

## NEWS RELEASE

# CITY MUSIC ELEVATES AUDIO EXCELLENCE WITH SHURE STEM ECOSYSTEM INSTALLATION



Singapore, 23rd January 2024

### Customer Profile

A well-established name in the music scene in Singapore, City Music has been Singapore's leading retailer and wholesaler of quality musical instruments and professional audio equipment since its inception in 1968. Over its years of operation, City Music has constantly expanded its product range to include the likes of electronic keyboards and guitars, along with the inclusion of music lessons, instrument repair, and maintenance services.

Today, City Music continues to be a leader in the music industry and a go-to destination for all things music-related in Singapore and Malaysia. It aims to continue being a trusted and reliable source of musical instruments and audio equipment, striving to provide services to meet the needs of musicians and music enthusiasts of all skill levels, backgrounds, and sonic appreciations.

*City Music Experiential Studio*



As a leading force in the music industry, they have recently embarked on an exciting transformation journey, marked by a fresh corporate identity and a strategic relocation to enhance their client-centric approach. This move to a new, state-of-the-art venue signifies their commitment to elevating the standard of service and creativity, solidifying their position as a trailblazer in the industry.

### Challenge

As City Music expanded into a larger office space, the need to enhance the audio experience in online meetings became evident, both for the internal team and external participants, as platforms like Zoom, Microsoft Teams, and Google Meet grew in prevalence. Seamless and clear audio input and output are essential for creating a conducive and productive online meeting environment.

To tackle the challenge of inadequate sound quality in online meetings due to the lack of dedicated microphones for each participant, City Music sought an effective solution to deliver and receive crystal-clear audio, ensuring a seamless virtual meeting experience in the new era of remote collaboration.

## Solution

Shure technical experts along with engineers from Electronics & Engineering Pte Ltd (E&E) worked to better equip City Music's new office to enhance their meeting experience. With the advantage of a blank slate, the new products seamlessly integrated into the office without any need for integration with previously installed audio devices.



The new, bigger meeting room requires a scalable and flexible solution for its conferencing needs. Shure Stem Ecosystem was introduced to help address the challenges faced by the City Music team. With Stem Ecosystem, it not only provided the team with the freedom to customize the meeting room but its no-programming approach saves both time and money.



*The different parts of the Stem Ecosystem helped elevate our audio experience during online meetings. Both the microphones and speaker system worked seamlessly to deliver optimum audio quality for participants on both ends of online meetings.*

*Hoe Yeeqn Lougn, Sales Director, City Music*



*(From top to bottom) Products: Stem Wall, Stem Hub, Stem Table*



## Advantages

Shure Stem Ecosystem was designed to give in-house IT teams the freedom and flexibility to get their conference room audio up and running with ease. City Music has benefited greatly from the implemented solution, meeting all their video conferencing needs. Interlinked with the Stem Hub which acts as the brain of the operation, the installed Stem Table and Wall gave high quality conferencing through a combined 24 microphones performing real beamforming with an innovative downward-facing speaker giving amplified performance, along with the audio quality of a full range of speakers and subwoofers.



*As the need for hybrid meeting environments continues to change, users are looking for scalable and flexible ways to create modern, BYOD conference rooms. Our most recent firmware updates further enhance Stem Ecosystem's acoustic performance and make the installation process even more seamless.*

*Jayme Quah, Senior Sales Manager, Southeast Asia Shure*



By leveraging the Stem Ecosystem, City Music has significantly improved their online meeting experience. The team now benefits from crisp audio output without the need for individual headsets, resulting in clearer sound for participants on the receiving end. Moreover, the system has eliminated the requirement for individual microphones during conferences while ensuring high-quality audio input for all team members involved. This seamless integration of advanced audio solutions has elevated City Music's communication and collaboration, positioning them strongly in the evolving landscape of remote or hybrid meetings.



*It has really enabled more effective communication during online meetings as we sound clear in our delivery. What's more, the setup looks clean and neat, adding to the ambience of our new office. It was simple to install, taking only about 30 minutes, and works great without any complicated setups.*

*Hoe Yeeqn Loun, Sales Director, City Music*



*(From left to right)  
Hoe Yeeqn Loun, Sales Director, City Music &  
Hoe Hsin Loong, Marketing Director, City Music*



*I am thrilled to share the latest milestone in our partnership with City Music – the successful installation of Shure's cutting-edge Stem Ecosystem Conference system. We are confident this installation will not only elevate the audio experience but also enhance the overall ambience and functionality of the space.*

*Gerald Chew, Business Unit Head (Sales and Distribution), Electronics & Engineering Pte Ltd*



### About Electronics & Engineering Pte Ltd

E&E is One Of The Region's Top Audio Video Systems Integrator, Distributor & Technical Service Provider for AV & LED with a presence in Singapore, Malaysia and Indonesia.

Our expertise spans 7 decades, having completed projects of various sizes in a variety of industries both within Singapore and in the region. We serve various industries including but not limited to Cinemas & Theatres, Houses of Worship, Corporate AV, Retail & Boutiques, Clubs & Restaurants and Sports Arenas.

We provide unparalleled Audio Video System Design & Engineering, Technology Integration, Installation & Project Management by tapping on our wide range of professional Audio Video products.

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