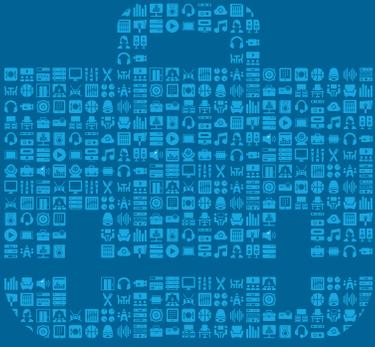


..... PARTNER STORY



CORPORATE



OPPORTUNITY

ABA Bank required a cutting-edge lighting solution to deliver immersive lighting displays on the building’s contemporary facade, made of a mixture of vertical louvers and corrugated box panels.



SOLUTION

To achieve maximum visibility and enhance the architectural features of the ABA Bank Head Office Branch building, Bright & Eternity Trading Co. deployed cutting-edge Martin lighting fixtures.

ABA BANK, CAMBODIA

Located along one of the busiest roads in Cambodia’s capital city, the ABA Bank Head Office Branch witnesses thousands of people pass through every day. ABA Bank recently completed a major phase of growth and development in which they acquired several rented buildings, a mix of back and front-line offices and a suite of exclusive executive spaces. To highlight the Head Office Branch’s contemporary facade, made of a mixture of vertical louvers and corrugated box panels, ABA Bank hired lighting solution experts Bright & Eternity Trading Co., Ltd. to install a cutting-edge lighting solution.

“The challenge at the ABA Bank Head Office Branch was to highlight and maintain visibility of the main facade, which was perfectly visible during the daytime, but was less visible at night,” said Kep Kem, Director, Bright & Eternity Trading Co., Ltd. “To understand the requirements, we conducted a site walkthrough together with Martin’s team to determine possible cable routes and installation points. One of the concerns that we faced was to minimize disturbance to their day-to-day operations and complete the installation within the given timeframe. After due consideration of the requirements, we decided that the Martin Exterior Linear Quad Graze fixtures would be the perfect solution.”

Bright & Eternity equipped the ABA Bank building with Martin Exterior Linear 1210 Graze QUAD and Exterior Linear 310 Graze QUAD fixtures along with a Martin RDM 5.5 Splitter to deliver stunning lighting designs. Exterior Linear Quad Graze series fixtures were selected for their high output, robust outdoor performance and uniform light distribution.

“After the installation of the facade, we realized that it looked prominent during the daytime but was less visible at night,” said Igor Zimarev, Head of Marketing, ABA Bank. “We wanted to bring more attention to it and make it a distinguishable part of the landscape after sunset. To find a suitable lighting solution that could do just that, we had to look outside the country, as the market of lighting solutions in Cambodia is at its infant

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stage. Keeping in mind the professionalism of Alvin from Martin by HARMAN Pte. Ltd. who had approached us several years ago, we decided to follow up on the case. Alvin and his team know their product range well and could advise on the type and amount of fixtures we needed for our project. We felt confident with their proposal and chose to go ahead with Martin. We're also extremely satisfied with the high-quality skills and execution that Bright & Eternity Trading Co., Ltd., displayed to complete the project.”

PRODUCTS USED

MARTIN EXTERIOR LINEAR 310 GRAZE QUAD LED FIXTURES

MARTIN EXTERIOR LINEAR 1210 GRAZE QUAD LED FIXTURES

MARTIN RDM 5.5 SPLITTER



CONTACT

For PR Inquiries:

David Glaubke

Director, Public Relations

HARMAN Professional Solutions

david.glaubke@harman.com

+1 (818) 895-3464 Office

+1 (818) 470-7322 Mobile

FOR APAC

RV Ramachandran

Marketing Director - Asia Pacific

HARMAN Professional Solutions

108 Pasir Panjang Road

#02-08 Golden Agri Plaza

Singapore 118535

TEL No: +65-6870-5000

DID No: +65-6870-5092

Mobile: +65-9146-2464

Email: RV.Ramachandran@harman.com

ABOUT HARMAN

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