

Ecler

Sound experience Barcelona 1965



Ecler's management team of: Luis Hinojar (sales director), Domingo Melé (R&D director), Enric Casimiro (managing director), Joan Rius (production director) and Daniel González (marketing director)

Life begins at 50

After turning 50, a refocused Ecler has shifted its target market to the AV integration sector and developed a systems approach. **Richard Lawn** finds out more

BORN IN 1965, ECLER STARTED OUT IN LIFE DESIGNING

and manufacturing Hi-Fi audio products for the domestic Spanish market. Prior to the onset of adolescence, however, the Barcelona-based company astutely turned its attention to supplying the rapidly emerging entertainment sector. With the rapid rise in tourism during the 1970s, Ecler created a new breed of reliable amplifier that could supply maximum power over many hours at the same level of output power. Increasing demand amongst nightclubs, bars, gymnasiums and hotels led to a diversification of product development including a dynasty of renowned DJ mixers together with domestic distribution for international brands. Approaching its 50th birthday, the Spanish manufacturer realised that it had some internal health issues. But despite flat lining briefly, it is now in better shape

than ever before.

Barcelona is the Catalan epicentre for numerous renowned artists and entrepreneurs, such as Gaudi whose Sagrada Familia church is world famous. Similarly, Ecler not only creates innovative audio products – it also has a particular flair for design. However, the loss of lighting manufacturer Martin Professional as a brand for distribution within Spain together with the onset of possibly the worst ever economic recession to have hit southern Europe sparked a wind of change. NEEC Audio Barcelona saw a business with a big future and acquired both the Ecler



The Raffles Hotel in Istanbul has been extensively kitted out with Ecler sound systems; An EclerNet WPM Control touch screen

prolight+sound SHANGHAI

International Exhibition of Technologies and Services for Events, Installation and Production

Let's master it

26 – 29.10.2016
Shanghai, China

- Gain exceptional experience in the Recording and Production Zone
- Experience the avant-garde technology and products
- Learn ground-breaking technology and knowledge from global experts

plss@hongkong.messefrankfurt.com
www.prolightsound-shanghai.com

New halls N1 – N3, biggest show ever with more opportunities!



messe frankfurt

business and brand including the personnel and management team. Now under the astute leadership of Enric Casimiro, the re-born manufacturer has revealed its technological focus within the commercial audio domain.

Having freed itself from the shackles and distractions of third party domestic distribution and peripheral business activities such as DJ technology, the streamlined Ecler is poised for growth following significant capital injection for new product development.

'To become more competitive on the world stage, it was clear that Ecler had to focus on its main strength,' explains managing director, Mr Casimiro. 'For example, the Audeo speakers are instantly recognisable by their creative cabinets, which were developed by collaborating with one of the world's top industrial designers, Italdesign Giugiaro. Whether you are in a retail space or a bar, the eye is drawn to them as they are uniquely stylish. However, if the audio quality was less than stunning and the pricing wasn't competitive, would they get a second look? Quite simply, with 50 years' experience behind them, commercial audio systems are this company's forte.'



All the assembled amplifiers are thoroughly tested before being shipped



A large Mango in Barcelona stimulates sales via Audeo 108 wall mounted speakers

Having taken a detailed analysis of the industry and the changes it has undergone in recent years, Ecler came to the conclusion that the entertainment market was no longer growing in Europe. At the same time, A/V systems integration was rapidly increasing owing to the lower cost of screen technology.

'83 per cent of all commercial communication appeals only to one sense - our eyes,' furthers Mr Casimiro. 'But 75 per cent of our day-to-day emotions are influenced by what we smell, and there is a 65 per cent chance of a mood change when exposed to positive sound.' A strategic plan together with heavy investment into R&D was made with the aim to create a portfolio of mainly software-based new products that would fit into six main vertical

markets: education, corporate, retail/commercial, hospitality, sports and entertainment.

'We moved from being a pro audio manufacturer to a pro A/V market specialist,' enlightens Mr Casimiro. 'We are now a global pro A/V brand that designs reliable, innovative and sustainable audio solutions. A/V systems integration is on the frontier, where varying players from different backgrounds are looking for a slice of the cake. On one hand, there are Hi-Fi companies who are extending their custom installs in residential applications, and then there are pro audio companies like us. There are also IT companies who



Ecler Ambit 108 speakers provide the sound reinforcement for an outdoor Melbourne bar

know more about software and control than audio becoming more prominent. To succeed, you must understand audio technology. If you come from pro audio like us you have the advantage that you have been developing technology and products to be used in the toughest market conditions. Therefore, commercial audio requirements are no harder. Secondly, you must develop the software to control the systems and for that you need an R&D team to program the software and develop control systems that can communicate with third parties. Finally, you have to provide complete and specific solutions for each market or venue application.'

CRAVING INNOVATION?
YOUR CHOICE IS BLACK & WHITE

HILLS
BOOTH D034

IN PARTNERSHIP WITH | WILLIAMS SOUND® | WWW.HILLS.COM.AU

Experience real-time audio via Wi-Fi with the all-new **Hearing HotSpot™ Server** from Williams Sound.

Meet the new members of the **Digi-Loop™** network-controlled induction loop family from Williams Sound.



There is more to Ecler's catalogue of products than meets the eye. Its Audeo, new Arqis and Verso wall mounted and IC ceiling loudspeakers marry functionality with style. Its extensive range of amplifiers are powerhouses of reliability following PCB and musical QC tests prior to being played at maximum output for 24 hours. As a leading amplifier manufacturer, Ecler has long held a patent on Switching Power MOSFET (SPM) technology and its recent Network Power Amplifier (NPA) and Digital Power Manager (NXA) series' have won critical acclaim. Beating at the heart of Ecler's systems approach, the Mimo series of digital matrix mixers are described as saving installers time and providing venues with ease of use. Add wall mounted devices, desktop paging stations and sources and connect via the proprietary EclerNet control software and its systems can be adopted to fit the smallest bar or an airport terminal.

The sum is greater than the parts, for which Ecler's flexible systems solution approach has not gone unnoticed. Specific software solutions can be adopted, tailored and downloaded for the same products depending on the application. For example, the standard Mimo88 digital



The amplifiers are barcoded for speeding up SMT assembly

matrix adopted for most vertical markets has been customised for conferencing in educational and corporate applications.

Perhaps the most striking vertical market that Ecler has engaged in is the retail space. 'Emotions play a very big impact on customers' purchase behaviour,' explains sales director, Luis Hinojar. 'The genre, loudness and tempo of music played has an effect on consumers' duration of stay, the amount purchased and the brands they choose. For example, consumers do not stay too long in establishments with loud music, but the sales per minute are much higher there. The sound quality also plays a very important role. Distorted sound, poor vocal clarity or poor low frequency response can lead to poor sales. Each brand wants to be unique and to have a clear personality, and so music content is a major part of that personality.'

As an example of this principle in action, clothing retail giant Mango has exclusively adopted Ecler's products into all its worldwide stores, providing its customers with BGM systems verging on foreground music. In a typical setup, the dedicated music source managed by a digital matrix is distributed



SKM Auto Pte Ltd's Daniel Tan and Ecler's Lawrence Lee in Singapore

through a zoned ceiling speaker system consisting of IC6PLUS two-way models and ICSB10 subwoofers. Powered by various 2- and 4-channel amplifiers, control is conducted via the EclerNet Manager software. A big tick box is fulfilled for retailers with the consistency and price-performance benefits associated with the products, whilst

the installers prefer the Ecler brand owing to the ease of installation features of this template. The customers identify with the music that is seamlessly played throughout the store. Other

internationally renowned retailers such as Burberry, Jimmy Choo and Louis Vuitton have adopted a similar solution.

Hotels too have taken the Ecler designs to heart and installed them in their foyers, spas, restaurants, ballrooms and meeting rooms. The Fullerton Bay Hotel in Singapore together with the Raffles and Sheraton hotels in Istanbul demand high performance audio for their five star guests for a full 24 hours per day operation. The manufacturer describes its NXA series powered digital amplifiers as a perfect solution for the hospitality sector as they combine the functions of a networkable amplifier and a digital matrix. Ecler solutions have also made significant in-roads into universities such as Bristol, Paris Descartes and Università di Roma.

In addition to its extensive factory in Barcelona, the ISO 9001:2000 certified company also owns a large plant in the Guangzhou province city of Foshan, promoting cost savings by supplying directly to its customers. Here, skilled personnel oversee and operate surface-mount technology machinery, metal workshops and silk screen printing processes. All the PCB boards are thoroughly tested and bar

coded before being inserted with components. The Barcelona facility and management does R&D and production of most of the product range. Ecler only outsources production of a very small portion of products but the R&D, assembly and quality control remain firmly in-house.

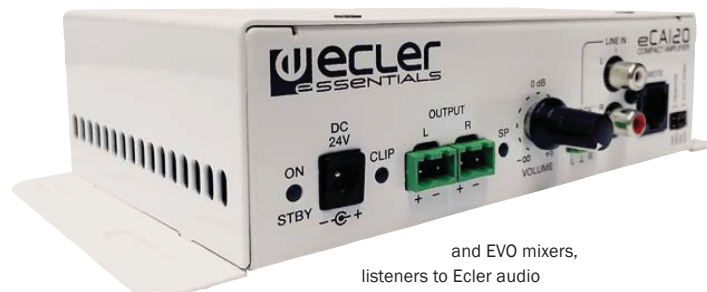
The higher efficiency of SPM patented technology provides a greater saving of energy in the production of amplifiers compared to those manufacturers that employ traditional bipolar transistor technology. In addition to using lead-free non contaminant components, Ecler extensively recycles. The final products continue to add to its green credentials, such as the energy efficient NXA amplifiers that can save up to 61 per cent in comparison to a standard amplifier. By adopting Pulse Width Technology in its Class-D amplification technology, Ecler can promote higher efficiencies, lower weights and smaller heatsinks both in the stand-alone amplifiers in addition to the integrated self-



The latest range of Italdesign Giugiaro inspired Arqis speakers

Europe and one that is growing significantly. 'We work directly with some of the biggest systems integrators in the region, especially for the retail sector,' furthers Mr Hinojar. 'They demand reliability and as our rate of returns on warranty is one of the lowest in the market at 0.7 per cent, repeat business is healthy.'

Whilst the DJ industry mourns the discontinuation of the HAK scratch



The Essentials eCA120 amplifier

powered speakers and mixers. Power Factor Correction (PFC) is integrated into many of the digital amplifiers ensuring up to 92 per cent higher efficiency leading to a significant reduction in the amplifier's power consumption and air conditioning.

Exports currently account for 80 per cent of Ecler's production. The Asian-Pacific market is the second largest for Ecler following

and EVO mixers, listeners to Ecler audio systems in hotels, restaurants, shops, schools and gymnasiums are perhaps ignorantly blasé as to what they are hearing. After all, perfect audio is expected whether a customer is in the toilet or the surround sound cinema. Ecler's ability to cater for such diverse extremes makes it a force to be reckoned with. Leaner, meaner, refocused and re-energised has learnt more credence to the old adage of 'what doesn't kill you can only make you stronger'.

www.ecler.com