

King Sound Reinforcement invests in L-Acoustics K2



King Sound Reinforcement deployed almost 100 L-Acoustics cabinets, including its new K2, at Bristol Sounds held at Bristol's harbourside amphitheatre.

BRISTOL, UK – August 2022 – With almost 30 years of experience supplying equipment for events and installations, King Sound Reinforcement is one of Southwest England's busiest audio companies. To keep up with customer demand, it has recently added a substantial K2 system to its existing inventory of K Series, which already includes Kara II and Kiva II.

The decision to invest was made a few years ago, following a slew of requests for K2, which resulted in the company hiring in systems for the busy summer season. "With a large stock of Kara II and Kiva II already in our inventory, K2 was a natural step for us," says the company's owner, Paul King. "It didn't make any sense to continue hiring, so we took the decision to acquire a system that will allow us to meet the demand for years to come."



The order for 24 cabinets of K2 was initially placed in Feb 2020. “In hindsight, of course, that wasn’t the best time to invest in anything, given the first lockdown was only a couple of weeks later,” King notes. “L-Acoustics was very understanding of the situation, and we were able to postpone the order, which was a welcome relief!”



With business returning to normal levels, the order was revived and delivered at the end of May this year. Along with a quantity of Kara II, King Sound Reinforcement’s first K2 outing was a sub-hire to Delta Live to supplement their huge L-Acoustics requirement for the Queen’s Platinum Jubilee Concert in front of London’s Buckingham Palace in early June.



At the end of June, it was deployed during Bristol Sounds, a six-day series of concerts with 20,000 attendees in

Central Bristol, supporting headliners Noel Gallagher's High Flying Birds, The War on Drugs, Elbow, Paolo Nutini, Jungle, and First Aid Kit. From there, K2 moved on to the main stage at Bristol Pride, a 25,000-capacity event headlined by Carly Rae Jepsen. As the sole technical supplier to the event, King Sound employed its L-Acoustics inventory around the five performance areas, with close to 100 cabinets being deployed.

"We've been inundated with cross hire requests from other L-Acoustics rental network companies, so when we're not using it ourselves, there's a ready-made income stream from cross rental," concludes King. "All in all, investing in K2 has proven to be a very wise decision."



King Sound's new K2 inventory in its Bristol warehouse.