

## Martin Audio helps Mexico celebrate 211th Independence Day

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The most important civic ceremony in Mexico is the “Grito de Independencia” (Mexican Independence Day) which is commemorated annually on September 15th, with a national holiday.

Despite the COVID-19 restrictions, the 211st anniversary went ahead this year with excellent results, thanks to the efforts of many people, led by More Music production company and Martin Audio sound systems, which were used exclusively.

Among the aspects that stood out were the spectacular fireworks show and video mapping projection of the pyramid, located in the Zócalo square of the Mexican capital. Other highlights were sets by Mexican singer Lila Downs performing the song *Latinoamérica*, composed by the Puerto Rican urban music duo Calle 13.

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To optimise all these showcases a professional sound design that would adapt to the 'new normal' was vital, since although there was no audience in the Zócalo, millions followed this ceremony online and through the national TV channels.

More Music took charge of the audio design, among many other duties. The sound reinforcement specified throughout was from Martin Audio, with 10 different series featured, including MLA, WPC, MLD, MLX, SX218 and W8LM. Nearly 150 cabinets were deployed in total.

"It is the third consecutive year that Martin Audio has been used in the Grito de Independencia," stated the CEO of More Music. "But this was the first time the entire audio system was from the British firm."

"This year there were no complications, as we had learnt the lessons of previous years," said Rafael Juárez 'El Rot', who was in charge of the audio system. "While the audio layout was the same as last year, what changed was that some satellite speakers were placed in front of the Cathedral, and there was a stage in front of the National Palace.

The sound distribution in the National Palace consisted of four main towers, each with eight MLA cabinets for a total of 32 boxes (left and right). Two further towers were placed in the Cathedral, each with eight cabinets which were used for the

video mapping projection's audio track.



As for the stage where Lila Downs participated, this comprised 24 WPC (12 per side), with four W8LM and W8LMD side fills and 10 SX218 subwoofers in front of the stage.

“I have worked for many years on this type of event, and it is the first time that I have used this system,” added Rafael Juárez. “I was impressed by the fact that wherever you wanted the system to provide coverage, it did precisely that. In fact I took a walk across the Zócalo plaza, and we achieved coverage at more than 180 meters without any problem.

“The time it took for Paco Rojas and I to make the predictions in the DISPLAY software was less than two hours, it was just so simple. This was a very stable, plug and play system which performed very well and offered great results.”

Another of the companies that had an active and constructive participation in the Grito de Independencia ceremony was Proactive Latin America, who represent Martin Audio in Mexico and Latin America.

“We were invited to do a particular design for the Lila Downs presentation that would be carried out with a totally independent team, and we supported More Music

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in any way necessary,” remarked Eng Oscar Tovar, Proactive’s Tech Sales specialist for Martin Audio Latam. “Our systems specialist and tech support team, headed by Eng. Carlos Aldama, carried out a cardioid design of the subwoofers, since Lila Downs likes to have her stage ‘clean’, particularly in the low frequencies. Everyone involved met their objectives and millions of people enjoyed the show.”

In terms of price, quality and economy, Martin Audio offers a great performance-to-cost ratio. In addition, the intelligibility of their equipment is hugely impressive, added Tovar, enabling them to produce a performance that captivated the audience.

The realisation of this event enabled many people who have been without this source of employment since COVID to resume their jobs and generate income again. All were able to reflect on how Martin Audio components had made it possible to deliver a professional, high-quality and high-level event that had thoroughly captivated the audience.

Special thanks go to Audio Acustica, More Music, Dasa Producciones and the crew from Martin Audio Latin America for their participation in this historical event.

<https://martin-audio.com>