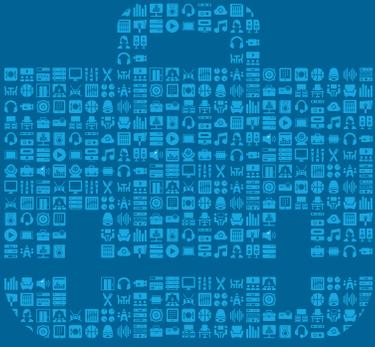


CASE STUDY



CORPORATE



OPPORTUNITY

Muang Thai Life Assurance's Sarnsara Learning Center required advanced AV technology to create an ideal learning space and collaborative environment for its associates and clients.



SOLUTION

Mahajak Development selected and installed HARMAN networked audio systems utilizing JBL Professional speakers, Soundcraft mixers and AMX network processors.

SARNSARA LEARNING CENTER, BANGKOK

Founded in 1951, Muang Thai Life Assurance (MTLA) is a major provider of life insurance with 250 branches across Thailand. In 2020, MTLA constructed Sarnsara Learning Center, a new facility with the aim of creating an ideal learning space and collaborative environment for its associates and clients. Its facilities include a 1,000-seat auditorium, 73 guestrooms and 16 training rooms of various sizes, each accommodating between 20 and 200 people. In 2021, the Inavate APAC Awards honored the facility with the Education Project Award, in recognition of the center's innovative use of AV technology to promote a positive learning environment.

To ensure that the array of rooms could support a variety of purposes—including seminars, meetings, group discussions, workshops and other activities—MTLA turned to trusted integrator Mahajak Development to equip Sarnsara Learning Center with the latest AV technology and user-friendly audio systems. Mahajak Development selected and installed HARMAN networked audio systems utilizing JBL Professional speakers, Soundcraft mixers and AMX network processors.

"We are so proud to be entrusted with providing audio solutions for Sarnsara Learning Center," said Pongsakorn Kanchanachayphoom, Project Director at Mahajak Development Co. Ltd. "Because Muang Thai Life is imbued with the core value of 'caring', we have made this our priority as well—to deliver our best and achieve the highest level of customer satisfaction."

Mahajak outfitted the main auditorium with JBL CBT 100 LA-1 column loudspeaker array systems to deliver wide and balanced sound quality in the large space. A Soundcraft Si Expression digital audio console makes it easy to dial in professional quality mixes quickly, even for users with limited audio experience. To ensure excellent sound quality and clarity for a wide variety of applications, Mahajak equipped the meeting spaces and seminar rooms with JBL Control Series 14C/T, 16C/T and 18C/T ceiling loudspeakers, which blend in seamlessly with the ceiling.





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Both the auditorium and the largest seminar room feature prominent motorized LED screens for video content. To ensure reliable operation and support for multiple analog and digital formats, Mahajak installed an AMX NX-2200 Netlinx integrated controller, which provides a scalable platform with backward compatibility and extensive network security features. AMX Modero G5 Series touch panels allow users to access that control via a beautiful, single, streamlined interface.

Sarnsara Learning Center reported that they are confident in HARMAN Professional Solutions and they are satisfied with Mahajak's installation and customer service. They also confirmed that the AV system installed by Mahajak is easy to use.

PRODUCTS USED

AMX MODERO G5 SERIES TOUCH PANELS

AMX NX-2200 NETLINX INTEGRATED CONTROLLER

JBL CBT 100 LA-1 COLUMN LOUDSPEAKER ARRAY SYSTEM

JBL CONTROL 14C/T CEILING LOUDSPEAKERS

JBL CONTROL 16C/T CEILING LOUDSPEAKERS

JBL CONTROL 18C/T CEILING LOUDSPEAKERS

SOUNDCRAFT SI EXPRESSION DIGITAL AUDIO CONSOLE



CONTACT

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