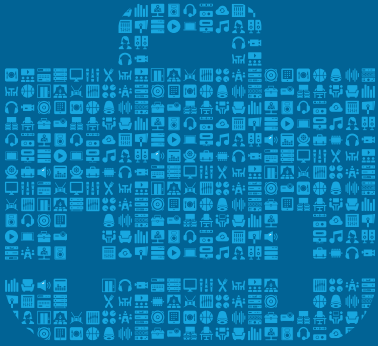


CASE STUDY



CORPORATE



OPPORTUNITY

To demonstrate how HARMAN Professional's cutting-edge audio technologies meet the needs of various spaces and events, TechDataPS decided to create a dedicated Showroom facility.



SOLUTION

To create a world-class experience center, TechDataPS installed industry-leading audio systems from HARMAN Professional Solutions to showcase the latest in audio technology.

TECHDATAPS SHOWROOM, SOUTH KOREA

TechDataPS is a leading provider of professional audio solutions in South Korea. To demonstrate how HARMAN Professional's cutting-edge audio technologies meet the needs of various spaces and events, from bars to major concert venues, TechDataPS decided to create a dedicated Showroom facility. Opened on November 25, 2020, the Showroom offers an immersive tour of HARMAN's prestigious audio, video and control brands such as AKG, JBL and AMX. With more than 200 products on display, including loudspeakers, microphones, audio mixers and more, the center houses the largest collection of audio technology products in South Korea.

The Showroom is divided into several zones, each highlighting a different range of solutions. TechDataPS equipped the Performing Zone with JBL Intellivox Series, VTX A Series, VTX F Series, VTX M Series, VLA Compact Series and VP Series loudspeakers, all of which provide consistent coverage throughout the space. The team powered all speakers with Crown VRack amplifiers, and the Control Zone features a Soundcraft VI2000 professional audio mixer for customers to experience first-hand its premium sound quality and user-friendly mixing interface.

In the Display Zone, TechDataPS installed JBL CBT series column speakers and an array of AMX networked AV and control devices, including SVSI N2400 4K Series encoders and decoders, Acendo Vibe soundbars, Massio control and keypads, and Modero G5 touch panels. The Install Zone features JBL's impressive line up of permanent installation speaker solutions including AE series, AWC compact, AW series, Control 23-1, Control 25-1, Control 28-1L and CWT128 loudspeakers.





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The Portable Zone showcases JBL's plethora of portable self-powered speakers, including BRX300 Series, EON One Series, IRX100 Series, EON208P, PRX800 Series, SRX800 Series and PD500 Series loudspeakers. In the Recording Zone, listeners can compare the reference-quality sound provided by JBL One Series, 7 Series and 3 Series MKII reference monitors. Customers can also test out AKG's iconic lineup of microphones including DMS300 Series, WMS470 Wireless, Lyra USB, C414 XLII, C214, D5, K872 and K275 microphones.

TechDataPS outfitted the Table Zone with AKG conference microphones including PCC160, PZM30D and DAM Series models. They also included Soundcraft's lineup of compact mixers, including Notepad Series, Si Series and Ui Series consoles. TechDataPS used the Caf   Zone to showcase JBL Control 10 Series, Control 40 Series, Control 60 Series, Control 300 Series, VMA Series, CSMA series, Control HST, CRV and CSS8018 loudspeakers.

To power all speakers in the showroom, TechDataPS equipped the Rack Zone with Crown CDi DriveCore Series, ComTech DriveCore Series, DCi Network Series amplifiers and BSS Soundweb London Series, Soundweb Contrio Series. Additionally, AMX touch panels operate all the speakers across the showroom, making it easy for visitors to select the music and speakers they want to audition. TechDataPS staff reported that their customers are particularly impressed with the direct AV-over-IP experience provided by the AMX interfaces.

"For an ambitious project like this, creating an impactful audio experience is essential and game-changing," said Amar Subash, VP & GM, HARMAN Professional Solutions, APAC. "We would like to thank TechDataPS for using our solutions to create this world-class showroom and give customers a one-of-a-kind experience."



PRODUCTS USED

AKG C214 MICROPHONES
 AKG C414 XLII MICROPHONES
 AKG D5 MICROPHONES
 AKG DAM SERIES MODELS MICROPHONES
 AKG DMS300 SERIES MICROPHONES
 AKG K275 MICROPHONES
 AKG K872 MICROPHONES
 AKG LYRA USB MICROPHONES
 AKG PCC160 MICROPHONES
 AKG PZM30D MICROPHONES
 AKG WMS470 WIRELESS MICROPHONES
 AMX ACENDO VIBE SOUNDBARS
 AMX MASSIO KEYPADS
 AMX MODERO G5 TOUCH PANELS
 AMX SVSI N2400 4K SERIES ENCODERS AND DECODERS
 BSS SOUNDWEB LONDON SERIES PROCESSORS
 BSS SOUNDWEB CONTRIO SERIES PROCESSORS
 CROWN CDI DRIVECORE SERIES AMPLIFIERS
 CROWN COMTECH DRIVECORE SERIES AMPLIFIERS
 CROWN DCI NETWORK SERIES AMPLIFIERS
 CROWN VRACK AMPLIFIERS
 JBL 3 SERIES MKII REFERENCE MONITORS
 JBL 7 SERIES REFERENCE MONITORS
 JBL AE SERIES LOUDSPEAKERS
 JBL AWC COMPACT LOUDSPEAKERS
 JBL AW SERIES LOUDSPEAKERS
 JBL BRX300 SERIES LOUDSPEAKERS
 JBL CBT SERIES COLUMN SPEAKERS
 JBL CONTROL 10 SERIES LOUDSPEAKERS
 JBL CONTROL 23-1 LOUDSPEAKERS
 JBL CONTROL 25-1 LOUDSPEAKERS
 JBL CONTROL 28-1L LOUDSPEAKERS
 JBL CONTROL 300 SERIES LOUDSPEAKERS
 JBL CONTROL 40 SERIES LOUDSPEAKERS
 JBL CONTROL 60 SERIES LOUDSPEAKERS
 JBL CONTROL HST LOUDSPEAKERS
 JBL CRV LOUDSPEAKERS
 JBL CSMA SERIES LOUDSPEAKERS
 JBL CSS8018 LOUDSPEAKERS



PRODUCTS USED CONTINUED

JBL CWT128 LOUDSPEAKERS

JBL EON ONE SERIES LOUDSPEAKERS

JBL EON208P LOUDSPEAKERS

JBL INTELLIVOX SERIES LOUDSPEAKERS

JBL IRX100 SERIES LOUDSPEAKERS

JBL ONE SERIES REFERENCE MONITORS

JBL PD500 SERIES LOUDSPEAKERS

JBL PRX800 SERIES LOUDSPEAKERS

JBL SRX800 SERIES LOUDSPEAKERS

JBL VLA COMPACT SERIES LOUDSPEAKERS

JBL VMA SERIES LOUDSPEAKERS

JBL VP SERIES LOUDSPEAKERS

JBL VTX A SERIES LOUDSPEAKERS

JBL VTX F SERIES LOUDSPEAKERS

JBL VTX M SERIES LOUDSPEAKERS

SOUNDCRAFT NOTEPAD SERIES MIXERS

SOUNDCRAFT SI SERIES CONSOLES

SOUNDCRAFT UI SERIES CONSOLES

SOUNDCRAFT VI2000 PROFESSIONAL AUDIO MIXERS



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