

# 30 Pirie Street



## SUMMARY

### • LOCATION

Adelaide CBD, South Australia

### • FACILITY SCOPE

Premium office tower with multi-entry foyer, atrium, back-of-house staff areas, and end-of-journey bike storage facility

### • OBJECTIVE

Deliver a high-quality, architecturally sensitive background music (BGM) system that creates a welcoming ambience, masks unwanted noise, and is extremely simple for concierges to operate

### • BIAMP SOLUTIONS

- Voltera™ D-series amplifiers
- Tesira® DSP
- Desono™ pendant and in-ceiling loudspeakers
- Apprimo™ touch panel
- Biamp Workplace

### • OUTCOME

Crystal-clear, zoned background music that enhances the building's premium feel, operates reliably with minimal intervention, and provides excellent scalability for future requirements

In premium office environments, background music is far more than filler — it shapes first impressions and contributes to the overall atmosphere of the space. At 30 Pirie Street, a Quintessential-owned, state-of-the-art high-rise office tower in Adelaide's CBD, Professional Technology Partners (PTP) was tasked with delivering a sophisticated background music system worthy of the building's striking architecture.

The system serves multiple zones across the building, including the main Pirie Street foyer and atrium, rear entrance off Rundle Mall, and the end-of-journey bike storage area.



**Biamp offers speakers that look fantastic and integrate perfectly with a space like this. The Voltera D-series was ideal given our minimal rack space.**

### CHAD PENLEY

General Manager  
Professional Technology Partners

## CHALLENGE

“You only get one chance at a first impression — and that includes the music,” says Chad Penley, General Manager at PTP. “When guests are greeted with music flowing through the foyer — loud enough to be noticed but quiet enough not to interrupt conversation — it really elevates their perception of the space.”

The design needed to address challenging acoustics in the high atrium with hard surfaces, while providing powerful yet discreet coverage in noisier areas such as the bike storage, where mechanical services create background hum.

## SOLUTION

Biamp was selected for its combination of outstanding audio performance and elegant, unobtrusive design. In the bike storage area, Biamp Desono P6 pendants deliver impressive sound quality, while Desono in-ceiling speakers handle the foyer and atrium with clarity and headroom.

A compact Biamp Voltera D-series amplifier/DSP combination was chosen for the central rack due to its space-saving design and powerful integrated Tesira DSP. An Aprimo touch panel at the concierge desk provides simple, intuitive control.

“My first thought was Biamp,” said Penley. “Biamp offers speakers that look fantastic and integrate perfectly with a space like this. The Voltera D-series was ideal given our minimal rack space.”

Understanding that concierges are not AV specialists, PTP designed the system to be largely automated via Biamp Workplace.



Penley: “We needed something effectively zero-touch, with backend monitoring. Biamp Workplace lets us automate it. We’ve kept controls simple — three preset volume sliders that reset every morning.”

The Voltera platform’s native support for AVB, Dante, and analogue I/O, combined with power sharing and flexible DSP, ensures the system is future-proof and easily expandable.



## CONCLUSION

Despite the difficult acoustics of the high, reflective atrium, the Desono loudspeakers combined with room correction in the Voltera DSP deliver accurate, high-quality sound that enhances the building without drawing attention to itself.

The result is a premium background music system that quietly contributes to a welcoming, professional environment throughout 30 Pirie Street.

## ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

## CONTACT US

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