQ84's, there is a spherical array of 23 QX630's. There are 107 tweeters in the system. These have the high-frequency capability that no HiFi speaker system could hope to achieve, yet deliver an audiophile level of quality that traditional compression driver/horn-loaded systems cannot achieve. The James Loudspeaker Mavericks Series cinema design provides the best of both worlds. Audiophile sound, with commercial cinema grade dynamics.



Holes cut in ceiling for James Loudspeaker QX630 height channel speakers



Front stage speaker system



Equipment racks ready for action

Localization Performance

Localization refers to phantom objects in space creating the lifelike dimensionality associated with a great cinema experience. This premium residential theater is a great example of an extremely high-resolution spherical audio design that provides even distribution of real acoustic centers over the entire space. Because all of the speakers match in timber, the presentation throughout the space is seamless.

Every speaker has a perfectly matched high end, and the 23 surround and elevation loudspeakers are all identical models. This not only guarantees perfect image and localization steering, it also reduces the need for any kind of electronic equalization. As most engineers will admit, those who equalize least, equalize best.



Rear stage speakers and projector



Side panels under construction housing James Loudspeaker QX630 speakers with Quad Tweeter

Objective Achieved

This theater achieves the very pinnacle of cinematic experience for the client, his family and friends. They can enjoy precise 3D audio rendered in Dolby ATMOS, DTS-X or AURO 3D formats. This acoustically designed space wrapped in 34 James Loudspeaker Mavericks Series speakers performs at a reference level, providing the highest levels of performance. The theater also features an OPPO Blu-ray player, Yamaha surround processing, DSP from Biamp, amplifiers from Earthquake and a projector from Sim2.



Completed theater shows massive room dimensions and seating placement



Acoustic panels being set into place

