

PARTNER STORY



HOTELS



OPPORTUNITY

The world-class Modena by Fraser hotel in Buriram required a sophisticated audio solution to deliver clear and detailed sound throughout the complex, including a multipurpose ballroom.



SOLUTION

AV integrator Mahajak Development designed and installed a HARMAN Professional Solutions networked audio system featuring class-leading solutions from JBL, Crown, Soundcraft and BSS.

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To ensure consistent sound throughout the facilities, we installed a networked audio system using HARMAN's industry-leading AV solutions.”

MODENA BY FRASER BURIRAM, THAILAND

Constructed in 2018, Modena By Fraser Buriram is a world-class hotel known for its sleek blend of functionality and style. Located within walking distance of the renowned Chang International Circuit racetrack and Chang Arena football stadium, the Modena By Fraser Buriram hotel is ideally situated for sports fans. Behind the property's distinctive façade are 152 luxurious guest rooms, a spacious foyer and a large ballroom used for elegant weddings, high-profile product launches, car shows, business conferences and more. To deliver clear, detailed sound in the ballroom and throughout the hotel, Modena By Fraser Buriram hired AV integrator Mahajak Development to design and install a premium networked audio solution. Mahajak Development designed a HARMAN Professional Solutions networked audio system featuring class-leading solutions from JBL, Crown, Soundcraft and BSS.

“To ensure consistent sound throughout the facilities, we installed a networked audio system using HARMAN's industry-leading AV solutions,” said Pongsakorn Kanchanachayphoom, Project Director, Mahajak Development Co. Ltd. “With the grand ballroom serving as a multi-purpose venue, we developed a highly customizable audio system with superb clarity for any event. We selected JBL Professional sound equipment along with Crown and Soundcraft because HARMAN's solutions met all of the hotel's environmental demands.”

Mahajak Development equipped the ballroom with JBL CBT 200LA-1 line array column speakers. With Constant Beamwidth Technology, CBT 200LA-1 speakers deliver crystal-clear sound with superior, consistent coverage. To provide additional low-end support, Mahajak Development selected JBL AC118S high-power subwoofers, which feature an extended frequency response down to 32 Hz. Additionally, Mahajak Development installed JBL Control 226C/T ceiling speakers throughout the facility to provide balanced, even coverage. The system is powered by Crown CDi 2|1200 and CDi 2|300 amplifiers, which feature pre-loaded JBL speaker tunings to help make installations quicker and easier.



AKG

AMX

BSS



dbx



lexicon

Martin

Soundcraft

STUDER



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Signals on stage are routed through a Soundcraft Mini Stagebox 32R into a Soundcraft Si Impact digital mixing console. With versatile routing options, advanced DSP processing and color-coded FaderGlow technology, the Si Impact makes it easy for staff to quickly dial in pristine sound. To distribute signals throughout the facility, Mahajak Development installed a BSS BLU-100 signal processor, which provides low-latency streaming for up to 48 channels of audio over traditional Category 5e cabling.

“We wanted to create an immersive audio and visual experience for our guests, and HARMAN Professional Solutions has helped us achieve that objective,” said a spokesperson for Modena By Fraser Buriram Hotel. “With the latest equipment installed by Mahajak, we can now deliver exceptional sound quality throughout our multi-purpose ballroom with exceptional control.”

“HARMAN is extremely privileged to be associated with Modena by Fraser Buriram, providing effective AV and control solutions powered by our iconic brands,” said Ramesh Jayaraman, VP & GM HARMAN Professional Solutions, APAC. “HARMAN would like to thank Mahajak Development for understanding the requirements of the client, deploying a successful design and achieving an outstanding AV experience for their guests.”

PRODUCTS USED

BSS SOUNDWEB LONDON BLU-100 SIGNAL PROCESSOR

CROWN CDI 2I1200 AMPLIFIERS

CROWN CDI 2I300 AMPLIFIERS

JBL CBT 200LA-1 LINE ARRAY COLUMN LOUDSPEAKERS

JBL AC118S HIGH-POWER SUBWOOFERS

JBL CONTROL 226C/T CEILING SPEAKERS

SOUNDCRAFT MINI STAGEBOX 32R INPUT MODULE

SOUNDCRAFT SI IMPACT DIGITAL MIXING CONSOLE





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ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



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