

..... PARTNER STORY



CORPORATE



**OPPORTUNITY**

Singha Complex needed to create a flexible, state-of-the-art office space audio and video and control system, including meeting rooms, boardrooms, town hall spaces and more.



**SOLUTION**

JBL Control loudspeakers were installed in the town hall, ballroom, meeting rooms and common areas. Meeting rooms are equipped with JBL MklII studio monitors, powered by Crown amplifiers.



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**BOON RAWD BREWERY OFFICE AT SINGHA COMPLEX, THAILAND**

The Office is a massive office tower located in Bangkok’s renowned Singha Complex. With more than 120,000 square meters of workspace designed to inspire productivity and provoke creativity, The Office is Bangkok’s premier place for work. In order to create a flexible, state-of-the-art office space, Singha Complex recently hired Mahajak Development, Thailand’s leading pro AV distributor, to install an all-new HARMAN Pro Solutions networked AV system in 48 rooms throughout The Office, including meeting rooms, boardrooms, town hall spaces and more.

“In order to create an intuitive, high-tech and professional workplace environment, the client requested easy-to-use controls for audio, visual and air-conditioning systems in the conference room, including motorized curtains,” said Mr. Pongsakorn Kanchanachayphoom, Project Director, Mahajak Development Co. Ltd. “They also needed an AV system that would seamlessly stream seminars and events across multiple rooms. Furthermore, they wanted the system to be compatible with other brands, which is why we created the entire system using HARMAN solutions, due to their flexibility and versatility.”

Mahajak installed class-leading JBL Control series loudspeakers in the town hall, ballroom, meeting rooms and other common areas to deliver crystal-clear sound for seminars and events. The meeting rooms are also equipped with JBL LSR305 MklII studio monitors, which provide stunning detail and precise imaging for critical listening projects. The system is powered by Crown CDi 2|300 amplifiers.

Mahajak selected Soundcraft Ui Series mixers for their cross-platform compatibility, enabling total control over audio signals via iOS, Android, Windows, Mac OS, and Linux devices. BSS Soundweb London BLU-100 and BLU-50 signal processors offer flexible routing throughout the entire facility.





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Each of the meeting rooms is equipped with AMX ACR-5100 Acendo Core collaboration system and ACV-5100 Acendo Vibe conferencing sound bar with camera for high-definition videoconferencing. AMX MXD-430-P wall mount touch panels and an MKP-108 keypad provide seamless control over audio and video sources in the boardroom and town hall. Mahajak also equipped The Office with an AMX NX-2200 NetLinx NX Integrated Controller, which provides a scalable platform for the future by combining high-performance AV control, backward compatibility and extensive network security features.

“In order to provide our clients with state-of-the-art services and amenities, we needed a large-scale AV system that was sophisticated and user-friendly, with a modern and clean design that matches the aesthetics of our new space,” said a spokesperson at The Office. “The HARMAN system installed by Mahajak is powerful. It not only caters to our large number of workspaces, including meeting rooms, board rooms and town hall spaces, but it is also simple enough for our staff to operate confidently.”

“We are extremely pleased to be associated in facilitating Boon Rawd Brewery Office at Singha Complex realize their vision of creating the workplace of future with HARMAN’s iconic brands”, said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “We thank our partner, Mahajak Development Co. Ltd., for their strong customer support, and for creating truly captivating experiences while delivering on the commitment of performance, reliability and value.”

#### PRODUCTS USED

**AMX ACR-5100 ACENDO CORE COLLABORATION SYSTEM**

**AMX ACV-5100 ACENDO VIBE CONFERENCING SOUND BAR WITH CAMERA**

**AMX NX-2200 NETLINX NX INTEGRATED CONTROLLER**

**AMX MXD-430-P MODERO WALL MOUNT TOUCH PANELS**

**AMX MKP-108 MASSIO 8-BUTTON KEYPAD**

**BSS SOUNDWEB LONDON BLU-100 AND BLU-50 SIGNAL PROCESSORS**

**CROWN CDI 21300 AMPLIFIERS**

**JBL LSR305 MKLL STUDIO MONITORS**

**SOUNDCRAFT UI SERIES MIXERS**





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## 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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