

AUDIO AND CONTROL SOLUTIONS

# Mississippi Aquarium

## Mississippi Aquarium Dives into the Q-SYS Platform

📍 Gulfport, MS

The [Mississippi Aquarium](#) tells the story of Mississippi's aquatic resources from the Delta to the coastline, delivering an entertainment experience that encourages guests to explore majestic environments, while also playing an active role in research and conservation efforts. As construction of the over 80,000 square feet of exhibits continued, the aquarium searched for the perfect network AV system to enhance the guest experience, and they chose the [Q-SYS Platform](#), including Q-SYS amplifiers and loudspeakers.



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**Drew Breland**

Design Engineer at ESB Group

# Challenges

## Enhancing Overall Experience

Alabama-based integrator [ESB Group](#) needed to design a comprehensive audio-visual system that would enhance the current guest experience. Additionally, they needed to ensure that the system was flexible enough to accommodate any future additions and modifications. The ESB Group also needed to design a system that is easy to use, with intuitive controls. This allows the aquarium to make changes and adjustments to the system quickly and easily, ensuring that the guests always have the best possible experience.



## Solutions

### Immersive Audio

To handle these challenges, ESB Group designed the system around a Q-SYS Core 510i processor (now available as the updated [Q-SYS Core 610](#)) which manages audio and control processing throughout the facility. The integrator upgraded the audio multi-track player (via [Q-SYS Feature License](#)) to play back as many as 32 simultaneous audio tracks of exhibit content and background music that were being routed to any of the aquarium's zones. ESB Group also integrated several wireless microphones that presenters can walk around with and be heard in each zone.

To deliver immersive audio to the various exhibits, the aquarium chose a mix of pendant, ceiling, and surface-mount [Q-SYS AcousticDesign Series loudspeakers](#) pairing them with CXD-Q network amplifiers, which offer control and advanced telemetry without the need for complicated programming. The AcousticDesign Series loudspeakers maintain remarkably similar characteristics across form factors, ensuring that no audio transitions are heard as guests move between zones.

### Ideal User Control

With the help of the [Q-SYS UCI Deployment](#) feature license, the integrator created a user control interface (UCI) for the aquarium's AV support team, which provides access to zone-specific volume and track controls, along with signal meters for the venue's amplifiers. This provides a simple, birds-eye view into the system, and didn't require any programming. "What I like about Q-SYS, is that it's so intuitive to design, from a DSP and control perspective," explains Drew Breland, Design Engineer at ESB Group. "And because it is software-based, we'll be able to easily add features and functionality in the future, which will help enable the great experience that the aquarium is delivering."

### Innovative Solutions for Themed Entertainment

Q-SYS is proud to offer immersive audio solutions and intuitive control to the themed entertainment industry, particularly to those organizations that promote animal research, conservation, and public education.



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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