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**Strawberry Sound installs RF Venue’s Diversity Architectural Antenna at the DFS Galleria in downtown Queenstown, New Zealand**

— A newly renovated retail destination in the New Zealand resort town turned to [RF Venue](https://hubs.li/Q011VLWW0)’s aesthetically designed [Diversity Architectural™ Antenna](https://hubs.li/Q01KND8j0) to nearly invisibly deliver dropout-free wireless microphone performance —

*Walpole, MA, USA*, *April 10, 2023* — After three years of planning, and more than two years of construction, the redeveloped O’Connells Pavilion opened last fall at the Queenstown Mall in the resort city of Queenstown on the southwest of New Zealand’s South Island. The developer has leased two floors of the four-level building to global retailer [DFS Group](https://www.dfs.com/en/queenstown) for its “Resort Galleria” concept, which includes a food hall dubbed Eatspace with a capacity of 230.

However, a hurdle presented itself: “In relation to where the customer mostly wanted to use their wireless microphone system, the electronics cabinet is located in the opposite corner of the building, behind a concrete wall,” says Reuben Pearce, Director at AV systems integrator [Strawberry Sound Queenstown](https://strawberrysound.co.nz/). That, he explained, could result in significant RF dropouts. In addition, with Queenstown being one of New Zealand’s top travel destinations and the renovated mall a major shopping destination, all the technology had to fit the facility’s visual aesthetic. “We needed an architecturally appropriate product to use on an exposed ceiling,” he adds.

The solution was clear: the Diversity Architectural Antenna from RF Venue, a leading global manufacturer of wireless audio essential accessories. A high-performance antenna system for wireless microphones that features a slim profile enclosure, the Diversity Architectural Antenna can be installed in any position on a wall or ceiling and can be painted to match any interior. Using a unique patent-pending dual-feed antenna design, both A and B diversity connections are provided, so there’s no need to install two separately spaced antennas, resulting in a more professional look that room designers and architects appreciate. The Diversity Architectural Antenna was supplied by New Zealand distributor [JPRO](https://www.jpro.co.nz/), one of New Zealand’s leading and most experienced professional audio and AV distribution companies.

“At JPRO, we understand that RF dropouts can ruin the most perfect production,” observes Andrew Sorrill, Marketing Specialist at JPRO. “We recommend the use of RF Venue products to our customers for any small, medium or large-scale wireless project because they perform reliably with all wireless audio brands, ensuring no dropouts.”

Pearce says the result was what was expected: “Reliable wireless coverage from day one,” he says, with exceptional RF connectivity with zero dropouts throughout the space. “Our technicians were able to get in and out efficiently and deliver exactly what the client needed.” Expected, he says, because “we’ve used RF Venue products in prior projects, so we know we can rely on a good result. They simply do as they say they do on the box. RF Venue supplied a direct and reliable solution to what could have been a very real wireless problem.”

Links: [RF Venue](https://hubs.li/Q011VLWW0)

[Diversity Architectural Antenna](https://hubs.li/Q01KND8j0)

Photo file 1: RFVenueDARC1.jpg

Photo caption 1: The ceiling mounted RF Venue Diversity Architectural Antenna unobtrusively provides the O’Connells Pavillion with reliable wireless microphone coverage throughout its target zone.

Photo file 2: RFVenueDARC2.jpg

Photo caption 2: The RF Venue Diversity Architectural Antenna ceiling mounted in the redeveloped O’Connells Pavilion of Queenstown, New Zealand’s Queenstown Mall has provided “reliable wireless coverage from day one.”

Photo file 3: RFVenueDARC3.jpg

Photo caption 3: By feeding the remote wireless microphone receiver from its ceiling location in the Queenstown mall, the RF Venue Diversity Architectural Antenna provides drop-out free wireless coverage despite the receiver’s location behind a concrete wall.

**About RF Venue**

[RF Venue, Inc.](https://hubs.li/Q011VLWW0) is an innovative and fast-growing developer and manufacturer of patented antenna and RF communications products headquartered near Boston, Massachusetts, USA. The company’s mission is to help anyone who needs to speak, listen, or perform – indoors or outside – communicate reliably without the distraction of signal dropouts or interference. The company provides high-quality affordable aftermarket antenna and accessory solutions to improve the performance of any manufacturer’s wireless microphone and in-ear monitor (IEM) systems. Markets include houses of worship, schools, business venues and performance spaces worldwide. RF Venue is known for its highly successful CP Beam™, RF Spotlight™, Diversity Omni™, Diversity Architectural™ and Diversity Fin® antennas, along with other RF products. Visit [rfvenue.com](https://hubs.li/Q011VLWW0) to learn more.