

# the sound of success

WANT TO USE THE SAME SOUND GUYS AS BOB DYLAN? OR PLAY YOUR CDs THROUGH THE SPEAKERS THAT BEN HARPER INSISTS ON? COLLEGE HILL PRODUCTIONS CAN HELP YOU OUT.

**B**ill Fleming, director of College Hill Productions Limited, is pretty casual about the company's achievements – to the point where you don't quite get the full picture until you visit the company's website for a look at their portfolio. It's unlikely that many New Zealand companies can boast a CV that includes names like; the Auckland Philharmonic, Bic Runga, Bob Dylan, Santana, Dave Dobbyn, Jimmy Barnes, John Mayer, Little River Band, the Pacifica Festival, EMI/Virgin Music, Pepsi, PRADA, Sony Music, Television New Zealand, Warner Music and of course the biggest, purplest name of all – Barney the Dinosaur. There are upwards of 170 names on the list, which reads like a who's who of the last decade's entertainment scene.

So does College Hill Productions ever deal with mere mortals?

"Absolutely!" laughs Fleming. "The huge concerts and events are just the 'big end' of what we do. Almost every product and service that is available to the 'names' is available on a smaller scale to any business. The outstanding quality stays the same – the only thing that changes is the scale of the equipment."

College Hill Productions offers four key services; event sound engineering, studio recording facilities, hire of sound equipment and sales of selected audio ranges, especially the top-of-market L-ACOUSTICS Professional Speaker Systems.

"We're heavily focused on building awareness of the L-ACOUSTICS names in New Zealand right now, as we're the only authorised agency for this gear in the country," says Fleming. The company won the right to hire L-ACOUSTICS V-DOSC and sell the L-ACOUSTICS

ranges (L-ACOUSTICS is the parent company for the V-DOSC range) after an intensive assessment process, which saw representatives from L-ACOUSTICS fly over to review the companies competing for the agency license.

"The L-ACOUSTICS reps were absolutely comprehensive – they looked at every element of the competing businesses from technical competence to financial stability," says Fleming. "We were really pleased to be awarded the license as it reinforced our belief that we work at a world-class level."

The L-ACOUSTICS V-DOSC System (designed by a rocket scientist who had a side interest in sound) is in high demand among professional artists, including Ben Harper, who specified V-DOSC for his recent New Zealand tour. While V-DOSC is only available to the New

Zealand Rental Market, the L-ACOUSTICS Total Product Range includes ARCS cabinets, Coaxial Loudspeakers, 115FM monitors, SB Subwoofer series and the LA Amplifier series.

It all sounds like stuff that only a professional muso could use, but Fleming is adamant that anyone who appreciates music would have a place for a L-ACOUSTICS system.

"Say you're running a café and you want to create a lovely ambience through music, without interfering with your customer's conversations," suggests Fleming. "Most sound systems won't give you even coverage and you'll end up with an uncomfortable 'wall of noise' effect in some areas of the café. But combine a small L-ACOUSTICS system with a set of 8-inch MTD108a speakers and you'll get absolute sound clarity with even coverage

– regardless of whether you're playing Mozart or the Rolling Stones."

All of this comes at considerable cost of course: Fleming is clear that these sound systems are absolutely top of the market. For those with slightly less in the sound budget, College Hill Productions also stocks the JBL-HLA modular range, which still, according to Fleming, offers sound quality vastly superior to standard retail systems.

The L-ACOUSTIC/V-DOSC and JBL-HLA ranges are available for sale and hire through College Hill Productions – with the proviso that some of the top-end commercial sound equipment can only be hired out complete with a sound engineer to run it. College Hill Productions has 16 staff available for tours, corporate events, product launches, parties, sporting events, live broadcast events, radio work and

television work. The company works all over the country, and is equally at home indoors or outdoors, depending on the event.

"Ultimately, if it has anything to do with sound, we're the people to talk to," says Fleming. "We offer the best equipment and the highest standard of service to back it up."

Even if you're not Bob Dylan.

#### MEMBER SNAPSHOT:

**College Hill Productions** offers 'sound reinforcement' services – sound engineering for concerts and events, studio recording facilities, equipment hire and sales.

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