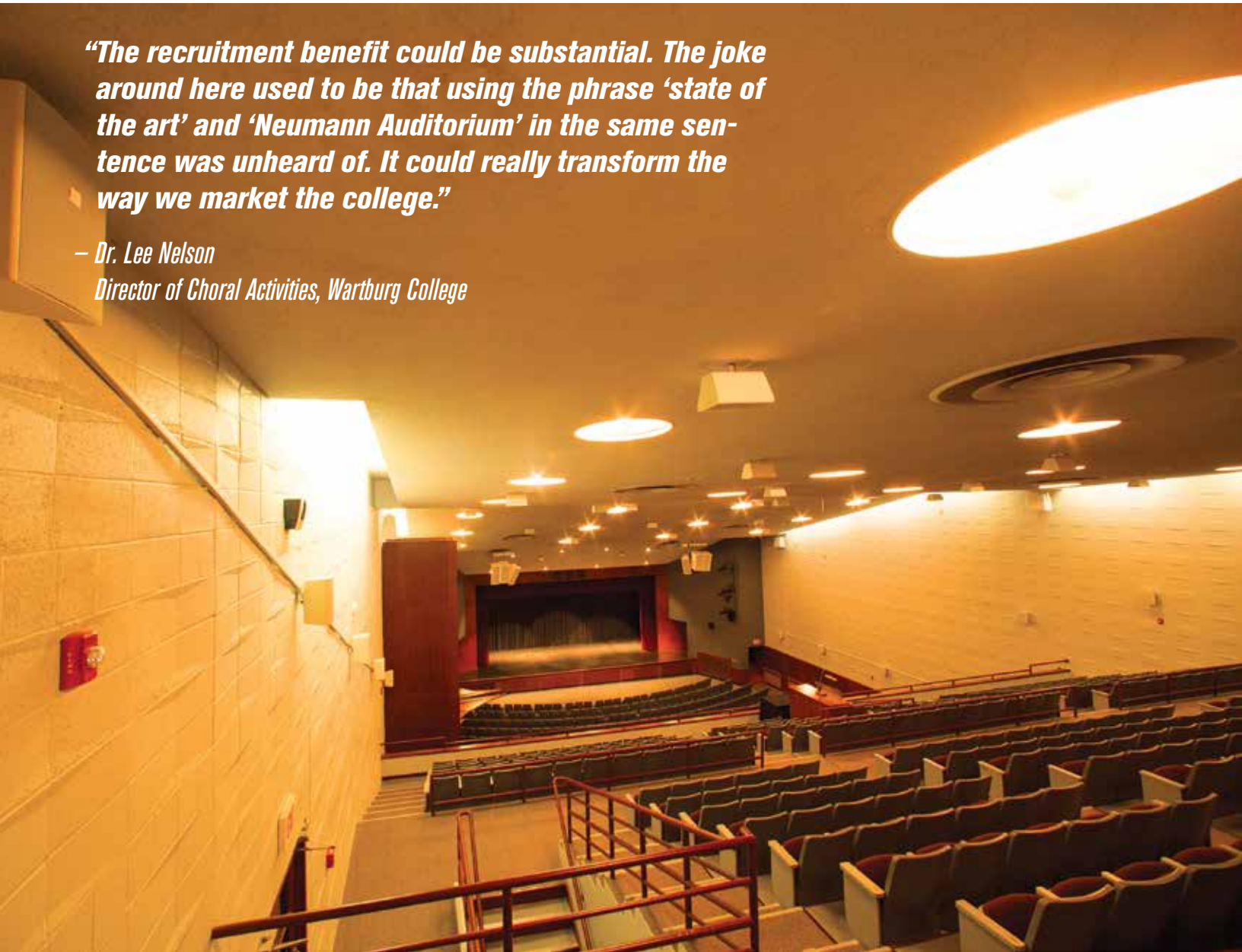


# Wartburg College Revitalizes Neumann Auditorium

With Wenger's Transcend™ Active Acoustic System

***“The recruitment benefit could be substantial. The joke around here used to be that using the phrase ‘state of the art’ and ‘Neumann Auditorium’ in the same sentence was unheard of. It could really transform the way we market the college.”***

*– Dr. Lee Nelson  
Director of Choral Activities, Wartburg College*



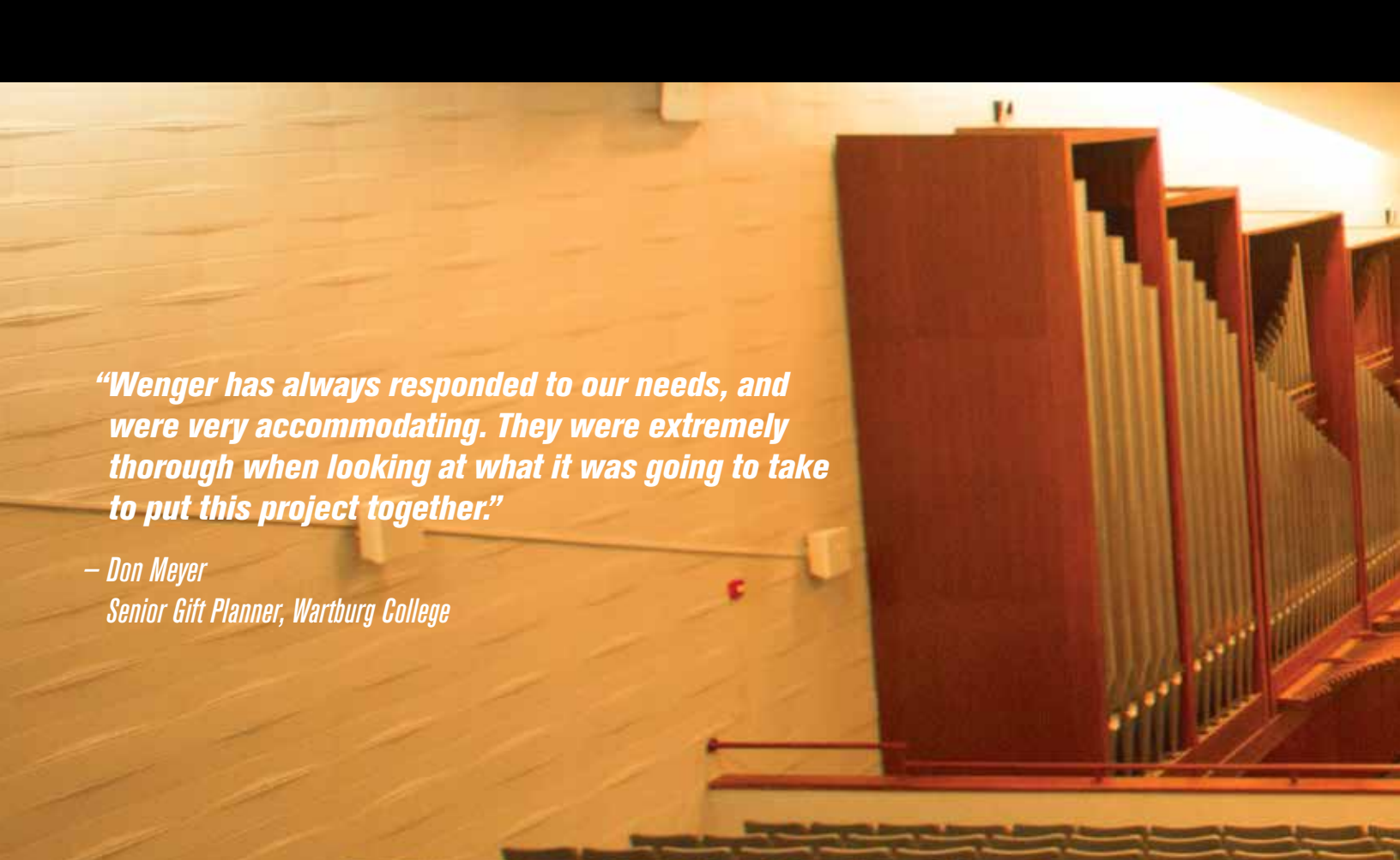
Transcend™ Active Acoustic System

## Challenge

Enhance the acoustics of Wartburg College's dated, problematic Neumann Auditorium to become a showplace for the school's music programs

## Wenger Solution

Install Wenger's state-of-the-art Transcend™ Active Acoustic System



***“Wenger has always responded to our needs, and were very accommodating. They were extremely thorough when looking at what it was going to take to put this project together.”***

*– Don Meyer  
Senior Gift Planner, Wartburg College*

## Neumann Auditorium after installation

### Benefits

- Revitalize Neumann Auditorium for any type of musical or non-musical performance
- Minimally invasive, cost-effective installation with fewer microphones than competing options
- Ability to custom tailor an acoustic experience with a set of easy presets
- Creative flexibility to create music programming not possible with conventional technology
- Offer musicians and audience members a performance like they've never experienced before

Great performers demand the best from themselves, and facilities that support their art with the proper acoustics can elevate those performances to the highest level.

“With singing and with playing an instrument, so much of it is psychological. If the room’s not helping you sing or project your sound, you start working harder and using poor technique,” says Dr. Lee Nelson, Director of Choral Activities at Wartburg College in Waverly, Iowa.

For Nelson and the Wartburg Choir, the lack of proper acoustics meant that they’ve had to avoid the school’s largest performance space. Neumann Auditorium, an outdated, mid-century building, was originally built for convocations and religious services.

Because Neumann was constructed to host spoken-word events, its acoustics are extremely dry.

Unfortunately for the choir, a dry acoustical space is far from the cavernous, cathedral-like spaces for which classical choral works were intended. Also, the lack of feedback hinders the choir and the director. It’s a problem many colleges and high schools face: no performance venue is ideal for all types of ensembles.

“If it’s good for the band, it’s bad for the choir. If it’s good for the choir, it’s bad for the band,” says Nelson. “[Neumann] is good for our instrumental ensembles, not great for the orchestra and downright terrible for the choir. We just don’t perform there. It’s unusable.”



## The Future Of Acoustics

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While the acoustics of a reverberant room can be tamed with traditional sound absorption solutions, it's been impossible to create a more reverberant space in a dry acoustical environment – until now.

Wenger, the world's leader in live-performance technology, has partnered with the legendary audio company HARMAN Professional to create the groundbreaking Wenger Transcend™ Active Acoustic System. Transcend uses a system of microphones, expertly placed speakers, and digital signal processing to create a customizable acoustic environment that can be optimized for both choral and instrumental performances and ensure that every audience member—even

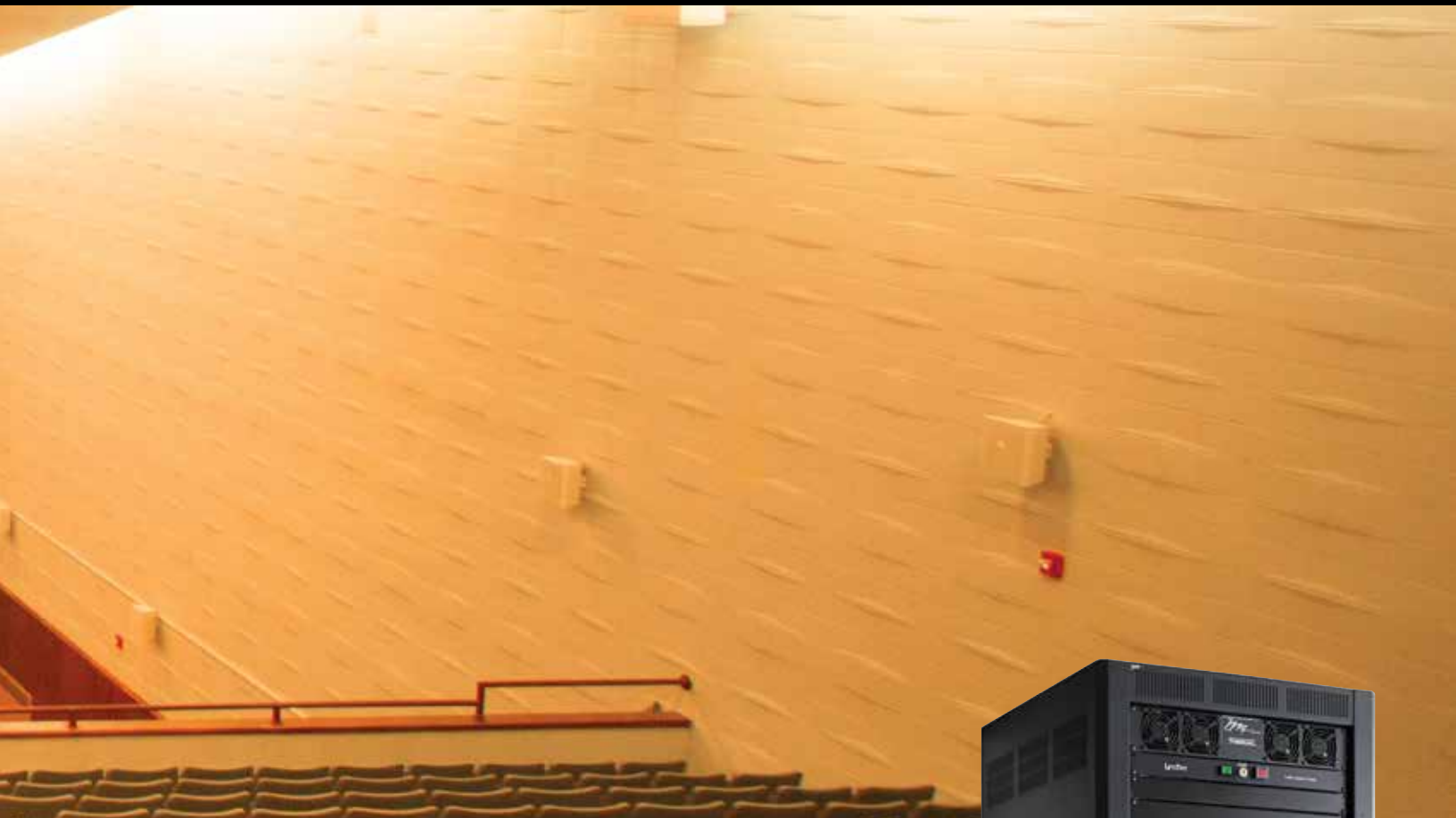
those under the balcony—enjoys great sound quality.

This is accomplished through a process called “active acoustics.” Microphones take in the direct sound in the room and sends it to the digital signal processor, which creates a more reverberant space using strategically located speakers placed throughout the venue.

Although the technology behind Transcend is complex, the user can switch between acoustic presets through a simple touch-screen interface. Suddenly, the acoustically dead Neumann Auditorium can sound as lively as a grand cathedral. If that seems too good to be true, Nelson can relate. He didn't believe Wenger's technology could live up to its

promises until he heard it during a tour of a Wenger installation at Wayzata High School in Minnesota.

“I was very skeptical about this technology,” he says. “When I went into the Wayzata rehearsal room, I expected to hear sounds coming out of the speakers. That's really my biggest fear; that it's going to sound amplified. That's what I don't want. When I walked in and they started playing with the system on, I stood as close as I could to a speaker. I couldn't hear it. It just sounded like the room had reverb. I was blown away by the authentic sound. You can make it as wet or as dry as you want. My skepticism went away pretty quickly, and I got very excited about the possibilities.”



## The Transcend Advantage

By combining the technology and experience of two of the world's most respected professional performance companies, Wenger and HARMAN have created the new standard in active acoustics with Transcend. By using "non-regenerative" simulated acoustics, Transcend can produce the reverberance of a grand hall even in small, dry venues. HARMAN's advanced algorithms in digital signal processing, along with Wenger's input on the design during development, make Transcend the most state-of-the-art active acoustics system on the market. Its efficient design makes it possible to do all this with only two-to-four installed microphones (as opposed to competing systems which can require dozens of mics). Transcend has it all: state-of-the-art digital processing technology, easier installations and greater value for the customer.

***"You can simulate any acoustic you want.  
It's virtually limitless."***

*— Dr. Lee Nelson  
Director of Choral Activities, Wartburg College*





**Neumann Auditorium before installation**

## New Possibilities For An Old Venue

With Transcend installed, Neumann Auditorium has been transformed from a dated, problematic facility to a showplace for Wartburg College's music programs. For the first time in years, the band, orchestra and choir can put on shows like their annual homecoming and Christmas programs together in the same venue. Transcend also makes it possible to perform classical pieces composed for choir and orchestra, which had to be avoided in the past due to concerns about sound quality. Thanks to Wenger and HARMAN, Neumann Auditorium now offers musicians and audience members a performance like they have never heard before.

Transcend also offers something that traditional acoustic treatments can't do:

the creative flexibility to create music programming that simply wouldn't be possible with conventional technology.

"You can simulate any acoustic you want. It's virtually limitless," Nelson said. "You could create a choral/orchestral performance setting, a choral setting for cathedral performances, and a setting for a piano concerto—all within the same concert if you wish. And, all settings can be stored and recalled at any time."

Transcend has also become a selling point in the battle to attract talented student performers, events and concerts. Prior to the installation, Neumann Auditorium's less-than-ideal acoustics were a drag on recruiting efforts, and made it impossible to host concerts by certain artists and bands.

"We'd rarely show our prospective music majors the space," revealed Nelson, "because it wasn't a good place to perform."

After the installation, Nelson is eager to show off the capabilities of Transcend.

"Before, we had ensembles, festivals and competitions that didn't look at Wartburg simply because there wasn't an appropriate performance venue," he said. "One of our biggest competitors has a great performance venue. Now, we can compete with that. It puts Wartburg in a different league."



One Space. Any Performance. Simply A Sound Investment.™

## Wenger Experience Conquers Challenges

Neumann Auditorium is the first installation of Transcend in the U.S. The facility presented a number of challenges to Wenger's team of experts. The venue's grand pipe organ, located on a side wall, is highly problematic from an acoustical standpoint. What's more, the Transcend system must account for the fact that the Wartburg Choir often sings from three different areas: the stage, the main floor seats, and the balcony.

"Most auditoriums would just have to concentrate on the stage, when we truly use the entire space," says Nelson. "With every hurdle we throw at Wenger, they get excited by the challenge and come up with some really unique and creative ideas."

Wenger also had to carefully inspect Neumann's infrastructure, which required some significant work, including electrical upgrades and asbestos abatement.

"The Wenger team was extremely thorough," said Don Meyer, Wartburg's Senior Gift Planner. "They looked at everything, including the electrical system. They were up above the ceiling in the catwalk area. They looked into everything they needed to and they've been very flexible."

# Wenger®

Enhance the acoustics of your performance space - now at an affordable price. Transcend™ Active Acoustic System gives you the control to enhance your sound environment in virtually any space: performing arts centers, auditoriums, theatres, opera houses, arenas and worship spaces. The Transcend system also makes it easy for any type of performing group to shine with the right acoustics. Visit [wengercorp.com/transcend](http://wengercorp.com/transcend) or contact us today 1.800.4.WENGER.