

MULTIFACETED AV SYSTEM FOR A DIVERSE USER BASE

Bloque

Harnessing the Power of Q-SYS for a Versatile Technological Hub

📍 Querétaro, Mexico

Located in the heart of the Municipality of Querétaro, the Innovation and Creative Technology Center known as [BLOQUE](#), is poised to become a critical hub in fostering innovation, creativity, and technological advancements within the region. Supporting entrepreneurs, startups, and tech enthusiasts through coworking spaces, workshops, mentorship programs, and more, BLOQUE embodies the region's commitment to technological leadership. A cornerstone of BLOQUE's capabilities is standardizing on the [Q-SYS Platform](#) across its seven floors. Q-SYS allows BLOQUE to seamlessly morph to meet the requirements of diverse events and users, ensuring a versatile and state-of-the-art environment.



“ It only took one designer just a couple of weeks to build the entire system within Q-SYS Designer Software. The result was nothing short of amazing and it's a testament of the adaptability and flexibility of Q-SYS. ”

Rodrigo Ruiz Ballesteros

Director, BLOQUE

Challenges

Diverse User Base

BLOQUE's ambitious mission came with substantial challenges. Rodrigo Ruiz Ballesteros, Director of BLOQUE said, "From the outset of the project, we needed to create an innovation ecosystem in the city of Queretaro focused on entrepreneurship, entertainment, and education. We needed to provide flexible and adaptable spaces for today and for whatever the future might hold. This includes specialized areas such as an eSports arena, AI and VR development spaces, an auditorium, multipurpose conference and training rooms, and a grand reception area with large video walls. BLOQUE needed spaces versatile enough to handle all these activities. To overcome these challenges, we leveraged the Q-SYS Platform."



BLOQUE
Innovación, Tecnología
y Creatividad.



Solutions

Uniting Spaces

Q-SYS provided BLOQUE with the versatility to create a leading-edge technological hub. The entire facility is anchored by a [Q-SYS Core 110f processor](#) that serves as the centralized processing hub managing the entire AV&C. It handles the bulk of the signal processing, system-wide control, and networked audio and video routing. [Q-SYS Core Nanos](#) are deployed in individual rooms or smaller zones of the building. The Core Nanos handle localized audio processing tasks, room control, and integration with AV equipment. The ground floor features an impressive 60-foot video wall complemented by [AD-P.HALO](#) pendant loudspeakers for immersive sound. This setup was designed for high-impact events, including a Formula One activation wherein racing cars were showcased in the lobby.

Seamless Versatility

The team leveraged Q-SYS's robust [control](#) capabilities to enable comprehensive management of the 316-person capacity conference room via [Q-SYS Network Touch Screen Controllers](#). The conference room supports a wide range of uses, from band performances to professional meetings. For events featuring government officials or high-profile speakers, the ability of Q-SYS to save audio presets tailored to each speaker streamlines the setup process, significantly reducing preparation time while enhancing sound quality.



Solutions

Seamless Versatility

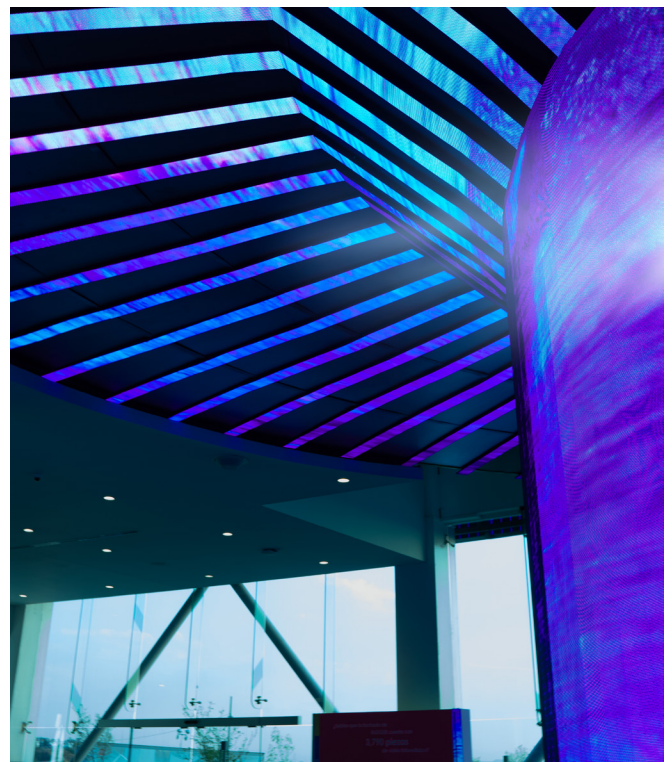
The second floor is dedicated to education and includes fully equipped video conferencing classrooms with capacities ranging from 20 to 50 people. Additionally, eSports and gaming areas on a separate floor host AR/VR consoles and review rooms to blend entertainment and education. Q-SYS primarily handles audio distribution in these spaces, ensuring high-quality sound for an immersive experience. Q-SYS's flexible design allows for seamless adaptation to each space's continuously evolving needs. Every room is outfitted with touch screen controllers for straightforward audio, video and environmental control. The sixth floor features a 600-person conference room that can be split or combined as needed.

Rapid Integration

Mr. Ruiz highlighted the efficiency of completing the system design in a remarkably short time. "It only took one designer just a couple of weeks to build the entire system within [Q-SYS Designer Software](#)," Mr. Ruiz noted. "Yes, there was preplanning to ensure every speaker and cable were precisely placed, but the real magic came when the programmer did all his work remotely from home. He seamlessly integrated the system, developed the [user control interface \(UCI\)](#), and created all the functionality. The result was nothing short of amazing and it's a testament of the adaptability and flexibility of Q-SYS."

A Look Ahead

BLOQUE now stands as a cutting-edge hub for technological innovation and creative ventures, ready to host a vast array of events, cater to diverse technological needs, and support the growth and development of startups and tech enthusiasts. The successful deployment of Q-SYS has not only enhanced the functionality and appeal of BLOQUE but also solidified Querétaro's position as a leader in the creative and technological sectors. With plans to replicate and expand on this success, BLOQUE is set to inspire future innovation hubs across the region.



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

qsys.com

QSC, LLC

1675 MacArthur Blvd.
Costa Mesa, CA 92626 USA

Phone 1.714.957.7100

Fax 1.714.754.6174

Toll Free 1.800.854.4079

Outside the U.S. 1.714.754.6175