At the end of 2018, K-array launched a new branch, K-array USA. The facility, located in the greater Boston area, provides us with the control to directly oversee operations of the sales, marketing and service of our unique audio solutions in the US.

The new operation is headed by K-array Global Business Development Director, Rusty Waite who works alongside manufacturer representatives like SG Western (California, Nevada, Arizona), Marketing Concepts (Texas, Oklahoma, Arkansas, Louisiana, Mississippi), Audio Associates (New York City, New Jersey) and Jack Argon Marketing and Sales Inc (Colorado, New Mexico, Utah, Wyoming, Idaho, Montana, El Paso) to grow the brand in the market.

"It is the right time for us in regards to the company's growth to invest more of our resources into the expansion of K-array in the United States," explains Waite of the structural update and distribution change. "It increases our accessibility and provides us with the opportunity to build stronger relationships with US customers, which is crucial for long-term success in the US."
TAO Chicago is the latest TAO Group initiative to follow its predecessors by implementing K-array to meet the many aesthetics, performance, reliability and sound quality requirements for its nightclub and restaurant. To create a better experience for the clubgoers, Anthem Production LLC. employed a Firenze-KH7 system in the club to provide a powerful sound with high-definition in a compact design that integrated perfectly with the ornate decor by Rockwell Group.

**Audio Solution**

- **8x Tornado-KT2**
- **8x Mugello-KH5**
- **8x Firenze-KH7**
- **18x Dragon-KX12**
- **6x Python-KP52**
- **8x Python-KP102**
- **15x Thunder-KMT18P**
- **3x Firenze-KS8**
Kanye West and wife Kim Kardashian West hosted private concerts every Sunday in their backyard in Calabasas, California featuring impromptu choral arrangements of West’s music. For his “Sunday Service”, he was using speakers from a different well-known, pro audio manufacturer when he asked K-array USA to design an immersive system. His weekly sermons, which featured special guests like DMX, employed a complete K-array system designed to prevent noise pollution in the residential area. The system attained 114 dB inside the circle gathering and 92 dB on the street.
Newell Brands Company Offices

Brooklyn, New York
Boardrooms and Conference Rooms

When Newell Brands called for an audio system to harness the creativity of its employees and encourage freedom of ideas in its coffee factory-turned office spaces in Brooklyn, New York, integrators One Diversified had to overcome the architectural hurdles presented by the exposed beams, brick and rock as well as meet the versatile audio expectations to provide both high-quality spoken word and large sound for events in a multi-room setup.

Audio Solution

<table>
<thead>
<tr>
<th>Component</th>
<th>Quantity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domino-KF26</td>
<td>78x</td>
<td></td>
</tr>
<tr>
<td>Tornado-KT2C</td>
<td>9x</td>
<td></td>
</tr>
<tr>
<td>Rumble-KU26</td>
<td>12x</td>
<td></td>
</tr>
</tbody>
</table>

Everyone on the floor noticed instantly on opening day that this was not a normal background music system. No matter what genre of music was selected from the streaming services iPad in the gathering area, it was apparent that this was not a normal office space and when people came to see— they were all engaged. It became a social event instantly.”

Philip Fortune | One Diversified Sound Designer
At the Boston Opera House, a discreet line array of Kobra-KK100 loudspeakers paired with Thunder-KMT18 subs were color customized and employed on the arch of the stage rendering them almost to impossible to see. The installation was completed almost 5 years ago, yet audiences for the Boston Ballet shows still benefit from the long throw and even coverage throughout the theater emitted from our reliable and innovative audio solutions.