

CASE STUDY



THEMED ATTRACTIONS



OPPORTUNITY

To enhance the visitor experience, Andamanda Phuket required an audio and visual system that was seamless, user-friendly, and built to withstand the area's wet and humid conditions.



SOLUTION

Mahajak Development Co., Ltd met those requirements with a carefully curated selection of reliable, water-resistant AV solutions by JBL Professional, BSS and Soundcraft.

ANDAMANDA PHUKET, THAILAND

Opened in 2022, Andamanda Phuket is currently one of the largest leisure and entertainment destinations in Thailand. Incorporating the famous Andaman Islands' natural geography and unique landscapes into its design, the park features numerous family-friendly attractions including a 16,000 square-meter wave pool, 300-meter white sand beach, and Thailand's longest lazy river ride. To enhance the visitor experience across the park's many attractions, Proud Real Estate Public Company Limited required a high-quality audio and visual system that was seamless, user-friendly, and built to withstand the area's wet and humid conditions. Mahajak Development Co., Ltd met those requirements with a carefully curated selection of reliable, water-resistant AV solutions by JBL Professional, BSS and Soundcraft.

The new AV system covered all five key areas in the park; The Pearl Palace, the Emerald Forest, Naga Jungle, the Great Andaman Bay, and Coral World. The Pearl Palace not only welcomes visitors to the park, but it also houses the central computer system that channels music and announcements throughout the park. To optimize the computer's performance and usability, the Mahajak team installed a BSS BLU-USB link interface to connect the computer to a BSS BLU-100 signal processor for seamless playback and effortless sound configuration. Additionally, a BSS EC-4BV Ethernet controller allows for individual volume control in each zone using an easy-to-use interface design.

For the audio component, JBL Control 14C/T four-inch coaxial ceiling loudspeakers supplied the indoor areas with dynamic and clear audio, while the weatherproof JBL Control 25-1 and 28-1 loudspeakers ensure wide coverage and high-fidelity audio for the outdoor spaces. Both speakers are also equipped with the optional JBL WeatherMax-treated grille cover for maximum, IP55-rated protection against the elements.



AKG

AMX

BSS



dbx



lexicon

Martin

Soundcraft



“

We pride ourselves in delivering extraordinary experiences and would like to thank Mahajak Development Co., Ltd for working with us on this opportunity.”

For the high-traffic, outdoor corridor spaces, JBL Control 88M landscape speakers utilize a minimalist design and highly durable enclosure to ensure 360-degree coverage and strong output even during peak park hours. The communal spaces like the beach and bar areas utilize a combination of JBL Control 28-1 speakers and JBL AWC129 all-weather compact speakers, the latter of which features a 12-inch woofer with a Kevlar-reinforced cone and a three-inch voice coil for distinct speech intelligibility and extended frequency response for music. Additionally, JBL Control SB2210 subwoofers complement these speakers with warm, punchy low-end sound that is ideal for live performances, events and more.

To host events around the Water Park, the Mahajak team provided a portable sound system featuring JBL EON610 powered speakers, JBL PRX815 floor monitors with built-in Wi-Fi and JBL PRX818XLF compact subwoofers. The team included a Soundcraft Ui16 16-channel digital mixer to ensure premium sound quality with simple and intuitive controls.

A spokesperson for Mahajak reported to HARMAN that working on Andamanda Phuket was a fulfilling project for everyone involved. They also noted their continued faith in HARMAN Professional Solutions' wide selection of versatile products to consistently meet the client's needs.

"We would like to congratulate Proud Real Estate Public Company Limited for the successful opening of their outstanding Andamanda Phuket water park," said Amar Subash, VP & GM, HARMAN Professional Solutions of APAC. "At HARMAN, we pride ourselves in delivering extraordinary experiences and would like to thank Mahajak Development Co., Ltd for working with us on this opportunity."





PRODUCTS USED

BSS BLU-100 SIGNAL PROCESSOR

BSS EC-4BV ETHERNET CONTROLLER

JBL AWC129 ALL-WEATHER COMPACT SPEAKERS

JBL CONTROL 14C/T LOUDSPEAKERS

JBL CONTROL 25-1 LOUDSPEAKERS

JBL CONTROL 28-1 LOUDSPEAKERS

JBL CONTROL 88M LANDSCAPE SPEAKERS

JBL CONTROL SB2210 SUBWOOFERS

JBL EON610 POWERED SPEAKERS

JBL PRX815 FLOOR MONITORS

JBL PRX818XLF COMPACT SUBWOOFERS

SOUNDCRAFT UI16 16-CHANNEL DIGITAL MIXER



CONTACT

To Speak With Someone About
HARMAN Products and Solutions,
visit pro.harman.com/contacts

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.



© 2023 HARMAN International Industries, Incorporated. All rights reserved. Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of HARMAN International Industries, Incorporated, registered in the United States and/or other countries. AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries. Features, specifications and appearance are subject to change without notice.