

EVENT AUDIO AND CONTROL SOLUTION

# The Roxy Cinema

## Q-SYS Rolls Out the Red Carpet for Seamless Events at The Roxy Cinema

Wellington, New Zealand

Nestled in the heart of New Zealand's movie-making capital, [The Roxy Cinema](#) in Wellington is a gorgeous art deco cinema. Positioning itself as a premier event venue, The Roxy Cinema offers a variety of flexible spaces, including two theatres, a restaurant, and the Grand Lobby. These spaces can be transformed to cater to a wide range of events, such as premieres, conferences, and live performances, cultivating a vibrant hub that fosters community engagement. To streamline event operations and enhance its audio capabilities, The Roxy Cinema needed to invest in an audio and control solution that could handle the unique demands of its venue.



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**Phil Jack**

Cinema Operations, The Roxy Cinema

## Challenges

### Elevating the Event Experience

Phil Jack, Cinema Operations at The Roxy Cinema faced a multitude of challenges when hosting events. Jack explained, “We relied on third-party vendors and equipment. I’d have to hire a PA and rent microphones for every event. It never sounded good, and we couldn’t justify charging our clients for subpar equipment. As a result, The Roxy Cinema ended up losing money every time we hosted an event.” The goal was to enhance the overall event experience by integrating themed screenings with background music, projection mapping, and DJ performances. Furthermore, Jack wanted a user-friendly and expandable system to accommodate future events that could adapt and grow over time. Collaborating with Wellington-based integrator [Audio Workshop](#), they incorporated the Q-SYS system and customized a mobile audio system for flexible use in different event venues.



# Solutions

## Q-SYS Takes Leading Role

Q-SYS loudspeakers and amplifiers have consistently provided exceptional sound quality in their two theatres for over a decade. Their reliability and effectiveness have ensured moviegoers enjoy captivating audio experiences at every screening. Which is why they felt confident to deploy a [Q-SYS Core 110f processor](#) to deliver a consistent audio source across the whole building. This flexibility enables The Roxy Cinema to integrate new technology while still leveraging its existing audio infrastructure for their events.

## Enhanced Venue Control

[Q-SYS Touch Screen Controllers](#) have been installed on both the upper and lower floors, providing the staff and management with a simplified [user control interface](#) (UCI) for efficient control and operation. Additionally, an iPad with the same UCI has been made available to users, giving them the freedom to move around the venue while making adjustments on the fly. To accommodate older amplifiers and line-ins, an Attero Tech A4Mio (consider the [Q-SYS QIO Series](#) network audio I/O expanders) was put in place, allowing microphones to be easily connected to the upstairs bar.

## Unleashing Mobility

Further enhancing their capabilities, Audio Workshop created a mobile system. This system incorporates Q-SYS I/O, which uses Dynamic Pairing to allow it to be easily moved around the building.

By placing it in the front of the theatre and patching it into Q-SYS, the system is able to feed out to a pair of [QSC K12.2](#) loudspeakers and a pair of [QSC KS212C](#) subwoofers. With this mobile system, it becomes possible to transform the Grand Lobby and the public areas into event spaces by simply plugging it in. Additionally, the system can be taken down to the restaurant to set up a small stage for live music performances, again with easy plug-and-play integration. "That was the appeal of the Q-SYS system. When we put it all in, everything we wanted was covered," said Jack. "We were looking to make the venue multi-use with a system that's easily operated by any staff member. I don't have to be there every show, so I need a system that novice users can plug in, and it just goes. Q-SYS makes it super simple."

## Spotlight on Success

Q-SYS has enabled The Roxy Cinema to streamline its event operations and open up new opportunities for revenue. The venue plans to attract more special events and conferences during daytime hours, and Q-SYS will be instrumental in facilitating these bookings. The ease of use and flexibility Q-SYS provides allow for effortless event management, ultimately increasing profitability for The Roxy Cinema.



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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