

PARTNER STORY



RETAIL



OPPORTUNITY

Provide audio for exhibitions that showcase Hyundai's latest technology and unique company culture while balancing the look and feel of the space and the technologies that create the experience.



SOLUTION

To provide audio for the Hyundai Motorstudio Goyang Experience Center, TechData Co installed a complete audio system by HARMAN Professional Solutions consisting of JBL Professional speakers and BSS audio control.

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SOUTH KOREA, HYUNDAI MOTORSTUDIO GOYANG

Based in Ulsan, South Korea, Hyundai Motor Company operates the world's largest integrated automobile manufacturing facility, with vehicles sold in 193 countries and more than 175,000 employees worldwide. As part of Hyundai's vision of providing customers with a lifetime of enriched driving experiences, the automaker opened the first Hyundai Motorstudio in Seoul in 2014, followed by locations in Moscow and Hanam, South Korea. In 2017, Hyundai opened Motorstudio Goyang, the largest automobile brand experience center in South Korea. Designed by Austria's world-renowned architecture firm DMAA, Motorstudio Goyang features cutting-edge architecture and unique exhibitions that showcase Hyundai's latest technology and unique company culture. To provide audio for the Hyundai Motorstudio Goyang Experience Center, TechData Co installed a complete audio system by HARMAN Professional Solutions.

“The challenge was creating a balance between the look and feel of the space, and the technologies that create the experience,” said SJ Rhee, TechData Co. “We collaborated with local architectural sound experts to provide consultation regarding system design. We had to show proof of concept and demonstrate proper playback of Klangerfinder & Idee und Klang's audio designs to ensure the intended audio experience was achieved. The process started in 2014 and we were awarded the job in October 2015, with the commissioning and installation of the system in April 2017.”

“On our part, the challenge was implementing proper audio coverage at the correct levels, taking into consideration the interior layout and design as well as the overall environment and materials used,” continued SJ Rhee.

The facility's exhibition spaces were designed by Atelier Bruckner, and are at the center of the Motorstudio Goyang experience. To ensure an immersive media experience for visitors, Hyundai hired Klangerfinder & Idee und Klang to create a unique sound design for the exhibition space, complemented by media hardware designed by Medienprojekt P2. Audio integrator TechData Co. was hired to bring the audio design to life, and ensure



AKG

AMX

BSS



dbx



lexicon

Martin

Soundcraft

STUDER



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the system could deliver excellent sound quality and properly balanced coverage. In order to meet these requirements, TechData selected a complete HARMAN audio system made up of JBL Professional and BSS solutions.

In order to ensure optimum audio coverage and clarity in the facility’s main exhibition space, TechData installed a range of JBL speakers. JBL PD6000, PD500, CBT, AE and AE Compact Series speakers are installed throughout the space to deliver consistent level and high output, with low frequency support provided by ASB6112 and ASB6128V subwoofers. TechData also installed CBT Series column loudspeakers, which utilize analog delay beamforming and amplitude tapering to accomplish consistent vertical coverage, without the narrow vertical beaming and out-of-coverage lobing that is typical of straight form-factor passive column speakers.

In addition to the exhibition space, TechData installed speakers in other areas throughout the facility, including Control 26CT speakers in the restaurant and weather-resistant Control 88M landscape speakers in the fourth floor terrace. The diverse array of solutions in the JBL Control Contractor Series enabled TechData to provide aesthetically matching in-ceiling and surface-mount speakers in the cafeteria, elevator lobby, driving registration and restroom areas. EON600 Series speakers extend the audio experience outside the building and into the parking lot. TechData also installed a BSS Soundweb Contrio EC-4BV for advanced volume control and source selection.

“The Hyundai Motorstudio experience center is our way of communicating with our customers, enabling us to engage with them through the various experiences within the facility,” said Yeonhee Lee, Director, Hyundai Motorstudio Goyang. “It is imperative that visitors have a seamless experience that targets all their senses. We are delighted that the HARMAN system has enabled us to achieve our goals, and we are especially pleased with the dedication and strong support of TechData.”

“The different JBL speaker models in the exhibition space helped us to ensure consistent coverage with the right levels for a pleasing experience. Having a range of speakers with different configurations and coverage patterns helped us achieve Hyundai’s objectives. We are pleased to say that we managed to successfully design and install the HARMAN system without any compromise in quality,” said SJ Rhee.

“One of the highlights is the 4D room, where visitors can experience off-road racing in a rally car that makes them feel like they are in an amusement park, with HARMAN audio providing the soundtrack,” said Kyoo Hong Min, Account Manager, TechData





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“It is a great privilege to be associated with one of South Korea’s iconic companies at Hyundai Motorstudio in Goyang,” said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “HARMAN’s JBL and BSS brands elevate the audio experiences of visitors by bringing out the finer sounds from the factory floor to the exhibition floor. We thank TechData for being involved in every step of creating the experience center, showing commitment and dedication to ensure that only the best solution and result was achieved.”

PRODUCTS USED

JBL PROFESSIONAL PD5000 SERIES SPEAKERS

JBL PROFESSIONAL AE SERIES SPEAKERS

JBL PROFESSIONAL CBT SERIES SPEAKERS

JBL PROFESSIONAL CONTROL SERIES SPEAKERS

JBL PROFESSIONAL EON SERIES POWERED SPEAKERS

BSS SOUNDWEB CONTRIO SERIES

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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