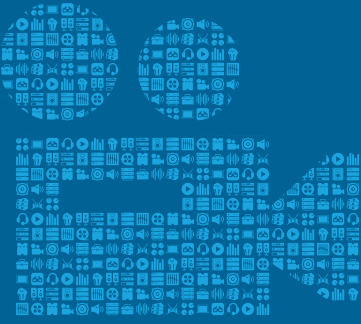


## CASE STUDY



## CINEMA



### OPPORTUNITY

SFC Yonghua Cinema City needed a system that could deliver stunning LED 4K picture quality and immersive audio to deliver an unparalleled multi-sensory cinematic experience.



### SOLUTION

The Samsung Onyx screen and custom HARMAN audio system comprised of JBL speakers, Crown amplifiers and BSS signal processing deliver a fully immersive audiovisual experience.



It is a privilege to help SFC Yonghua Cinema City become among the first to install a next-generation Samsung Onyx screen, and we appreciate the expertise and customer service provided by ACE Film & TV.”

### SFC YONGHUA CINEMA CITY, CHINA

Wanda International Cinema sparked great excitement among moviegoers in Shanghai and beyond when it unveiled China's first Onyx movie theater. Inspired by popular response to this revolutionary format, SFC Yonghua Cinema City has become the second facility in China to open a Samsung Onyx theater. To deliver premium audio quality in their new Onyx theater and throughout the rest of their facility, SFC Yonghua Cinema City hired local technology provider ACE Film & TV to install state-of-the-art JBL Sculpted Surround cinema speakers and Crown networked power amplifiers. SFC Yonghua Cinema City is the first cinema in China to feature intelligent networked audio solutions across the entire facility.

“It is a privilege to help SFC Yonghua Cinema City become among the first to install a next-generation Samsung Onyx screen, and we appreciate the expertise and customer service provided by ACE Film & TV,” said Ramesh Jayaraman, VP & GM of HARMAN Professional Solutions, APAC. “Perfectly integrated with an innovative all-HARMAN audio solution, the Onyx Cinema Solution reproduces today's dynamic soundtracks with stunning clarity and detail. As an industry leader of professional audio, control, and lighting products, we're thrilled to collaborate with Samsung and provide audiences with greater viewing choices and promote the development of the film industry.”

SFC Yonghua Cinema City's Samsung Onyx theater combines the stunning visual power of LED 4K picture quality with larger-than-life, immersive audio, delivering an unparalleled multi-sensory cinematic experience. Offering infinite contrast, true black and ten times the peak brightness of projection formats, the Samsung Onyx screen overcomes many problems associated with traditional 3D movie formats. The Samsung Onyx screen enables SFC Yonghua Cinema City to make future changes to room geometry and ambient lighting by freeing them from the space and light restrictions of traditional projection and offers them new opportunities to generate revenue by expanding into the areas of gaming, sports, live theater and corporate presentations.



AKG

AMX

BSS

CROWN

dbx

JBL  
PROFESSIONAL

lexicon

Martin

Soundcraft

STUDER



“

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A custom HARMAN audio system comprised of JBL speakers, Crown amplifiers and BSS signal processing utilizes revolutionary virtual sound field technologies to deliver a fully immersive audiovisual experience. In addition to the custom HARMAN solution in the Samsung Onyx theater, the ACE team outfitted ten additional rooms at SFC Yonghua Cinema City with JBL speakers, including 9400 series cinema surround speakers. Combining JBL Image Control Technology and new asymmetric wave-shaping techniques, the 9400 surround speaker distributes studio quality sound with pattern control that is perfectly sculpted to each theater's unique room geometry, providing full coverage with clarity and precision.

ACE used Crown CDi DriveCore series amplifiers to power and network each room's system, giving SFC Yonghua Cinema City total control and real-time monitoring of every speaker in the facility via PC, tablet or mobile device. The full adoption of CDi DriveCore series amplifiers makes the theater the first-of-its-kind in China, providing an excellent model of smart cinema management for other theaters to follow.

#### PRODUCTS USED

**BSS SIGNAL PROCESSORS**

**CROWN CDI DRIVECORE POWER AMPLIFIERS**

**JBL 9400 SERIES LOUDSPEAKERS**

**SAMSUNG ONYX CINEMA SCREEN**





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## ABOUT HARMAN

HARMAN ([harman.com](http://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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