

# ***Company Profile***

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# THE PERFECTION OF SOUND AND ITS FORMS

## A NEW RENAISSANCE WORKSHOP

Creative genius, the know-how of ancient artisan tradition, entrepreneurial ability and technological innovation: the men and women of K-array contribute to the creation and beauty of objects that have the ability to convey a story and project themselves into the future.



43°57'00" N  
11°22'59.88" E

## AN AUTHENTIC PLACE

Mugello. A quaint region in the heart of Tuscany nestled among the Apennine mountains where nature's beauty is exemplified. This land, which saw the birth of the genius Giotto and the extraordinary entrepreneurial and cultural innovations of the Medici family, has continually renewed over time, integrating itself with the most advanced technologies giving life to achievements recognized throughout the world.







# WORKING ALL AROUND THE WORLD AND RETURNING HOME ON FOOT

Here the quality of life is closely linked to the quality of the territory.  
Here aesthetics is innate.  
Here technological innovation and traditional craftsmanship.  
Here man and nature live in musical harmony.

From here, K-ARRAY exports the essence of sound throughout the world.





**Where we are in the world:**

**EMEA:** Austria/ Bahrain/ Belgium/ Czech Republic/ Finland/ France/ Germany/ Greece/ Hungary/ Ibiza/ Ireland/ Israel/ Italy/ Jordan/ Lebanon/ Luxembourg/ Netherlands/ Norway/ Oman/ Portugal/ Qatar/ Russia/ Saudi Arabia/ Spain/ Switzerland/ Turkey/ Ukraine/ United Arab Emirates/ United Kingdom/ Yemen. **ASIA PACIFIC:** Australia/ India/ Indonesia/ Japan/ Malaysia/ China/ Philippines/ Singapore/ South Korea/ Thailand/ Vietnam. **NORTH AMERICA:** Canada/ United States. **LATIN AMERICA & CARIBBEAN:** Argentina/ Brazil/ Cuba/ Ecuador/ Guatemala/ Mexico/ Panama.

# SOUND AROUND THE WORLD

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SOLUTIONS  
NEVER  
DREAMED  
OF BEFORE.  
SINCE 1990

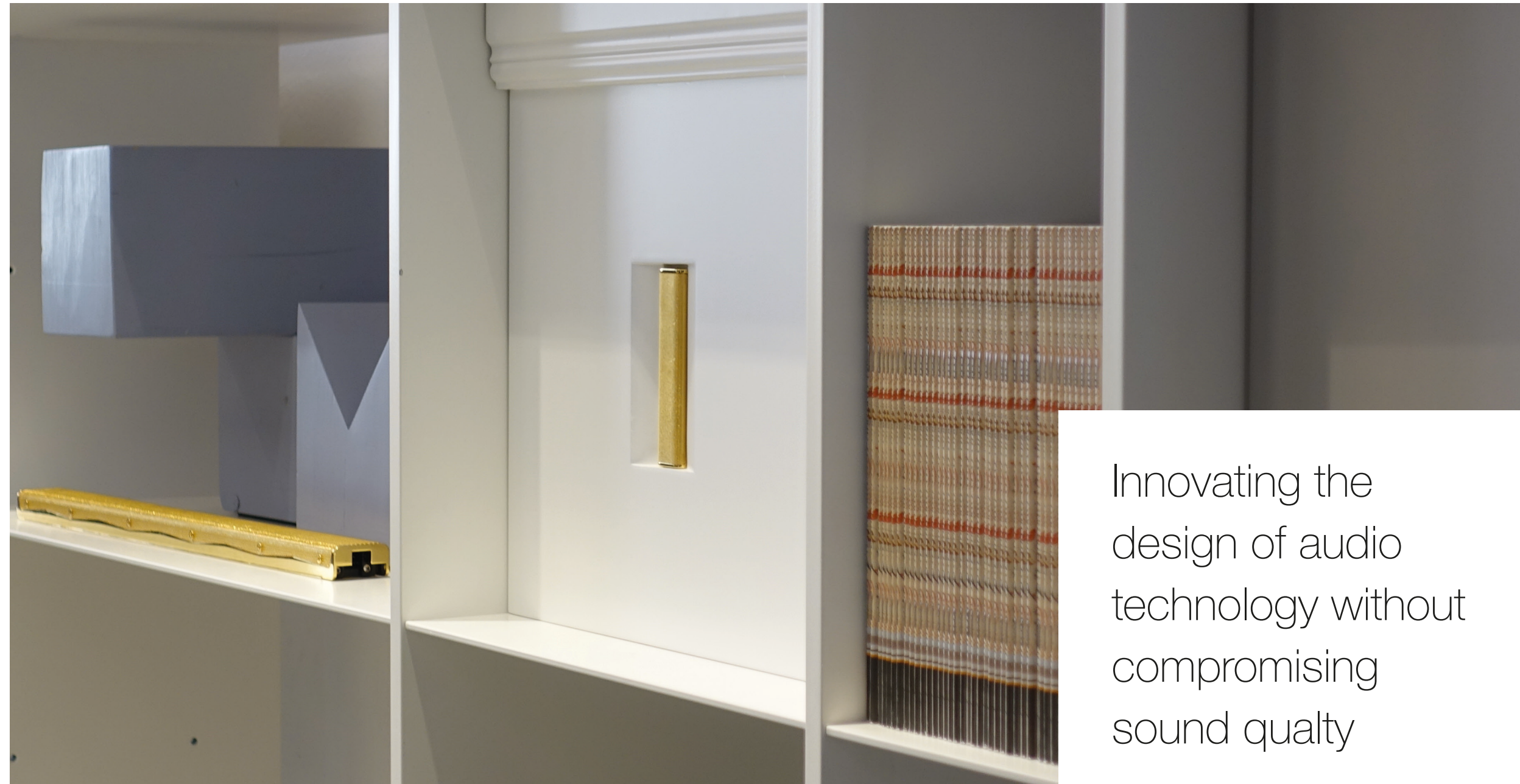


## THE STORY OF A REVOLUTION

1990. Alessandro tatini and his father, carlo, together with massimo ferrati, founded an audio and lighting service company that offered unique design solutions. While working in theaters, cinemas and town squares, they realized that professional audio equipment could evolve to facilitate the difficulties facing those operating the event and music productions. Above all, they could reduce the high costs associated with loading, unloading and transporting heavy pa systems.

## TECHNOLOGY DESIGN SOUND LESS IS MORE

Thus, was born the idea of creating slim and ultra-compact loudspeakers capable of reproducing sound performance of the highest quality. Since then, K-ARRAY has constantly invested in the development of innovative technologies and in the creation of unprecedented solutions, going ever further in the search for a revolutionary design that never compromises sound quality.



Innovating the  
design of audio  
technology without  
compromising  
sound quality





DESIGNING  
THE SOUND  
EXPERIENCE



# THE UNIQUE SOUND OF LIFE

## QUALITY OF SOUND IS QUALITY OF LIFE

### SOUND HAS A DEEP IMPACT ON OUR LIVES

It impacts our experiences, our productivity and our physical and mental well-being. Just as we move away from unpleasant smells and visual situations, we tend to avoid places where the acoustic experience is inadequate.

### WHAT IS ESSENTIAL IS INVISIBLE TO THE EYE

Sight has always been the main element on which we have focused the most regarding design. In the development phase of an environment, the same attention that is given to other elements, such as light, furnishings and colors, is not given to audio. However, loudspeakers have also always negatively impacted the aesthetics of an environment.

### HUMAN SOUND DESIGN

Acoustic well-being concerns everyone. K-array technology offers excellent sound quality within an innovative design that minimizes the size and number of speakers needed for an optimal sound experience in any specific environment.



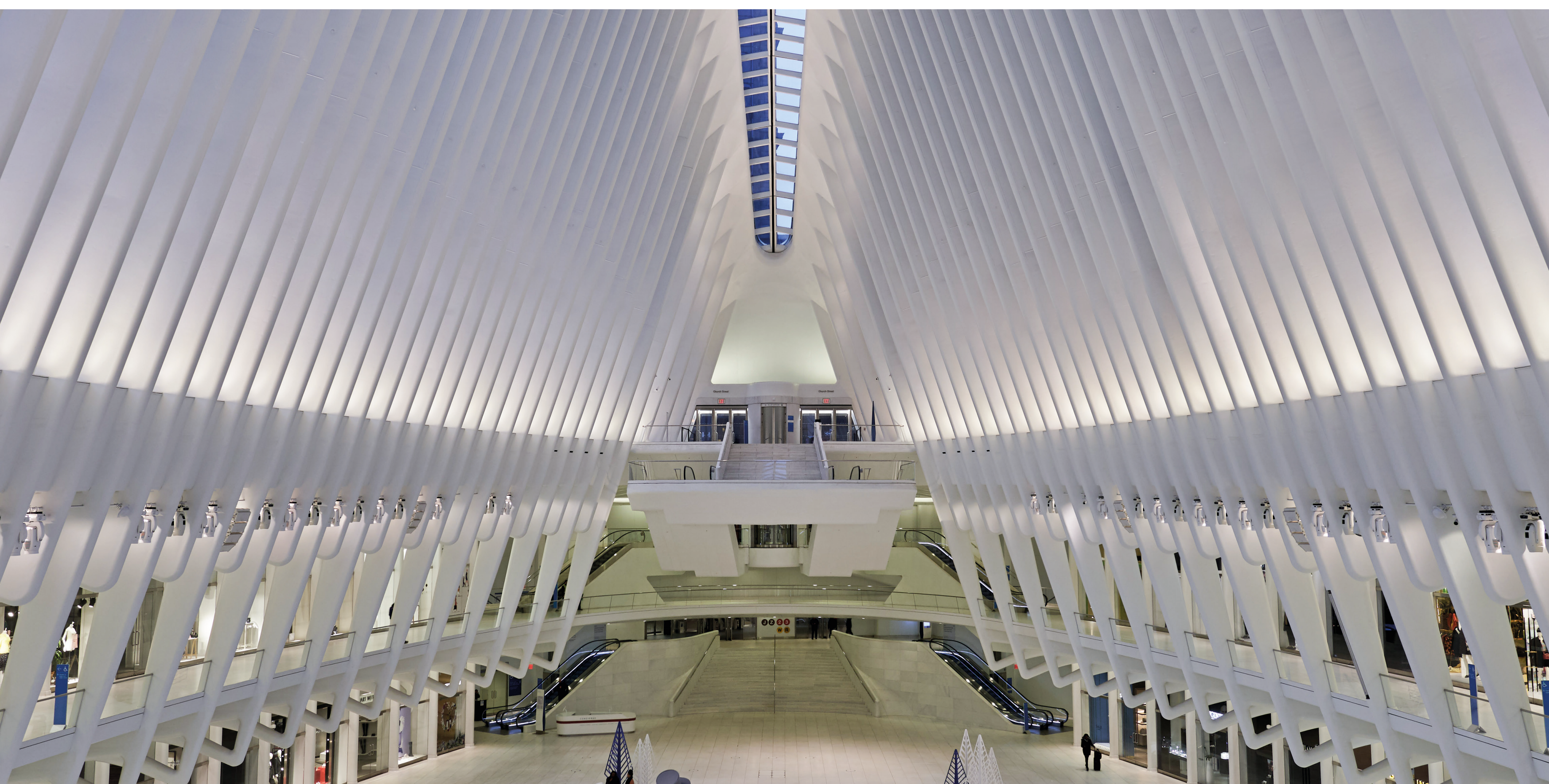
acoustic  
beauty  
above  
everything  
else





DESIGN AND  
PERFORMANCE  
TOGETHER







## THE DIFFERENCE IN BEING AND BEING ON DISPLAY

Sound quality becomes an invisible, multisensory experience capable of integrating audio in contexts where aesthetic compromises are not allowed. The sound comes in all its purity.

No  
obstacles  
in  
audience's  
sight line





unique  
solutions  
for  
architects,  
designers  
and  
creatives







## WE GIVE SPACE TO YOUR SPACE

Slim Solutions. K-array's technology always pushes itself further. The challenge is to reduce the size of the speakers, while creating an enveloping sound experience.

slim  
speaker









## SOUND ADAPTING TO SHAPE

ANAKONDA, the speaker with extreme flexibility, like that of a rope.

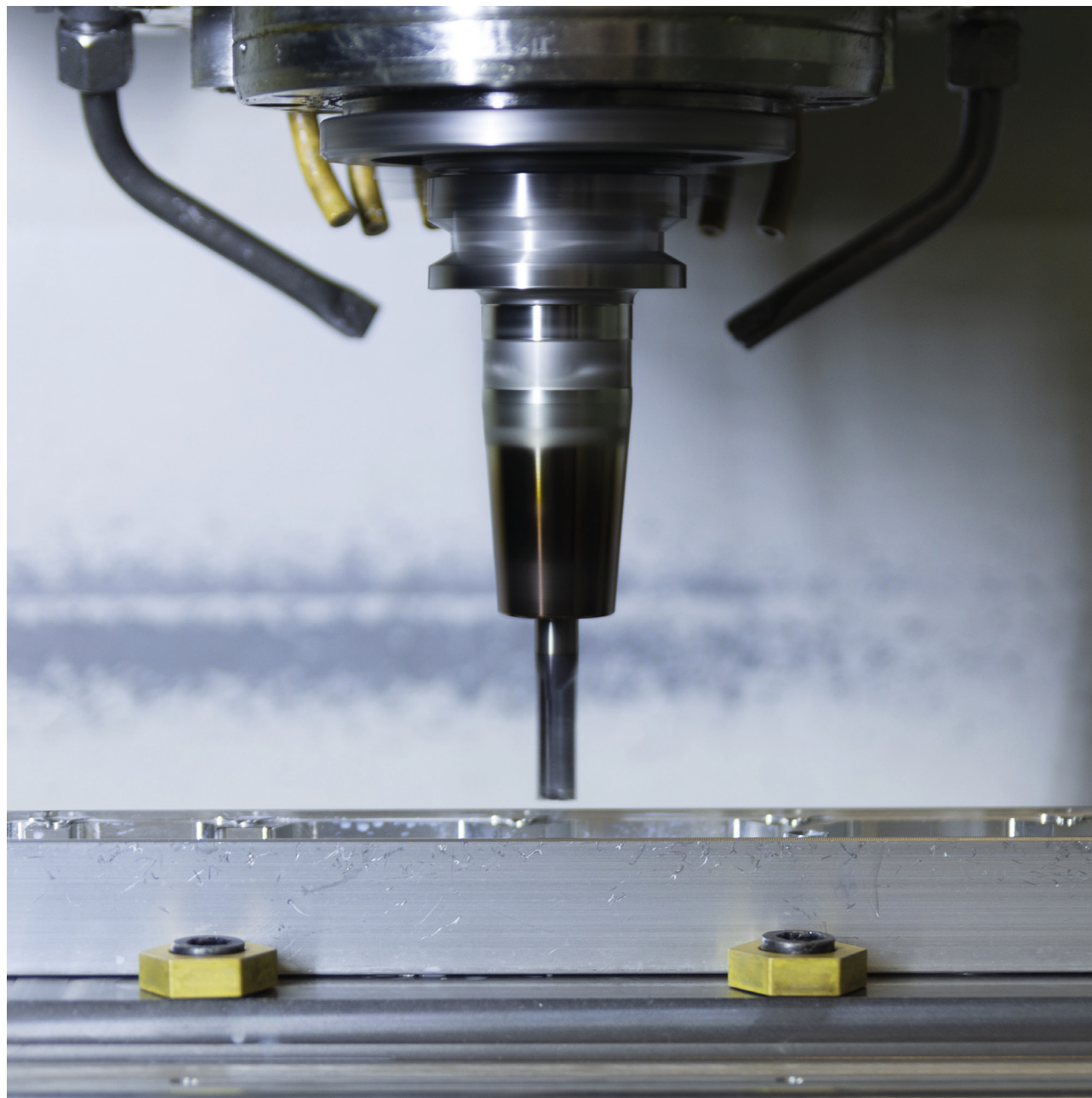
Units 2 meters long and sections of 5x3 centimeters, can reach up to 64 meters for homogeneous sound coverage.

Entire lines of enveloping sound that adapt to each surface and remain invisible.









# TRADITION ARTISAN AND ADVANCED TECHNOLOGY

## STEEL AND ALUMINUM

All products in the K-array portfolio have a stainless steel or aluminum frame, rendering them indestructible, yet lightweight.

## PURE GOLD

Luxury finishes in gold and other precious materials make up a premium collection.

## BLACK AND WHITE

Two elegant, classic colors that are forever timeless.

## COLOR

Each product can be customized to match any RAL code.

## BRUSHED AND POLISHED STAINLESS STEEL

Mirroring surrounding surfaces to integrate seamlessly in the layout.







the most  
advanced  
audio  
technologies  
in live sound





THE MOST  
ADVANCED  
AUDIO  
TECHNOLOGIES





# SOUND IS IN THE AIR

K-ARRAY WAS BORN to create innovative alternatives for artists, performers and sound engineers in the live sound sector by developing increasingly slim and compact products with a very high sound performance.





## SLIM ARRAY TECHNOLOGY

K-ARRAY's repertoire of innovation includes SLIM ARRAY TECHNOLOGY which has made it possible to create lightweight loudspeakers that optimize space and transportation costs, reduce the time needed to install and disassemble clusters and minimize visual impact.

Better impulse response than a speaker with a voluminous box, it controls the directivity of the speaker even at low frequencies, where traditional line array elements tend to be almost omnidirectional.

Better sound definition.

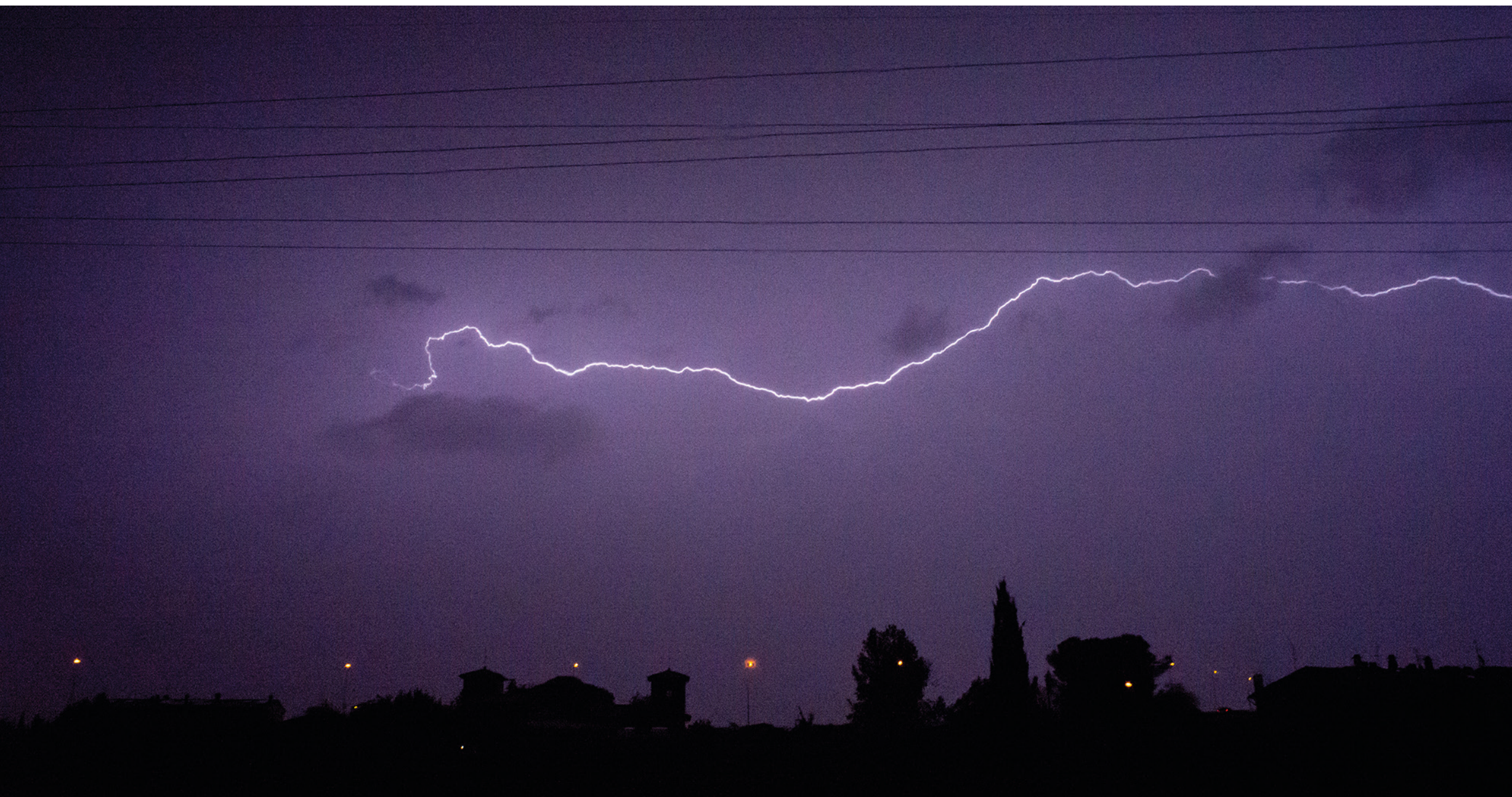
## ELECTRONIC BEAM STEERING

The ability to digitally adjust the dispersion of a line array not only ensures the same listening experience to all audience members but, at the same time, limits the noise pollution in the areas where the sound pressure must be kept at a minimum. This technique is based on a digital optimization of the interaction between the acoustic waves emitted by each component of the array.

By finely adjusting the phase and the amplitude of the signal sent to each section of the array, it is possible to focus the sound beam on the audience areas and guarantee a consistent tonal balance from the front of the venue to the back.

One of the properties that makes these filters ideal for Electronic Beam Steering (EBS) is that they can alter the signal phase at a given frequency without altering the amplitude and vice versa. Because each FIR filter has hundreds of adjustable coefficients, users are able to manipulate the amplitude and phase of a signal with an extremely accurate frequency resolution.





# K-ARRAY DATA PROFILE





38 distributors, 2 subsidiaries



Present in over 70 countries



68 employees of which  
12 are in R&D



7,000 plastic bottles unused



8,000 meals served to  
employees and guests



24,000 km on foot to K-array  
and back







WORK IS  
CULTURE





“A place that is elevated, in the architect’s idea, in respect to beauty, on a human scale”

Adriano Olivetti

4,000 square meters overlooking a huge park that borders the Sieve river where architectural design is naturally intertwined with the aesthetics of the landscape.

**A HANGAR IN THE HEART OF MUGELLO**

A place where culture, company vision and philosophy and a lifestyle of maximum expression are gathered together around the table because, as per Tuscan entrepreneurial tradition, work breaks play a strategic role. Offices, conference rooms, reception areas, cafeteria, training spaces, showrooms and demonstration rooms see architectural design as a real business lever.



# Our standing at trade fairs around the world

ISE/ NAMM/ InfoComm USA

Rio Boat Show/ Versilia Yachting Rendez-Vois Host  
Milano /Salone del Mobile  
CASACOR Brazil / Florence Biennale







# K-EXPERIENCE

400 square meters overlooking a huge park that borders the Sieve river, where architectural design is naturally intertwined with the aesthetics of the landscape.

## **HOSPITALITY THAT TELLS THE TERRITORY**

A place where culture, company vision and philosophy and a lifestyle of maximum expression are welcomed together around the table because, as per Tuscan entrepreneurial tradition, work breaks play a strategic role. Offices, conference rooms, reception areas, cafeteria, training spaces, showrooms and demonstration rooms see architectural design as a real business lever.





## K-HALL

A multi-purpose auditorium that hosts concerts, demonstrations, academic lessons and business dinners. The stage is covered with 7-meter-high black draperies installed to help the acoustics of the room and for when the K-hall hosts live concert evenings.





# GOSPEL

TOSCANA GOSPEL FESTIVAL

# Eric Waddell & The Abundant Life Singers

CONCERTO DI APERTURA

**K-HALL**  
auditorium

  
**la marzocco**  
handmade in florence

 **temera**

  
**VILLA CAMPESTRI**  
Luxury Olive Oil Resort

**K-ARRAY**  
Unique Audio Solutions

#khal #karray #lamarzocco #temera #ross #madeintuscany #mugello #toscanagospelfestival #EricWaddell #ChoirMusic







## K-ACADEMY

K-array forms a more conscious class of designers, architects and designers, who increasingly knows how to create multi-sensory experiences capable of meeting all the functional needs of spaces without sacrificing aesthetic value.

K-academy is an educational program consisting of workshops, seminars and courses that cover every aspect of the audio experience and are dedicated to sound engineers, systems integrators, architects, DJs, and students.





## ITALIAN SOUND DESIGN

### THE K-ARRAY BRANDED DISTRIBUTION CHAIN

ISD (Italian Sound Design) is a specialized distribution chain of K-array and has been conceived with the aim at servicing major markets through an independent sales development approach allowing partners to work solely with the brand and guaranteeing the advantages of marketing and sales initiatives supported by the K-ARRAY GLOBAL TEAM.

ISD is a brand owned by K-ARRAY GLOBAL

**ISD** ITALIAN  
SOUND  
DESIGN



K-ARRAY.COM