

# HERSHEYPARK

## INTEGRATING SOUND AND THEMED ENTERTAINMENT

A COMMUNITY CASE STUDY - JULY, 2010

### ABOUT HERSHEY PARK

Located in Hershey, Pennsylvania, Hersheypark originally opened in 1907. Industrialist Milton Hershey, founder of the Hershey Chocolate Company, wanted a park that created a fun, relaxing environment for his factory workers and area residents. Today, Hersheypark has expanded to offer over 65 rides and attractions, numerous games, and live entertainment. This seasonal amusement park stays open from May through September.

In 2007, Hersheypark debuted its own water park called The Boardwalk. This area features nine water attractions, with something for visitors of all ages. East Coast Waterworks contains seven slides, two crawl tunnels, and nearly 600 interactive water toys. The Boardwalk also includes a 378,000 gallon wave pool called The Shore.



### THE SOUND SYSTEM

When The Boardwalk opened, Hersheypark needed a sound system for its various ride announcements. For safety reasons, lifeguards also required the capability to direct customers when necessary. In an emergency situation, the loudspeakers function as a mass notification system.

The water park presented a unique acoustical challenge for the installation and design team. "It's obviously a very loud area," said Dean



Wiltsie, Senior Systems Designer/Integrator for Clair Brothers Audio Systems, Inc. in Manheim, Pennsylvania. "There is a lot of background noise: people, the water pumping through the rides, and things of that nature."

The team chose the R.5-66TZ two-way full-range loudspeakers from Community for The Boardwalk. Wiltsie explained how the cue definition of the loudspeakers was vital to cut through all the noise around the water rides. He found that Community's R-Series performed extremely well in this regard, and brings other key benefits as well.

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### SOUND SYSTEM (CONTINUED)

“There are a number of very large areas that need coverage, and the Community loudspeakers are great for getting sound 40 or 50 yards away,” said Wiltsie. “And they can deliver intelligibility even over all the background noise, which is great for general announcements and critical in emergency situations.”

The installation team also wanted a loudspeaker that could endure the rough Pennsylvania winters. The weather-resistant R-Series stood out in this area. “The park is only open four months a year. They can’t spend the time or the manpower to go around and take everything down or cover it up,” said Wiltsie.

Powered by QSC 70V amplification, the sound system has a Biamp Audiaflex system which handles loudspeaker processing and zoning tasks. A Medialon show control system also fills an important role. The park plays pre-recorded speeches, and this system helps cue whatever they select.

“It’s an improvement over what they’ve had in other areas of their park,” said Wiltsie. One year after installing this sound system, Hersheypark asked Clair Brothers Audio Systems to work on an expansion that also featured Community Loudspeakers.



### EQUIPMENT HIGHLIGHTS

- Community R.5-66TZ two-way full-range loudspeakers
- QSC 70V amplification
- Biamp Audiaflex system
- Medialon show control system

## THE LOUDSPEAKERS



### R-Series

There is a Community R-Series for every installation. Highly weather-resistant for outdoor applications, but very appropriate for indoor use as well, the R-Series offers exceptional voice clarity and sound projection capability.



### R.5

The wide range, smooth frequency response and high efficiency of the R.5 offer excellent music and speech reproduction in a compact package, ensuring superb projection and clear intelligibility with very low distortion.

For more information, Community’s **All-Weather/All-Purpose Product Catalog** featuring WET and R-Series and comprehensive **R-Series Application Guide** profiling indoor and outdoor R-Series installations can be downloaded from our website at [www.communitypro.com](http://www.communitypro.com).

*Community has been a leading supplier of professional loudspeaker systems since 1968. Headquartered in Chester, Pennsylvania, Community distributes its products to over fifty countries on six continents.*

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