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DiGiCo SD9 Becomes SD911 For Launch Of New Porsche

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The illustrious 49-year history of the Porsche 911 reached another milestone this year with the introduction of the 2012 model. Featuring many refinements, but continuing the immediately recognisable 911 profile, one regional European launch for the new car enjoyed the benefit of a DiGiCo SD9 mixing console. Or, as it was for the events, an SD911.

Belgian audio visual company GSF Event specialises in corporate and political events, working with such illustrious organisations as the European parliament, motor manufacturers Audi, Bentley, Lamborghini and many others.

GSDF has been an audio-visual partner for Porsche for five years and works at the launches for all of the company's new cars. Following the new Porsche 911's debut at the 2011 Frankfurt Motor Show, early 2012 has seen regional launches as the new model reached main dealers with GSF providing the production technology at the Brussels event.

"The new 911 is one of the best cars in the world, with one of the best specs on the market. Therefore it deserved one of the best audio consoles on the market, which is why we chose to use our SD9," says GSF co-owner Sammy Freh.

"We needed a compact console with lots of inputs and outputs and with very good sound quality."

The launch involved speeches, followed by a kabuki drop to reveal the new model and then the opportunity for local dealers and customers to take a closer look. Using the SD9 with a DiGiRack and L-Acoustics PA system, Sammy set the console up with three basic settings.

"Each part of the event was separately programmed on the console," he says. "A speech configuration for the words of the Porsche CEO, then a high power setup for the sound of the reveal and finally a background music configuration for the reception. With the different layers and snapshots, we could very quickly recall the different settings."

One subtle customisation to the SD9's specification was its renaming - for these events only - as the SD911.

"I put a Porsche sticker on the back of the console, which fitted perfectly with the logo of the SD9," grins Sammy. "Our

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Testimonials

The D5s were absolutely the right thing and worked perfectly

Paul Keating - Delta Sound

After attending the White Gloves classes, several of our guys were impressed and wanted to try out the DiGiCos. Since then, we've been sub-renting consoles in and the experience has been a pleasure.

Paul Timmins - Capital Sound Hire

The SD9 had many of the desirable features we were looking for and the price point was right.

console became the SD911!

"The events have been amazing and the client is very happy and we have been asked to book the same crew and equipment for the show of the new Porsche Boxter."

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[Daniel Araco - Sound Engineer - Annenberg](#)

We have been using DiGiCo D5T since the summer of 2004, when it was on - Dirty Rotten Scoundrels at The Old Globe Theatre in LA Jolla, California. Since then the D5T has become our default console for Broadway productions due to its audio quality, flexibility and high input/output count.

[Tom Clark - A Chorus Line](#)

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