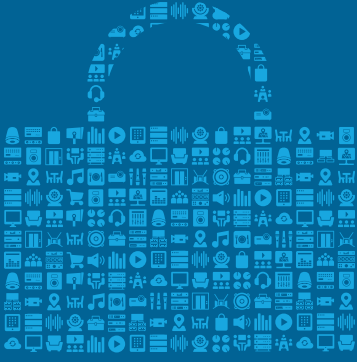


CASE STUDY



RETAIL



OPPORTUNITY

To provide balanced audio coverage for background music and special events VANS Brand Showcase Store Gangnam required high-quality loudspeakers and a flexible zone management system.



SOLUTION

To ensure optimum audio coverage, clarity and flexibility, TechDataPS Co., Ltd. equipped the store with a range of JBL Control Series loudspeakers, Crown amplifiers and dbx zone processors.

“

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VANS BRAND SHOWCASE STORE GANGNAM, SOUTH KOREA

In addition to being a retail outlet for the brand's extensive footwear and apparel line, VANS Brand Showcase Store Gangnam aims to immerse visitors in the company's history and style. The first floor features a "shoppable timeline" of throwback merchandise, books, vinyl records and more, as well as a DJ booth and a functioning wall of vintage loudspeakers. The second floor houses a "customization zone" where customers can design and personalize their own shoes and apparel, as well as space for hosting weekly workshops and events.

To provide balanced audio coverage for background music and special events on both levels of the store, VANS Brand Showcase Store Gangnam required high-quality loudspeakers and a flexible zone management system. To achieve these goals, TechDataPS Co., Ltd. equipped the store with state-of-the-art JBL Control Series loudspeakers, Crown amplifiers and dbx zone processors.

In order to ensure optimum audio coverage and clarity, TechDataPS Co., Ltd. deployed a range of JBL Control Series loudspeakers throughout the store. JBL Control 65 P/T full-range pendant speakers provide consistent 120-degree conical coverage across the show floor, thanks to Radiation Boundary Integrator technology. These are supplemented by JBL Control 16 C/T in-ceiling speakers, which deliver crystal-clear sound from 62 Hz to 20 kHz with 110-degree coverage. JBL Control CRV architectural speakers feature a curved design that enabled TechDataPS Co., Ltd. to easily mount them in the corners of the space.

TechDataPS Co., Ltd. selected Crown CDi 41600 amplifiers to power the loudspeakers, which feature proprietary DriveCore technology for high-performance amplification and unparalleled efficiency. dbx ZonePRO 1260m digital zone processors allowed the team to separate the system into multiple zones for independent control of each area of the store, including the vintage speaker wall. dbx ZC8 wall-mounted zone controllers give staff the ability to easily assign zones and control volume levels.





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“For projects like VANS Brand Showcase Store Gangnam, elevating the audio-visual experiences of visitors can be game-changing,” said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “It will certainly create the right atmosphere, entertaining people and encouraging them to shop. We would like to thank our partner TechDataPS Co., Ltd. for being involved in every step of creating this one-of-a-kind store experience and ensuring the best products were used to achieve the desired results.”

“JBL has so many different types of speakers for every imaginable scenario,” added Pongsakorn. “That made it very easy to customize the audio system as needed for each area. The JBL CBT 70J-1 speakers blend in perfectly with the Eiffel Tower replica on the first floor, and JBL Control 29AV-1 speakers provide smooth ambience to the airplane-themed mall entrance. BSS Soundweb London BLU-100 and BLU-50 signal processors ensure the audio coverage in each zone is crisp and clear, and BSS BLU-3 control panels provide easy volume control and source selection for the Terminal 21 Korat staff.”

PRODUCTS USED

CROWN CDI 41600 AMPLIFIERS

DBX ZONEPRO 1260M DIGITAL ZONE PROCESSORS

DBX ZC8 WALL-MOUNTED ZONE CONTROLLERS

JBL CONTROL 65 P/T PENDANT SPEAKERS

JBL CONTROL 16 C/T CEILING SPEAKERS

JBL CONTROL CRV ARCHITECTURAL SPEAKERS

ABOUT HARMAN

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