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Posh DiGiCo SD9 'tweak' for Porsche launch

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DiGiCo's SD9 console was 'supercharged' beyond it's [recently-announced Prolight + Sound upgrades](#) for the regional launch of the latest Porsche 911 model in Brussels, becoming a SD911 for the event.

Belgian company GSF Event has been Porsche's audio-visual partner for five years. A series of regional launches followed the new Porsche 911's debut at the 2011 Frankfurt Motor Show, 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," said 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, Freh set the console up with three basic settings.

"Each part of the event was separately programmed on the console," he said. "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 fit perfectly with the logo of the SD9," said Freh. "Our 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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