

CASE STUDY



CINEMA



OPPORTUNITY

To create a more immersive AV experience with even, balanced coverage, ABR Cinemas recently decided to upgrade its aging audio systems.

SOLUTION

Digital Sound System installed cutting-edge HARMAN Professional Solutions cinema audio systems featuring class-leading JBL loudspeakers, Crown amplifiers and Dolby Atmos processors.

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ABR CINEMAS, INDIA

ABR Cinemas The Next is a world-class multiplex located in historic Gudivada. With three luxurious theaters, ABR Cinemas is one of Andhra Pradesh's premier cinemas. To create a more immersive AV experience with even, balanced coverage, ABR Cinemas recently decided to upgrade its aging audio systems. ABR Cinemas hired sound integrators Digital Sound System to install three cutting-edge HARMAN Professional Solutions cinema audio systems featuring class-leading JBL loudspeakers, Crown amplifiers and state-of-the-art Dolby Atmos processors.

"We are proud to have been associated with HARMAN Professional Solutions and all of the products recently installed at ABR Cinemas," said Dariya Hussain Syed of Digital Sound System. "The JBL Professional 4732 loudspeakers and 4642A subwoofers have delivered exceptional audio results. We received the products promptly and the technical support from HARMAN Professional Solutions helped us complete the installation on time."

Digital Sound System equipped the Audi 3 theater with an immersive 32-channel Dolby Atmos solution powered by a Dolby Atmos Cinema Processor CP850 and Dolby Atmos Interface DAC3202. To deliver crystal-clear sound, Digital Sound System installed JBL 5732 ScreenArray loudspeakers in left, center and right positions. To provide additional low-frequency support, Digital Sound System selected powerful JBL 4642A and 4641 subwoofers. Digital Sound System also mounted JBL 9310, 9300 and JBL 8320 cinema surround loudspeakers on the walls and ceiling to ensure consistent coverage throughout the theater. The system is powered by Crown DSi 4000, DSi 2000 and XLC 2500 amplifiers.



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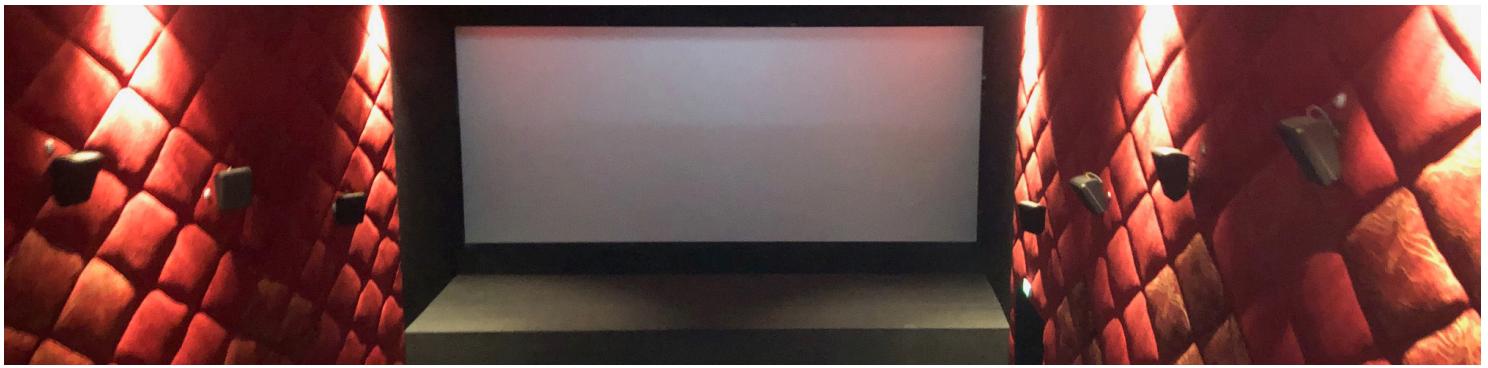
In the Audi 2 theater, Digital Sound System installed a complete 7.1 cinema audio system featuring JBL 4732 ScreenArray loudspeakers in the left, center and right positions. Digital Sound System selected JBL 4642A dual-driver subwoofers to deliver smooth bass response and JBL 8320 compact cinema surround loudspeakers to ensure balanced sound in every seat. The system is powered by Crown DSi 4000 and DSi 2000 amplifiers and controlled using a state-of-the-art JBL CPi2000 cinema processor.

Digital Sound System installed a compact 7.1 cinema audio system in the Audi 1 theater, featuring JBL 3732 ScreenArray loudspeakers in the left, center and right positions. The system is enhanced with a JBL 4642A dual-driver subwoofer for low-end support and JBL 8320 compact cinema surround loudspeakers for comprehensive coverage. The system is powered by Crown DSi 4000 and DSi 2000 amplifiers. A JBL CPi2000 cinema processor offers complete control over the system.

"We recently had JBL Professional products installed at ABR Cinemas in Gudivada," said Ramakrishna Anil Kumar Pechetti, CEO, ABR Cinemas. "The sound quality and product performance have been very good. Working with the HARMAN Professional Solutions team has also been a great experience, as everyone was highly professional and ensured timely delivery of the project. I'd recommend JBL Professional products for future upgrades at any branch of ABR Cinemas."

"With a forward-looking approach and a focus on quality, ABR Cinemas wanted to offer a world-class cinema experience for guests in Gudivada, Andhra Pradesh," said Aditya Todi, Senior Director of Sales and Marketing, HARMAN Professional Solutions, India and SAARC. "We're glad to have been part of this journey with them."

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PRODUCTS USED

CROWN DS1 2000 AMPLIFIERS

CROWN DS1 4000 AMPLIFIERS

CROWN XLC 2500 AMPLIFIERS

JBL 3732 SCREEN ARRAY LOUDSPEAKERS

JBL 4641 CINEMA SUBWOOFERS

JBL 4642A DUAL-DRIVER SUBWOOFERS

JBL 4732 SCREEN ARRAY LOUDSPEAKERS

JBL 5732 SCREEN ARRAY LOUDSPEAKERS

JBL 8320 CINEMA SURROUND LOUDSPEAKERS

JBL 9300 CINEMA SURROUND LOUDSPEAKERS

JBL 9310 CINEMA SURROUND LOUDSPEAKERS

JBL CPI2000 CINEMA PROCESSORS

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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.