

INSTALLATION

O Beach Dubai

**Impeccable Sound in the Club, in
Harmony with the Environment**



O Beach Dubai

Introduction

After becoming one of the most important clubs in Ibiza, Spain—famous for its massive pool parties, international DJ lineups, and legendary champagne shows—O Beach has now opened its doors in Dubai's JBR district, bringing everything that made it famous in the Mediterranean to the emirate that never sleeps.

Owned by the IMI Group, O Beach is open seven days a week until the early hours of the morning, dazzling its audience with fully immersive entertainment shows and unparalleled performances. Given the scale of the project, a powerful sound system was required. The IMI Group management, aiming to faithfully match the spectacular level achieved in Ibiza, once again turned to DAS Audio sound systems.

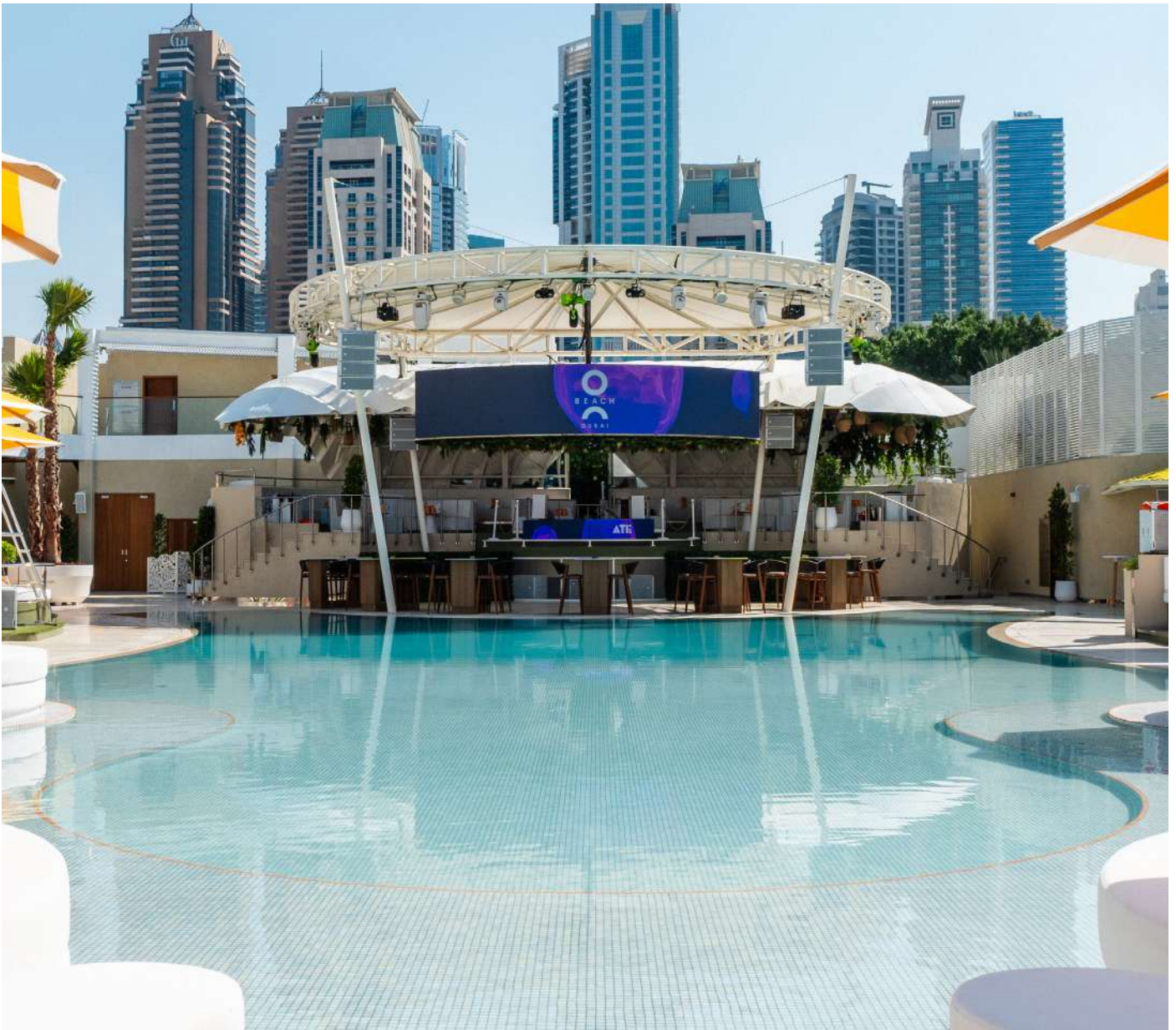


O Beach Dubai

Challenge

The venue spans over 5,000 m² and includes indoor and outdoor spaces, luxurious cabanas, VIP display beds, a nearly 400 m² pool, and an exclusive elevated restaurant offering 360° views of the beach. At the epicenter of the pool is the main DJ booth, framed by LED screens.

“The experience at our beach club is far beyond the usual, as there are countless shows taking place in different areas. A massive crane hovers over the pool, dropping giant decorations and inflatables. Everything is designed with the show in mind”.



In addition to the challenges posed by such a vast venue, this installation also faced the difficulties of location and noise pollution. O Beach is an open-air venue located by the beach, meaning the installed equipment had to withstand Dubai's sunny and hot days as well as the humid and salty air of the coastal environment. Adding even more complexity, the beach club is surrounded by hotels and apartment buildings, requiring a sound design that carefully considered the peace and quiet of the neighbors. Delivering an unforgettable sonic experience while preserving the tranquility of the area was a major challenge.

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Solution

The choice of SARA systems proved to be the ideal solution. After impressing thousands of attendees, international artists, and even the owners of O Beach Ibiza, these ARA series line arrays provided everything needed for this type of installation.

“The owners and clients of O Beach Ibiza were very happy with DAS Audio’s system. When they decided to come here, we worked with DAS to explore the possibility of installing a similar system in Dubai. We are very proud to see the ARA series being used for the first time both in this region and in a beach club here”.

Anro Schroeder
Procom Middle East



O Beach Dubai

The audio for the main dance floor is primarily delivered through twenty eight WR-320-DXW line array systems, reinforced by six SARA-SUB-W subwoofers and WR-218S-DXW subwoofers dedicated to the dance floor. Several ARTEC series systems provide the necessary additional fill.

List of systems installed

- 6 x [SARA-SUB](#)
- 28 x [WR-320-DXW](#)
- 1 x [WR-218S-DXW](#)
- 19 x [ARTEC-508-W](#)
- 24 x [DECO-8-T-W](#)
- [ARTEC-322S-W](#)
- [ARTEC-510-W](#)
- 7 x [PA-4000](#)
- 8 x [PA-1500](#)
- 12 x [PA-2700](#)
- 9 x [PA-500](#)

“ The use of the SARA-SUB cardioid subwoofers arose from O Beach’s need to prevent sound from spreading to nearby residences and hotels. On one hand, they aim for optimal, high-quality sound within the venue, but on the other, they also keep in mind the comfort of the neighbors”.

Anro Schroeder
Procom Middle East



A total of 19 ARTEC-508-W speakers ensure full coverage for the cabanas and the 360° restaurant, complemented by four ARTEC-S15-W units. Meanwhile, 24 DECO-8-T-W speakers bring the best music to the changing rooms and restrooms. All systems were chosen with a pure white finish to seamlessly integrate with the venue’s aesthetics. The entire setup is networked via Dante.

Conclusion

“The result is a highly linear directional system that carefully considers noise propagation. This was crucial to meet the requirements of the owners and surrounding businesses. The entire system operates in harmony as a single solution across a vast area, delivering exceptional clarity and impressive acoustic power. It met all the necessary requirements in terms of weather resistance, cardioid configuration, dispersion, and SPL levels”, says Schroeder.

Meanwhile, the IMI Group confirms that they have successfully brought the best Ibiza sound environment to the emirate. “We are incredibly happy with the results achieved here thanks to DAS Audio’s sound system”, concludes Duane Lineker. “The directional control of all frequencies is incredible, and the cardioid subwoofers truly help contain the sound within the club, minimizing acoustic impact on the surrounding area. Over the past three years, we have installed new DAS Audio sound systems in two venues—one in Ibiza and another in Dubai—and in both cases, we have successfully reduced noise emissions to neighbors and nearby areas. We are very satisfied with the outcome, and Procom has been a fantastic partner, providing outstanding sound and lighting solutions. They have supported us throughout the entire process, even under extremely tight and demanding circumstances”.

