

Dubai's Coca-Cola Arena steps up with d&b.

Dubai's 17.000 capacity Coca-Cola Arena has completed a major new sound system upgrade using the latest technologies from d&b audiotechnik – including the full range of the flagship SL-Series. Fast, flexible and rider-friendly, the d&b system delivers consistently great sound to every seat, regardless of the event format . . .

For more information, [click here](#).



Products: GLS8 & GSL12 loudspeakers, KSL12 & KSL8 & loudspeakers, XSL12 & XSL8 loudspeakers, CCL8 loudspeaker SLG subwoofer, XSLG subwoofer, 24S loudspeaker, AL90 loudspeaker, D40 amplifier, D90 amplifier, DS100M Signal Engine

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We chose d&b for the simple reason that it's one of the market leaders, a brand that the technicians and the leadership team really believe in. Collectively, we want the 'five star' of everything – and for us, this is the pinnacle of audio.”

Mark Jan Kar

VP of Entertainment, Content & Programming, Legends Global



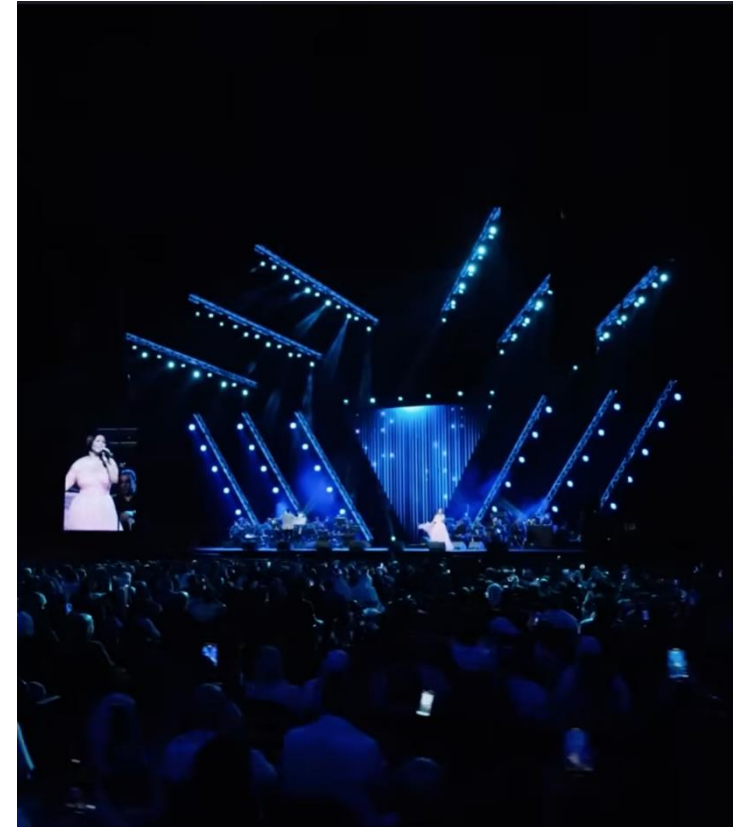
System overview

Challenges

- The operator, Legends Global, needed a system that could be rigged and de-rigged quickly and efficiently and is scalable for different events.
- Acoustic issues created by the building's architecture, including reflections from glass-fronted hospitality suites had to be solved.
- To remain competitive, the arena wanted a rider-friendly, globally recognised sound solution that top touring acts and engineers would be confident in using.

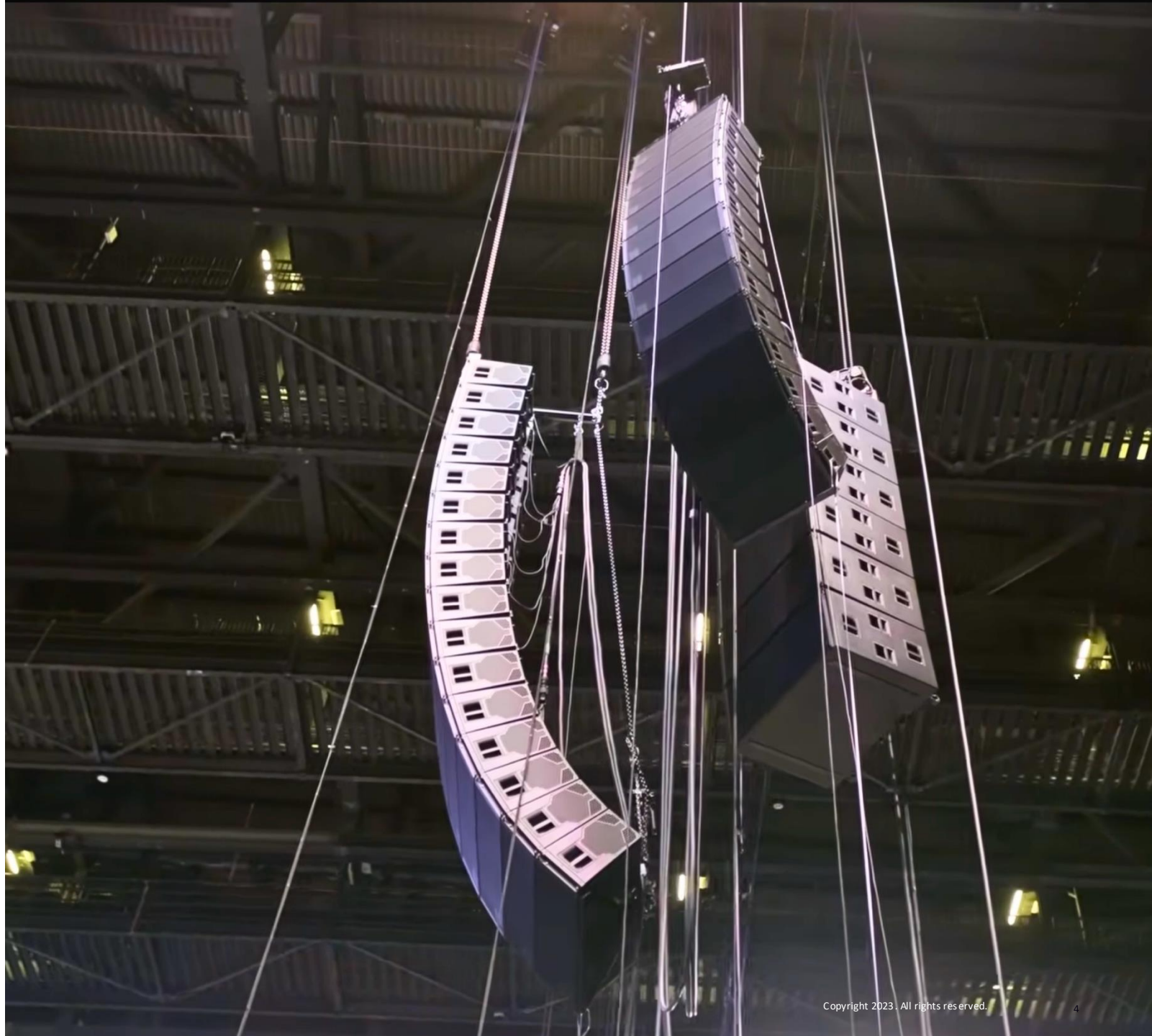
Solution

- The SL-Series' full-bandwidth directivity reduces unwanted room reflections, helping to reduce the need for costly acoustic treatment.
- The new CCL's (Compact Cardioid Line Array) compact format, extends sound control capabilities to all areas of the arena and for any seating configuration or stage setup.
- The combination of GSL, KSL, XSL, SL-SUB, and CCL creates a cohesive system, capable of delivering clarity, intelligibility, and consistent coverage throughout the venue.



Result

The new d&b system provides consistent, high-quality audio throughout the arena, significantly reducing unwanted reflections and addressing previous acoustic challenges. Its flexibility allows the venue to adapt quickly to different event formats while maintaining clarity, coverage, and musicality. The installation has elevated the arena's technical capabilities, making it more attractive to touring artists and production teams. Venue management describes the system as the "pinnacle of audio," reinforcing Coca-Cola Arena's position as a world-class entertainment venue.



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d&b is known for being one of the best audio systems globally; it has technology that is ahead of other brands and is allowing us to address our acoustic issues.

Malcolm Giles
Senior Director of Venue Management
Coca Cola Arena

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