



PRESS RELEASE

APart

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-For immediate release-

Club JustineN1 chooses APart

Justine Henin, the current nr. 1 on the WTA ranking, celebrated the grand opening of her tennis centre south of Brussels on Nov. 30th. Club JustineN1 chose APart for their sound system.

"Justine acquired the club at the end of 2005, and started an ambitious 2 year renovation and expansion program", says general manager William Froidville. "We got in touch with APart dealer and integrator Strobbe through the engineering office of Michel Royers, who was responsible for the coordination of the project".

The centre is huge: there is a clubhouse of 175 m2 with panoramic windows that allow a view on the tennis courts, a VIP-bar, an à la carte restaurant, lounge bar annex workshop and two seminar rooms. Strobbe has a lot of experience in working with famous architects or in high profile projects, and is obviously delighted with this project.

"We had to work extremely fast", recalls Laurence Rosseels, project manager at Strobbe. We signed our contract with the Club in October, with the grand opening scheduled for Nov. 30. That means we had to design the system's architecture, order products, install, and program everything within 6 weeks. Our experience with APart, the immediate availability of the products, and our client's confidence was a great help, though. "

"Which is only natural", says Froidville. "Strobbe proposed APart products, and we totally confided in their choice. They are the experts. Besides, Justine is a Belgian icon, and we were delighted to be able to bring in a Belgian audio brand into our tennis centre. The cooperation with Strobbe and APart reflects Justine's and Carlos Rodrigues' (Henin's coach) values. It's all about communication, expertise and respect."

Laurence Rosseels was amazed to see Justine Henin was involved personally in the building process – in spite of a busy WTA tour and training schedule : "Even though the project was coordinated by the club's management and an engineering office, Justine would come over regularly and check up on building activities. By the end of the building period, she knew all the construction workers by name." - "The day she climbed on the roof to say hello to the workers, those guys went really crazy", Froidville laughs.



What is Laurence Rosseels's key for success in a project like this?

“It is our philosophy to make a thorough analysis and propose a concept – and it is very important to stick to that concept and keep the bigger picture in mind, even when circumstances force you to find creative solutions.”

“A project has to be attractive audile as well as visual. So, practically, we try to create a uniform soundscape. We rather install more speakers instead of a higher volume setting, even if that implies some extra costs. We prefer a good sound dispersion because that offers a lot more listening comfort to the audience. After all, that is what it's all about”.

APart Equipment list

Clubhouse : 12 MASK6 speakers + Pubdrive 2000 amplifier + SUB2200 Subwoofer

Restaurant and VIP-bar : 10 CMX-20T speakers and PA2120 amplifier, 2 MASK6 speakers in VIP-bar

Lounge : 6 MASK6 speakers, SUB2200 subwoofer, 1 PUBDRIVE2000 amplifier

Large seminar room : 16 MASK6 speakers, 2 PA2120 amplifiers

Small seminar room : 10 CM20T ceiling speakers, 1 PA2120 amplifier

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APart is a Belgian professional audio brand that develops, produces and markets quality speakers and electronics for use in various applications: from supermarkets to public transport, from bars and restaurants to boardrooms. APart is a division of the Antwerp based Audioprof group, a privately owned company with a strong and independent financial position and dedicated management.

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