

VIBRANT CAFÉ AMBIENCE

BLENDING GREAT SOUND AT BREW 92°

Brew 92° is a Saudi Arabian chain of speciality café and roastery shops which combine high-quality coffee with a vibrant, modern environment. The ambience plays a key role in delivering an immersive customer experience. Yamaha high quality audio solutions are an integral part of the design.

THE CHALLENGE

With eleven outlets, Brew 92° is designed to cater for coffee enthusiasts, professionals and casual visitors who want premium beverages in an upscale yet relaxed setting.

The chain sets out to deliver an exceptional auditory and visual experience, but the acoustics of the acoustically-complex spaces posed a unique challenge, with open layouts and high ceilings creating potential issues for seamless sound dispersion. A solution was needed which would overcome the complex acoustics, providing an optimised audio experience throughout.



THE SOLUTION

Distributor aDawlah Electronic Appliances was approached to supply audio systems which would provide great sound in stylish but challenging spaces. The company's Mohannad Mahmoud specified Yamaha systems, supplied by Mohammed Siddiq of Yamaha Music Gulf.

The systems feature a MusicCast WXC-50 player which can receive streamed content from online or a smartphone. The sound is routed through an MTX3 matrix processor, which feeds four zones, each with an XMV4280 multi-channel power amplifier, VXC4 ceiling speakers and VS6 surface mount speakers. Straightforward control is provided by a DCP4V4S surface-mount panel.





“Yamaha equipment has a stellar reputation for reliability, superior sound quality and versatility. Thanks to its comprehensive range of audio solutions, we could tailor a setup specifically to the needs of Brew 92°,” says Mohannad. “The products are also known for blending seamlessly with modern interior designs, aligning perfectly with the café’s sophisticated aesthetic, but without compromising on performance.”

Yamaha’s advanced DSP technology and versatile speaker options have allowed aDawlah Electronic Appliances to optimize sound distribution throughout the complex spaces. Another advantage is that the MTX3 delivers the same sound quality as Yamaha’s world-leading digital mixing consoles. This means that, as well as playing high quality background music, Brew92° outlets can host events with live audio, maximising their flexibility and potential revenue.

“Yamaha’s plug-and-play simplicity streamlines the installation process, minimizing downtime and ensuring a quick turnaround. The equipment is robust and has user-friendly controls, which make it easy for Brew 92° staff to manage the system with minimal training,” says Mohannad. “The company’s global expertise in commercial audio installations has also assured us of top-notch support and long term performance.”

“The compact and elegant designs have integrated effortlessly into the modern architecture of the outlets. The ability to deliver clear and immersive sound throughout the space really enhances the ambiance, creating an inviting environment for customers.”

THE SYSTEM

