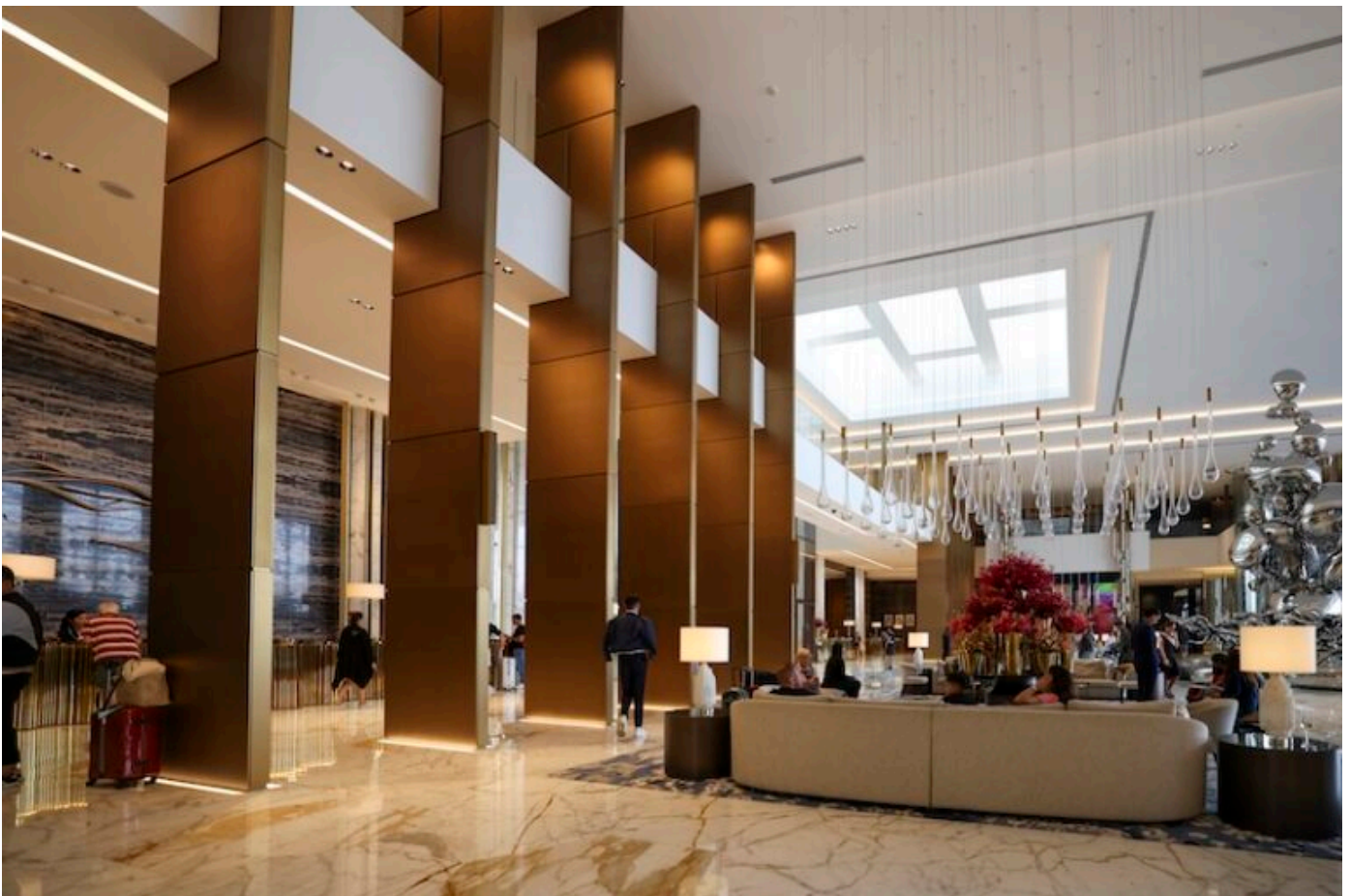


L-Acoustics X Series Brings Concert-Hall Performance to Atlantis
The Royal's Grand Lobby

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Atlantis The Royal hotel boasts an L-Acoustics professional sound system in its grand lobby

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providing concert-hall grade audio to its guests

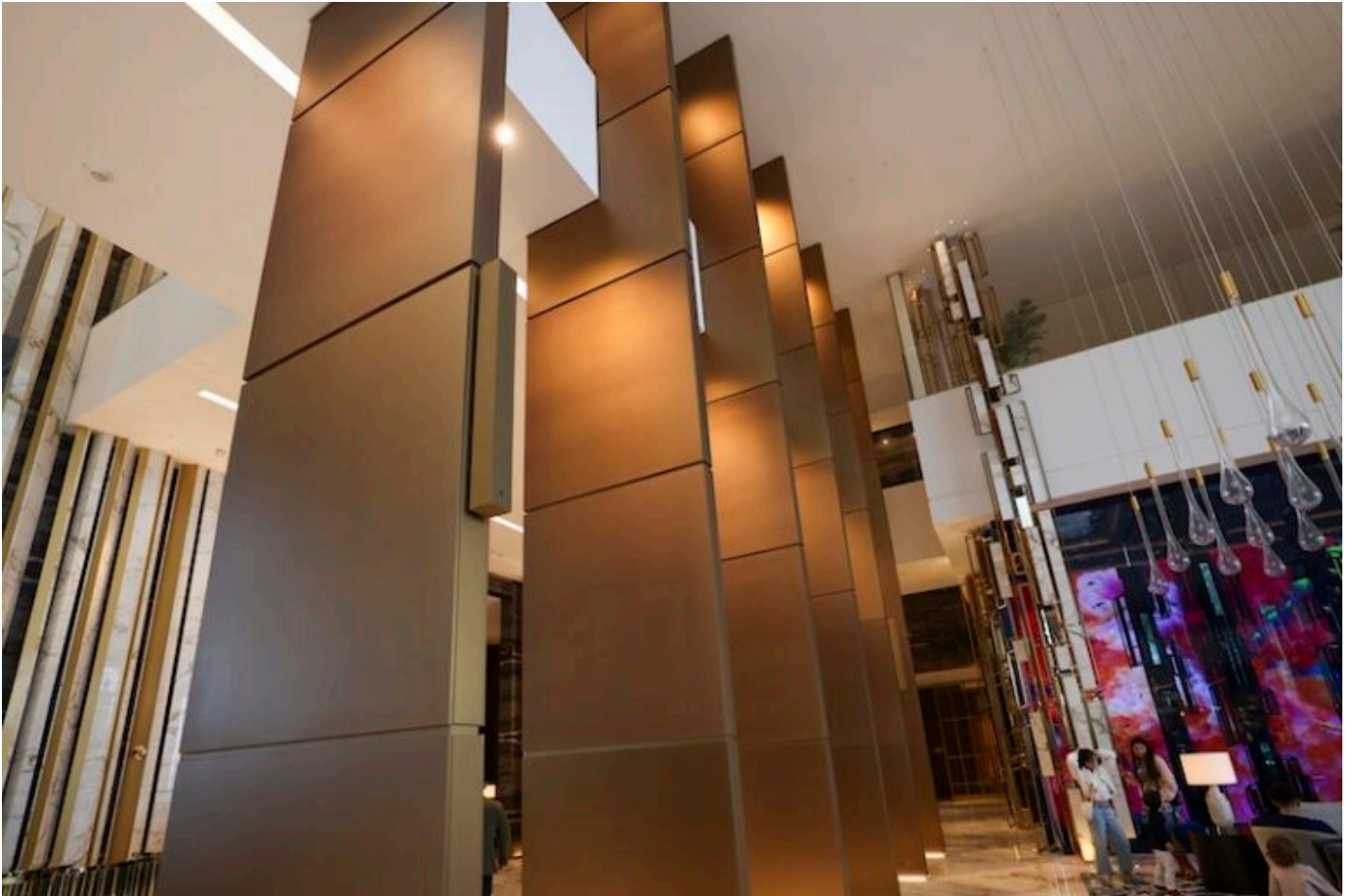
Luxury resort raises hospitality audio standards with CTME-installed professional sound system

Setting a new benchmark in luxury hospitality, Atlantis The Royal has installed an L-Acoustics professional sound system in its grand lobby, elevating the standard for hotel audio solutions. The installation delivers the same audio excellence found in the world's most prestigious concert venues while meeting the distinct requirements of this architectural marvel.

Where Architecture Meets Acoustic Excellence

The grand lobby of Atlantis The Royal presents an awe-inspiring first impression: an expansive space spanning 80 meters, with soaring 20-meter ceilings and dramatic floor-to-ceiling glass walls. This impressive architecture created a unique challenge - to deliver concert hall audio quality while preserving the visual sophistication of one of Dubai's most striking interior spaces.

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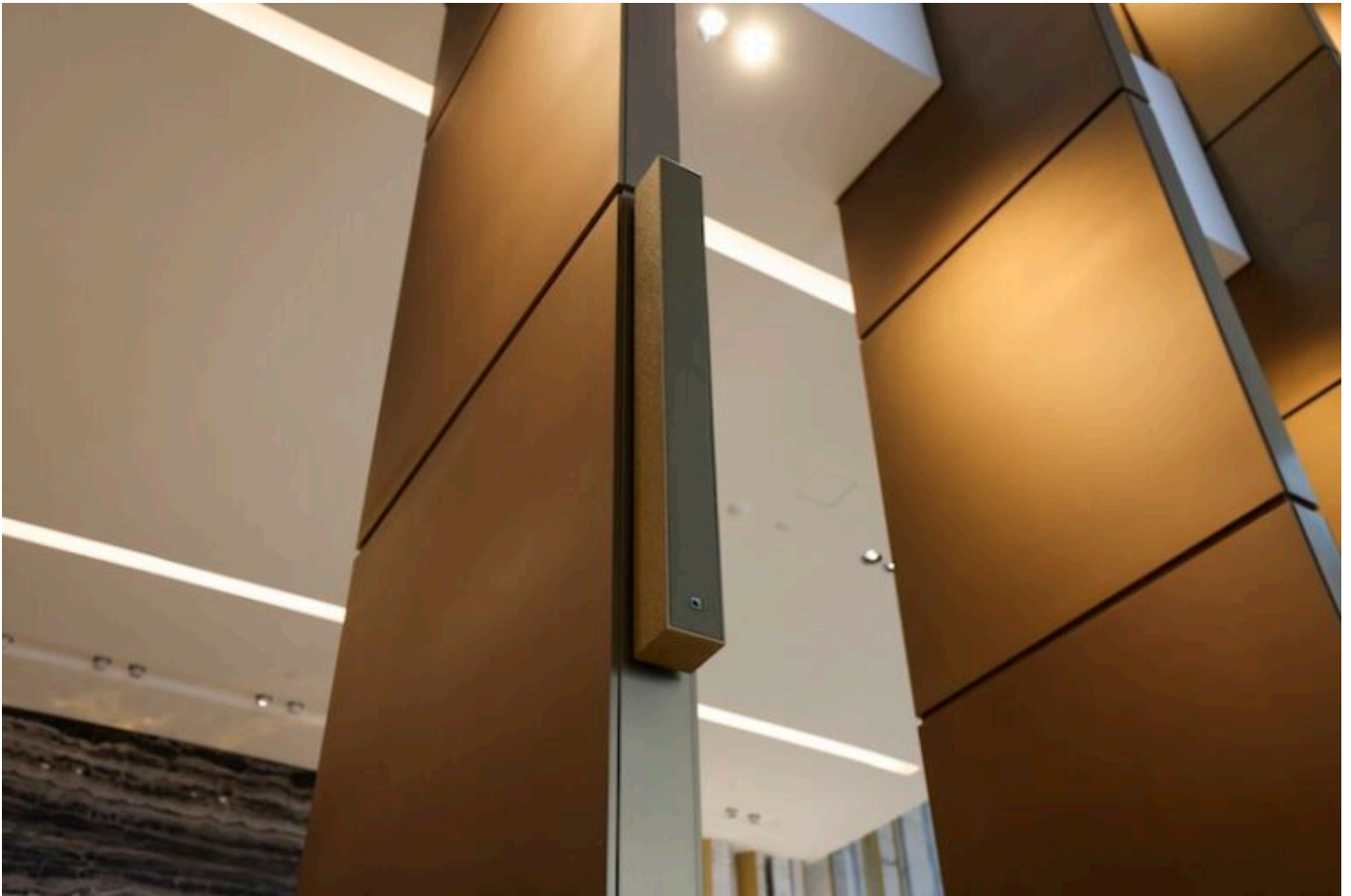
CTME designed a discrete L-Acoustics professional sound solution that delivers both refined background music and concert-quality live performances without compromise

“The brief called for an audio system that could meet the highest professional standards while respecting the lobby’s dramatic architecture,” explains Huw Godfrey, Head of System Integration at Creative Technology Middle East (CTME). “We designed a discrete solution that delivers exceptional versatility – providing both refined background music and concert-quality live performances without compromise – even in a space defined by soaring glass walls and reflective surfaces.”

Invisible Integration, Impeccable Performance

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RAL custom-coloured L-Acoustics X Series and S Series speakers blend seamlessly into the architectural elements while delivering uniform coverage across multiple levels. The system transforms effortlessly from providing subtle ambiance during daytime hours to powering vibrant evening performances - all while remaining virtually invisible to guests.



RAL custom-coloured L-Acoustics speakers blend seamlessly into the architectural elements

Danny Lord, Senior Project Manager at CTME, emphasises the guest experience: "We've created an audio environment that enhances the space, complementing the venue's architectural magnificence while delivering exceptional sound quality."

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Technical Excellence Behind the Scenes

“L-Acoustics was chosen for its ability to seamlessly connect to the existing Q-SYS infrastructure, provide custom RAL colour options, and deliver a sleek design that could be invisibly integrated into the space,” continues Danny Lord, Senior Project Manager at CTME.

The installation takes advantage of L-Acoustics' most architecturally refined products. The ultra-slim Syva colinear arrays, measuring just 170mm wide, integrate perfectly into architectural columns and wall edges, while compact Soka speakers disappear into the structure's design elements. Fourteen 5XT coaxial enclosures are cleverly concealed within the wall moldings at height, providing precise coverage to the upper levels of the space. This carefully positioned array of speakers ensures consistent, high-quality sound throughout the expansive lobby. The system is completed by four SB10i and six Syva Low subwoofers for rich, deep low-end frequencies, with four LA2Xi and two LA4X amplified controllers providing power and two Auvitrans AVBx3 audio networking devices ensuring seamless integration and control.

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The L-Acoustics professional sound system meets the highest professional standards while respecting the lobby's dramatic architecture

The result is a transformative audio experience that demonstrates how professional sound can elevate the luxury hospitality experience. The L-Acoustics solution proves that world-class audio performance can be achieved while maintaining the visual refinement expected in premium spaces.

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Atlantis The Royal's grand lobby boasts concert-hall sound with an L-Acoustics professional sound system

About L-Acoustics

L-Acoustics has been shaping the future of sound since 1984 through trailblazing innovation. Our European-designed and manufactured solutions deliver premium sound experiences from the most intimate immersive spaces to the largest stages. L-Acoustics is the #1 brand chosen by the world's largest music festivals and installed in over 13,000 premium venues from music halls, theaters, and sports entertainment to wellness, hospitality, homes and yachts.

Our team of 1,000 employees, including 20% in design, research, and development, conceives the industry's most award-winning and transformative sound reinforcement technologies, including the modern line source array V-DOSC, L-ISA immersive hyperreal solutions, and the eco-conscious, performance-leading L Series. These technologies have led to the company being honored with a Decibels d'Or and [featured in Fast Company's most innovative companies](#).

With major hubs in Paris, Los Angeles, London, and Singapore, and a network of trained service providers present in 80 countries, our technologies power the most demanding live events and memorable sound experiences: from Adele's Las Vegas residency to the world's largest sports events, from the Zaha Hadid-designed Guangzhou Opera House to the Philharmonie de Paris Concert Hall.