

TAKEDEN Corporation Installs Yamaha System for Office AV and Lighting, with Custom ProVisionaire Control



TAKEDEN Corporation is a general trading company for electrical materials and building components headquartered in Asahi-Ku, Osaka. Since its founding in 1959, the company has supported social infrastructure through a wide range of products, including lighting, solar power systems, and housing equipment. Recently, Yamaha's MRX7-D signal processor, MTX-3 matrix processor, VXC Series ceiling speakers and VXL Series line array speakers have been installed at the TAKEDEN JP Tower Osaka office, with customized control via Yamaha ProVisionaire software.



Yukari Toyoshima of the Environment Creation Section, Environment Solution Sales Department with Nobuhiro Takaya, the section's manager.

We spoke with Nobuhiro Takaya, Manager of the Environment Creation Section, and Yukari Toyoshima from the same section. Mr. Takaya introduces the company:

“Now in our 66th year, TAKEDEN exceeded JPY 100 billion in FY2024 sales,” he says. “Approximately 60% of our sales come from electrical construction materials, such as air conditioning, lighting, and wiring sold to electrical contractors. The remaining 40% is handled by our Special Equipment Sales Headquarters, which specializes in specific sectors. I lead the Environment Creation Section, proposing equipment solutions for commercial facilities, schools, and offices.”

Please describe the TAKEDEN JP Tower Osaka office, where the new Yamaha audio solution has been introduced.

“The JP Tower Osaka Office opened in January 2025 and, beyond serving as a workspace, it functions as a showroom,” Mr. Takaya continues. “Here we propose various office solutions to customers - such as suppliers, contractors, and design firms - allowing them to experience these systems at first hand.”



Business salon, which also serves as a showroom



Office workspace



COVID-19 pandemic triggers switch to Yamaha

As someone whose role is to design and propose office spaces, how did you start specifying Yamaha audio equipment?

“I design lighting and audio for various spaces and, until the pandemic, I primarily used other brands,” says Mr. Takaya. “The global semiconductor shortage made procuring that equipment difficult, which triggered my switch to Yamaha.”

“Previously, I associated Yamaha mainly with concert halls and didn't realize the company offered equipment for offices and commercial facilities. The pandemic revealed that Yamaha offers high quality, affordable speakers and amplifiers suitable for these spaces. We began using them for background music (BGM) applications where sound quality is crucial, and now we adopt Yamaha frequently for commercial and office projects.”

What Yamaha audio equipment are you using?

“We started by specifying ceiling speakers and amplifiers, we now find the MRX7-D signal processor particularly valuable,” Mr. Takaya continues. “The MRX7-D can process audio signals and output commands to specific IP addresses (using the External Events function). And, using ProVisionaire Control PLUS, we have created a custom user interface to centrally control audio, video, and lighting via a touch screen.”



VXC Series ceiling speakers



MRX7-D signal processor (top) and XMV8140-D power amplifier (bottom)

What advantages does ProVisionaire Control PLUS offer for your system controls?

“We often deliver audio, visual, and lighting packages, where delivering multiple remote controls to a single site is standard, but not user-friendly,” says Mr. Takaya. “We realized that the MRX7-D could control network devices and, since ProVisionaire Control PLUS allows for fully bespoke user interface creation, we saw an opportunity to propose a solution that controls various devices without expensive dedicated equipment. It allowed Ms. Toyoshima to design control screens which are easy to use and intuitive for anyone.”



Touch screen control created with ProVisionaire Control PLUS

Turning to Ms. Toyoshima, was creating a bespoke control screen using ProVisionaire Control PLUS straightforward?

“Creating the screen was as easy as using PowerPoint and my experience with Adobe Illustrator helped me to quickly adapt,” she says. “Inputting the commands for each device to match the scene took a little more work, but the screen design was very intuitive.”



Ms. Toyoshima

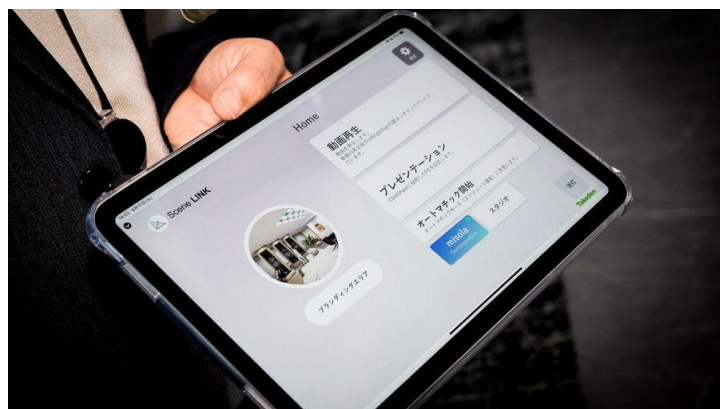
MRX7-D signal processor and Provisionaire Control PLUS allow audio and lighting to be centrally controlled via tablet.

Please describe the audio system at the TAKEDEN JP Tower Osaka Office.

“We broadcast BGM throughout the entire building, including the entrance, meeting rooms, and office areas,” says Mr. Takaya. “A single USN tuner feeds one MRX7-D, which distributes the signal via Dante to eight AV systems. We can play the same BGM throughout or switch individual zones as needed.”

Can the zones be operated for each room using the controller created with ProVisionaire Control PLUS?

“Yes,” says Ms. Toyoshima. “For instance, our branding area has lighting, a projector, and audio. Previously, playing content required separate remotes for each. With our ProVisionaire Control PLUS tablet, a single tap simultaneously adjusts the lighting, starts the projector, and switches the audio settings.”



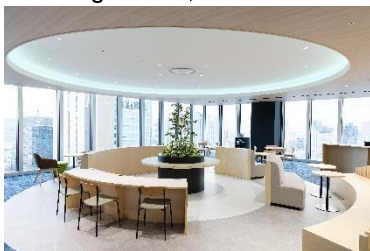
Control screen for the branding area, created with ProVisionaire Control PLUS



Branding area, with wall video projection and VX11W-24 line array speakers

Do other rooms also have controllers tailored to their specific use?

“Correct,” Ms. Toyoshima affirms. “We created bespoke touch screens for each space, such as the office area, meeting rooms, executive room, and gathering spaces.”



Gathering space



Control screen for gathering space



Executive meeting room



Control screen for executive meeting room

Speech Privacy System introduced across the entire office

Why have you introduced the Speech Privacy System?

“Like the BGM system, the Speech Privacy System covers the entire office,” says Mr. Takaya. “We play masking sounds in meeting rooms and office areas to prevent conversation leakage. In free spaces, we play relaxing ambient sounds. We commissioned Nature Sounds nagomi, a popular YouTube channel, to record original sounds of nature with binaural microphones in the mountains. Sounds like birds and wind play from ceiling speakers, while flowing water or frogs play from speakers low in the plants or under chairs.”



VXC4W ceiling speaker and VXC8SW ceiling subwoofer



Ultra-compact VXS1MLW speaker installed among plants

That is a very elaborate ambient sound setup!

“Thank you,” smiles Mr. Takaya. “We installed a generous number of subwoofers, so the sound creates a genuine outdoor atmosphere. The sounds change according to the time of day and provide a masking effect. Combined with the meeting room masking, this delivers acoustic harmony throughout the space.”

How have you found Yamaha's technical support?

“The support is incredibly helpful and educational; the technical support team teaches us how to handle things ourselves in the future. The quick response time is also very reassuring,” says Mr. Takaya.



Finally, what is your outlook for designing future systems?

“We now take a ‘Yamaha First’ approach for audio projects,” says Mr. Takaya. “Previously we combined multiple dedicated devices, but now systems can be completed primarily with the MRX7-D. It is an excellent tool. Moving forward, I believe the MRX7-D and ProVisionaire Control PLUS will play a key role in improving not just audio, but the overall functionality and user experience of the office.”



VXL1W-24 speakers installed at entrance signage



TAKEDEN Corporation