

JBL SYNTHESIS MEETS LUXURY AUDIO AT BMC AUDIO VISUAL'S EXPERIENCE CENTRE



PROJECT OVERVIEW

BMC Audio Visual set out to create a luxury demonstration space where clients could experience reference grade home cinema performance before committing to their own projects. The aim was to combine exceptional acoustics with refined aesthetics, allowing guests to hear, and see, the possibilities of a truly premium installation.

PROJECT OBJECTIVES

- Showcase a full 9.4.6 Dolby Atmos JBL Synthesis System.
- Achieve manufacturer certification for design, engineering, and installation.
- Provide a controllable environment to demonstrate room EQ, bass management, and loudness uniformity in real time.

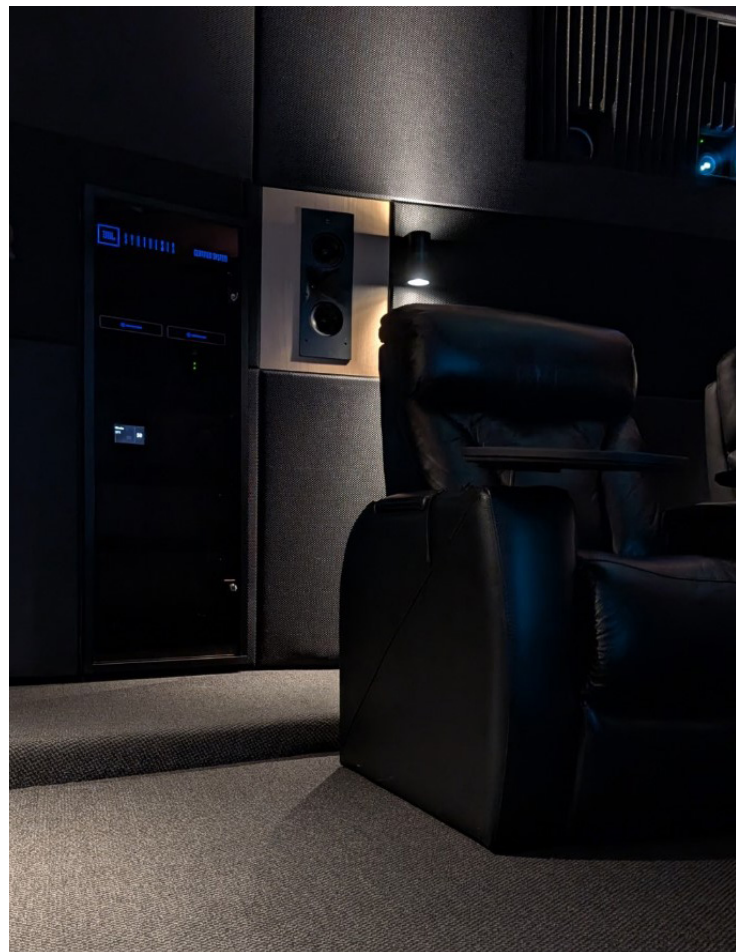
PRODUCT SELECTION

The team chose JBL Synthesis for its fully integrated ecosystem loudspeakers, DSP processors, amplification, and proprietary equalisation, ensuring reference-grade performance. Backed by factory support and global brand recognition, JBL Synthesis offered the ideal solution to meet both performance and presentation standards.

JBL SYNTHESIS MEETS LUXURY AUDIO AT BMC AUDIO VISUAL'S EXPERIENCE CENTRE



“A high-end home cinema room transforms the ordinary movie night into an immersive journey—one that rivals, or even surpasses, the experience of a commercial theatre” – BMC Audio Visual



JBL SYNTHESIS MEETS LUXURY AUDIO AT BMC AUDIO VISUAL'S EXPERIENCE CENTRE



JBL Synthesis speakers in-store at BMC and ready for customer installation, quality control is already in full swing!

JBL SYNTHESIS MEETS LUXURY AUDIO AT BMC AUDIO VISUAL'S EXPERIENCE CENTRE

PRODUCT SELECTION

- First JBL Synthesis-certified showroom in Victoria.
- System meets JBL's strict SPL, target curve, coverage uniformity, and low-frequency extension benchmarks.
- Hidden acoustic treatment behind fabric walls for a clean aesthetic.
- In-wall speakers installed with a timber frame reveal, allowing customers to see the installation method without compromising design.

KEY RESULTS

"The showroom has redefined client expectations, with almost every guest noting how the experience clearly demonstrates the audible and visual advantages of a certified JBL Synthesis system. Many now directly link their future projects to JBL Synthesis standards, confident in achieving the same results". – **Client Feedback**

"Hearing a properly calibrated JBL Synthesis room convinces clients in minutes. Certification gives them confidence that the same standard will be replicated in their homes." — **Allan Neuendorf, Director, BMC Audio Visual**



Installation completed by BMC Audio Visual
www.bmcav.com.au
contactus@bmc-av.com.au
03 86839910
Amber Technology
www.ambertech.com.au
02 9998 7600