

ORANGE PALE

Bespoke Engineered Acoustic & Audio Solutions

THE STORY SO FAR..

ORANGE PALE

Founded over 35 years ago by David Santwan, Electronics engineer extraordinaire/ Acoustician / Musician. David is still heading Audio Research at Orange Pale.

ORANGE PALE A/E/D was setup for providing bespoke solutions in **A**coustics, **E**lectronics and **D**esign of professional & consumer audio, often pioneering “world first” technologies developed in house.

Designed one of the world’s largest recording studios at Ramoji Film City, Hyderabad India – a 6 year project.

Almost all of the notable recording studios in India became Orange Pale customers – EMI/HMV, TIPS, Tarangini, Sangeetha, Venus and scores of others.

Designed A R Rahman’s first studio and many others.



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Orange Pale designed and manufactured a product for Audio Tape duplication plants in the 90s that brought down the cost of such equipment from \$500,000 - \$1 million to less than \$100,000.

The product (called a Digital Bin Master) was subsequently bought rebranded and sold worldwide by Gauss – the world leaders at that time in this segment. This product has withstood the test of time and have been running in UK based duplication studios for +23 years non stop without a single service!

THE STORY SO FAR..

Twenty years ago Orange Pale brought out one of the worlds first -and even today Asia's still only - line of digital networked Line array Loudspeakers. These used networks and software to control and "steer" the sound beam to listener areas and avoid reflections off the ceiling or floors without mechanical angling.

These are very useful in delivering clear speech/vocals in challenging acoustic environments where acoustic treatment is not an option such as heritage halls and places of worship.

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Developing the concept further Orange Pale designed Passive Columnar Line Arrays that could be deployed at a lower cost than networked Arrays.

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Floor to ceiling reflections were minimized and speech clarity improved dramatically over longer distances than conventional boxes.

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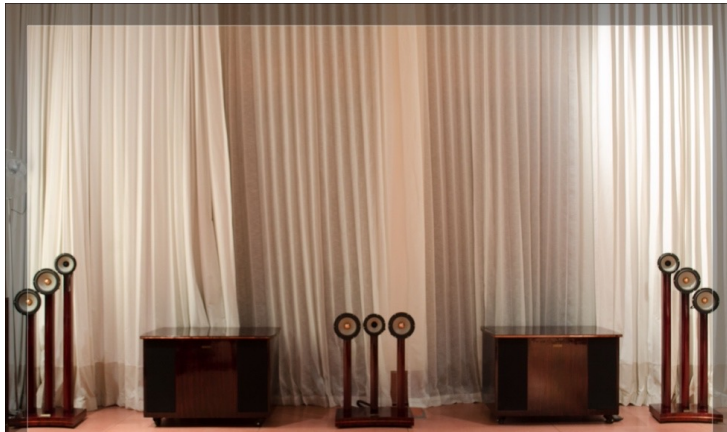
One of the most iconic restaurants – The Flying Elephant at the Park Hyatt Hotel at Chennai- had an acoustical nightmare in 2013-14, where the ambience was so noisy that guests had to shout to even talk to each other. This was further compounded by the noise from the ceiling speakers. Orange Pale studied the situation carefully and since practically a full acoustical treatment was ruled out, a custom background music system was designed and built to play music at **low** levels while delivering the full depth of the music. Special DSP active bookshelf Loudspeakers and “sound sculptures” were built to integrate with the décor of the restaurant. The ambience of the restaurant improved dramatically with patrons able to enjoy music yet talk normally!

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THE STORY SO FAR..

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The culmination of a 15 year Research program, Orange Pale designed and custom built the World's first Active Open Baffle Loudspeakers for HT environments in 2015 with custom built high end Digital Signal Processors and amplifiers.

Every part was hand selected and the system took more than 6 months to create.

Truly an Ultra High end system with 20 channels of DSP amplification!



THE STORY SO FAR..

ORANGE PALE



In 2017-18 Orange Pale designed one of India's first Natural Acoustics/"Mic less" auditoriums in recent times at the Asian College of Journalism, Madras.

The challenge was to design a sound system that mimicked the naturalness of "no mic" performances while amplifying sound without echoes. No absorption was used, only diffusion!

The project was hugely successful winning accolades from performers, management and press alike.

THE STORY SO FAR..

2018-19 saw the Orange Pale take up the revamp of both the audio system and acoustics of the iconic 94 year old Music Academy auditorium, considered the HQ of Indian Carnatic Music and a landmark of the city of Madras.

The Orange Pale audio system that replaced the Bose Professional is unique in its design in over at least 4 continents.

Modelled in simulation programs over 3 months on almost seat by seat for 1450 seats, the acoustics and audio were designed holistically.

With 18 feet high Front of House speakers integrated into the stage, 140 drivers, 48 DAC channels, 6 DSPs and 32KW power this is like no other system anywhere!

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THE ROAD AHEAD...

Orange Pale's audio development journey continues with new products and projects pipelined.

With the unexpected resurgence in cassette tape as a medium in the West, Orange Pale has been requested to develop new Digital Bins for tape duplication plants in Europe.

A new line up of programmable amplifiers for professional and consumer use is under way. These integrate live measurements of the hall or room in use with DSP.

Orange Pale core focus in developing Digital Signal Processors has only intensified.

With expanded product lines, advanced technologies and new markets opening up even in the time of corona, the future is bright. The story continues...

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