

PARTNER STORY

BROADCAST



OPPORTUNITY

NS Home Shopping is a popular home shopping channel on South Korean cable television. It needed to upgrade the existing lighting systems in their broadcast studios.



SOLUTION

In order to ensure visually engaging programs for its customers, NS Home Shopping hired leading provider Hansam System to install Martin by HARMAN ELP CL ellipsoidal LED fixtures.



NS had high standards regarding the durability, accuracy, and quality of any potential solutions. Martin ELP fixtures satisfied their needs with dynamic performance and competitive pricing.”

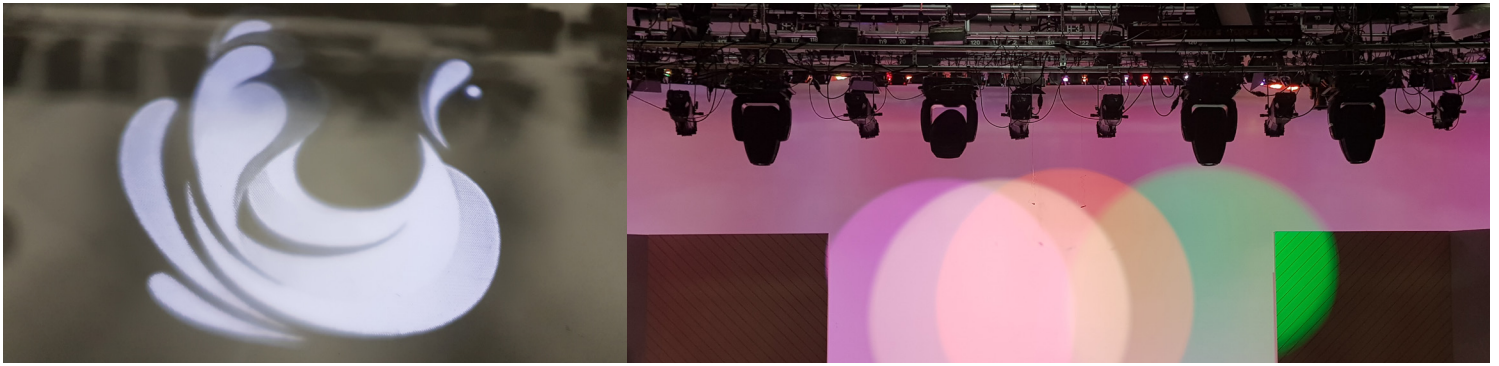
NS HOME SHOPPING, SOUTH KOREA

NS Home Shopping is a popular home shopping channel on South Korean cable television. Its engaging shopping programs showcase curated collections of products, ranging from apparel and health food to agriculture and furniture. The company produces its original content in four professional studios located in their Seongnam-Si headquarters. In order to ensure visually engaging programs for its customers, NS Home Shopping hired leading provider Hansam System to upgrade its lighting system. Hansam System selected new Martin by HARMAN ELP CL ellipsoidal LED fixtures.

“NS Home Shopping’s broadcast facilities required a phenomenal lighting setup,” said Mr. Yongoh Lee, Sales Manager, Hansam System. “They were using conventional par fixtures previously, but wanted to implement ellipsoidal LED fixtures for their varied lighting effects and ability to suit the mood of a wide range of programs. NS had high standards regarding the durability, dimming accuracy, beam balance, quality of light, color and color-mixing of any potential solutions. Martin ELP fixtures satisfied their needs with dynamic performance and competitive pricing.”

Hansam System chose Martin ELP CL ellipsoidal LED fixtures for their high output, impressive brightness and vivid color-rendering. The ELP fixtures produce balanced beam outputs, making blending and mixing between fixtures a simple task. Martin ELP fixtures can be seamlessly integrated with any industry-standard lens tube in 19-, 26-, 36- and 50-degree beam angles. Hansam System also included Martin ELP 36-degree lens tubes, allowing NS Home Shopping to utilize the ELP fixtures across a wide range of requirements, such as gobo projection, architectural lighting, art lighting and billboard lighting.





We're delighted with the premium brightness and color rendering offered by the ELP CL fixtures."

"Because NS Home Shopping deals with a wide range of consumer products, we wanted the lighting solutions to be customizable for each product," said Mr. Hoseok Lee, Lighting Director, NS Home Shopping. "We were very impressed by the world-class Martin ELP fixtures and Hansam System's demonstrations. We're delighted with the premium brightness and color rendering offered by the ELP CL fixtures."

"The project at NS Home Shopping's studios was a momentous occasion for both HARMAN and Hansam System," said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. "It marked the first time that ellipsoidal lighting solutions were used in Korean broadcasting. We'd like to thank Hansam System for their innovation, foresight and expertise."



#### 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

#### PRODUCTS USED

##### MARTIN ELP CL FULL COLOR LED ELLIPSOIDAL PROFILE FIXTURES

#### 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.



© 2020 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.