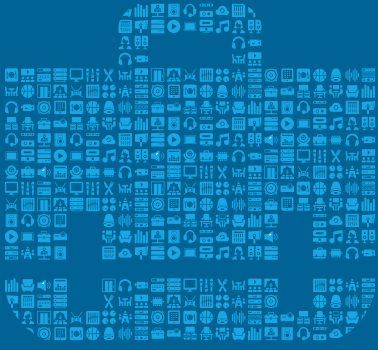


CASE STUDY



GLOBAL PROFESSIONAL SOLUTIONS



OPPORTUNITY

India is currently experiencing a rise in online content creation, and in turn, increased demand for affordable professional microphones for recording and live performances.



SOLUTION

HARMAN Professional Solutions and e-commerce company Flipkart launched the JBL Commercial CSSM100 studio condenser microphone in India, starting at Rs 4,999.

“

At Flipkart, we are constantly striving to ensure that we deliver products that best reflect our customers' interests.”

JBL CSSM100 STUDIO CONDENSER MICROPHONE

HARMAN Professional Solutions, the global leader in audio, video, lighting and control systems, including networked AV, today launched JBL Commercial CSSM100 studio condenser microphone in India. The microphone is engineered to 'Sound Your Best' while incorporating a handy design with JBL sound input technology at a pocket-friendly price. JBL Commercial CSSM100 is available on Flipkart at a launch price of Rs 4,999.

This new studio microphone is a one-size-fit for all solution, be it for professionals, prosumers or amateurs. It delivers crystal clear and undistorted sound to ensure unmatched sound quality for audience to enjoy thoroughly. The microphone is designed for audio inputs for both vocal and instrument sound. JBL CSSM100 is a high-sensitivity microphone suitable for both studio recording and for on-stage performances.

Speaking on the launch, Senior Director, Sales and Marketing, HARMAN Professional Solutions in India and SAARC, Aditya Todi, said "The industry is witnessing a surge in content creation and consumption, which has given rise to at home and smaller studio set ups. This affordable range of studio condenser microphone is the go-to audio device for upcoming singers, instrument players, public speakers or just anyone looking for a quality sturdy microphone. With its pro audio quality, JBL CSSM100 brings out a pristine sound, making sure that users sound their best always."

JBL Commercial CSSM100 has an all metal rugged body with sturdy front grille allowing for unrestrained use and lively spirited performances. While the design enables a care-free use, the high sensitivity condenser capsule captures sound scrupulously. The primary sensitivity in-front of the microphone is ensured by the hyper cardioid pick-up pattern.



AKG

AMX

ESS

CROWN

dbx

JBL
PROFESSIONAL

lexicon

Martin

Soundcraft



“

Microphones are one of the fastest-growing verticals within the musical instrument category, and this collaboration with JBL, which has been among the favorite brands on our platform, will bolster our selection.”



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For clear voice and instrument recording, the microphone has a wide frequency response, along with a high headroom which diminishes any distortion. With convenient features like a 3-pin XLR connector and a stand adapter, JBL CSSM100 proves to be a functional, easy to use microphone.

Manish Kumar, Senior Vice President – BGMH, Furniture and Grocery, Flipkart said, “At Flipkart, we are constantly striving to ensure that we deliver products that best reflect our customers” interests. Microphones are one of the fastest-growing verticals within the musical instrument category, and this collaboration with JBL, which has been among the favorite brands on our platform, will bolster our selection. We look forward to a continued association with JBL to offer new and exciting products for our customers.”

Learn more and connect with JBL Commercial on Facebook, Instagram & YouTube.

PRODUCTS USED

JBL CSSM100 STUDIO CONDENSER MICROPHONE

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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