

## PARTNER STORY



## CONVENTION CENTERS



### OPPORTUNITY

Provide premium audio and an immaculate guest experience for a wide range of events at the Khonkaen International Convention Center (KICE), one of the most popular and versatile venues in Thailand.



### SOLUTION

KICE hired Mahajak Development to install a new audio system with HARMAN Professional comprised of JBL speakers, Crown amplifiers, Soundcraft mixers, BSS processors and AMX SVSI solutions.

### KHONKAEN INTERNATIONAL CONVENTION CENTER, THAILAND

Mahajak Development recently installed a complete, HARMAN Professional Solutions networked AV solution at Khonkaen International Convention and Exposition Center (KICE) to ensure premium audio quality for a wide range of events and conferences.

Located in the city of Khonkaen, KICE is one of the most popular and versatile venues in Northeastern of Thailand and will be the convention hub with facilities of the fastest internet speed, the highest AV Technology and premium interior design in this part of Thailand. KICE's crown jewel is its nearly 150,700 square foot main exhibition hall with room-combined function as well as another 7 individual meeting rooms, which regularly hosts high profile events ranging from corporate meetings and conferences to exhibitions. In order to provide an immaculate guest experience at such a wide range of events, KICE recently hired Mahajak Development to install brand new audio system with HARMAN Professional networked AV system throughout the area, comprised of JBL speakers, Crown amplifiers, Soundcraft mixers, BSS processors and AMX SVSI matrix and controllers.

"KICE required an AV system with enough power and flexibility to provide experiences for any type of event," said Pongaskorn Kanchanachayphoom, Project Director, Mahajak Development. "The biggest challenge was to ensure intelligibility throughout the venue despite its high ceilings. We easily overcame this challenge with JBL speakers, producing crystal clear sound in every corner of the exhibition hall. The HARMAN AV system we installed delivers high-quality sound for both corporate meetings and exhibitions events, and is flexible enough to ensure an engaging experience for attendees at any event."

“

KICE required an AV system with enough power and flexibility to provide experiences for any type of event.”



AKG

AMX

BSS



dbx



lexicon

Martin

Soundcraft

STUDER



“

The biggest challenge was to ensure intelligibility throughout the venue despite its high ceilings. We easily overcame this challenge with JBL speakers, producing crystal clear sound in every corner of the exhibition hall. The HARMAN AV system we installed delivers high-quality sound for both corporate meetings and exhibitions events, and is flexible enough to ensure an engaging experience for attendees at any event.”

To achieve impactful audio within the acoustically-challenging exhibition hall, Krissada Vivatvakin, PhD, Managing Director of Atkrist, AV Consultant had designed the venue with JBL SCS12 two-way speakers, and Control 16C/T and 14C/T full-range ceiling speakers. The SCS12 speakers were deployed overhead installed for maximum clarity in main hall, while the Control 10 series speakers provide consistent coverage throughout each meeting room and Crown DriveCore Install Networked series multi-channel amplifiers were used to supply clean and reliable power to the entire JBL speaker system. To ensure great sounding mixes with intuitive control for a wide range of events, Atkrist included Dante-enabled Soundcraft Expression 1 and Expression 3 digital consoles, Signature 12 and Signature 16 analog mixers. KICE's impressive inventory of Soundcraft mixers enables the staff to easily select the right board for events of any size.

The audio system is networked via a BSS Soundweb London BLU-806 with Dante and BLU-10 standalone wall controllers. While the visual system is networked and controlled by AMX NX-3200 NetLinx NX Integrated Controller with AMX SVSI N1000 series encoders and decoders to provide perfectly matrix and scaled HDMI video support, making it easy for KICE staff to select sources and adjust volume level in each zone of the large space.

“We are honored to see our iconic brands being used to deliver world class hospitality and entertainment experiences at KICE,” said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “We thank Mahajak for their partnership and deep understanding of their clients’ needs, and for trusting HARMAN solutions to guarantee customer satisfaction.”

#### PRODUCTS USED

**JBL SCS12 SPATIALLY CUED SURROUND LOUDSPEAKERS, 2-WAY**

**JBL CONTROL 16C/T TWO-WAY 6.5" COAXIAL CEILING LOUDSPEAKERS**

**JBL CONTROL 14C/T TWO-WAY 4" COAXIAL CEILING LOUDSPEAKERS**

**CROWN DRIVECORE INSTALL NETWORK SERIES AMPLIFIERS**

**SOUNDCRAFT SI EXPRESSION 1 AND EXPRESSION 3 DIGITAL CONSOLES**

**SOUNDCRAFT SIGNATURE 12 AND SIGNATURES 16 ANALOG MIXERS**

**BSS SOUNDWEB LONDON BLU-806 SIGNAL PROCESSOR WITH BLU LINK AND DANTE**

**BSS-10BLU PROGRAMMABLE CONTROLLERS**

**AMX NX-3200 NETLINX NX INTEGRATED CONTROLLER**

**AMX SVSI N1000 SERIES ENCODERS AND DECODERS**





“

We are honored to see  
our iconic brands being  
used to deliver world  
class hospitality and  
entertainment experiences  
at KICE.”



#### CONTACT

For PR Inquiries:

David Glaubke

Director, Public Relations

HARMAN Professional Solutions

david.glaubke@harman.com

+1 (818) 895-3464 Office

+1 (818) 470-7322 Mobile

#### FOR APAC

RV Ramachandran

Marketing Director - Asia Pacific

HARMAN Professional Solutions

108 Pasir Panjang Road

#02-08 Golden Agri Plaza

Singapore 118535

TEL No: +65-6870-5000

DID No: +65-6870-5092

Mobile: +65-9146-2464

Email: RV.Ramachandran@harman.com

#### 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.



© 2019 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.