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Interviews

Does 'hybrid work' need to become 'smart' to unlock its full potential?

Features

AV's expansion plan to remain relevant in the corporate sector

Technology

We discuss the role of projection in creating experience and togetherness

Case Studies

Discover the turnkey AV solution deployed at Millennium Hilton Bangkok



NEXT LEVEL

Digital Projection selected
for immersive visualisation



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Celebrating

70 GLORIOUS YEARS

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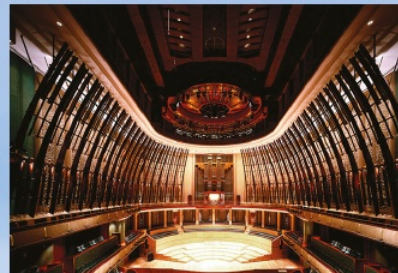
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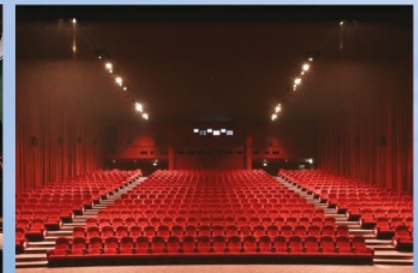
The National Theatre (1963)



National Stadium (1973)



Esplanade, Theatres By The Bay (2002)



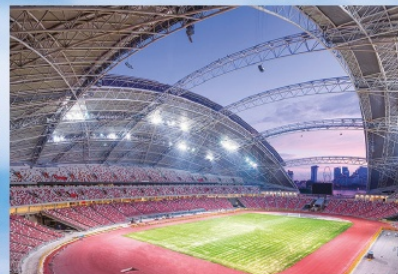
GV Max Dolby Atmos,
Vivocity (2012)



Gardens By The Bay (2012)



Victoria Theatre & Concert Hall (2013)



Singapore Sports Hub (2014)



Wesley Methodist Church (2015)



Changi Airport Terminal 4,
Digital Immersive Wall (2017)



Zouk Clarke Quay (2017)



Netflix Singapore (2018)



The Bicentennial Experience (2019)

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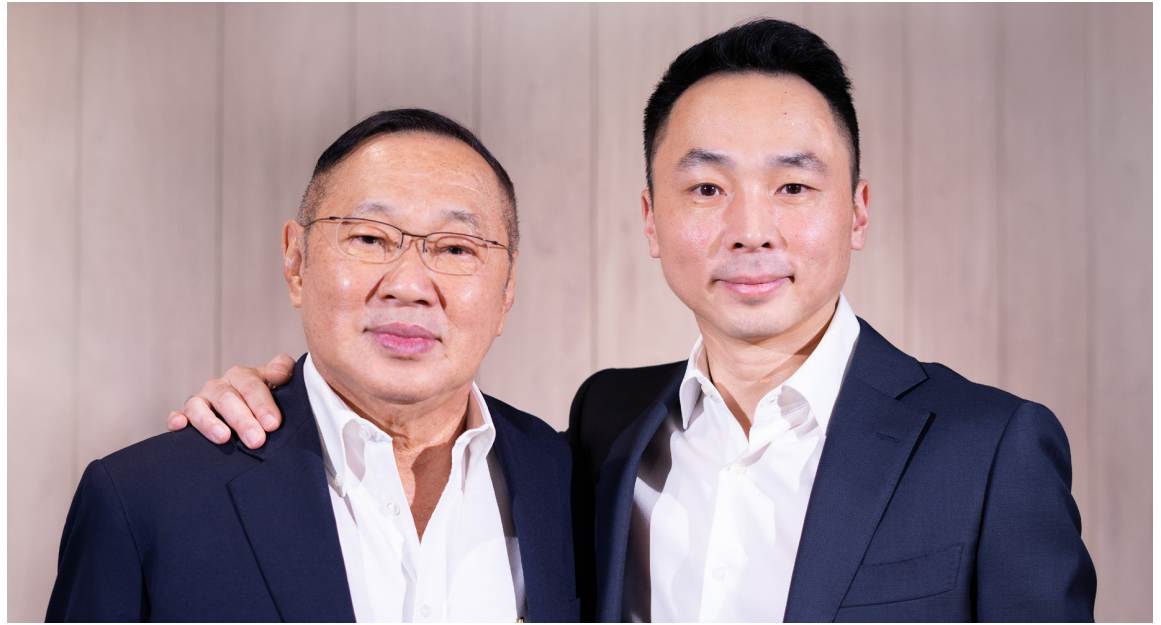
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GENERATIONAL EXCELLENCE

Electronics & Engineering has been at the top of the game for seven decades. As it celebrates its 70th anniversary, we look at its success across three generations and the way forward for the technology solution provider.



Achieving excellence that persists is a difficult feat to achieve and for those looking to aim for this target Electronics & Engineering [E&E] is a perfect case study. The professional AV player has 70 years of operations at the top level under its belt with three generations of Goh family members leaving their own unique mark.

E&E was founded in 1951 when technology entrepreneur Goh Kiok Chuan had the vision to start catering for the burgeoning radio and cinema market.

As E&E grew in its early years, Goh Kiok Chuan's vision for his business began to actualise. The core foundations and intrinsic values of hard work, dedication and passion on which E&E was built were enshrined in the company as Goh Kiok Chuan brought his son, Ronald Goh, into the fold. Passing his experience, expertise, and lessons on to his son meant that Ronald Goh was given the perfect foundation to spur E&E's next stage of growth.

Under Ronald Goh's stewardship, E&E went from

strength to strength. Personal and professional accolades and achievements followed and are too many to list. But if we were to pick just a single accomplishment that reflects the many qualities of the man it would be the Singapore National Stadium project.

E&E was chosen to deliver sound systems at this prestigious venue in 1972. At that time, being awarded the project was undeniable proof of the capabilities and quality of work delivered by E&E.

Fast forward to 2014, and E&E was once again awarded the project to upgrade the Singapore National Stadium with an event sound system and high-definition LED screens. Being selected on merit more than four decades apart to work on a project with the stature and prestige of the Singapore National Stadium is testament to the enduring quality of E&E.

It is important to note that Ronald Goh did not hit these milestones on his own. As a leader, he understood the necessity of building and growing a team of dedicated professionals that fit the values of E&E. Part of this team was his son Gary Goh.

Much like Goh Kiok Chuan nurtured the growth of Ronald Goh, so has Ronald Goh seen the steps forward taken by his son as Gary Goh jumped into the deep end as a project engineer and worked his way up the E&E ladder through roles in sales service and applications.

Gary Goh has built his life around technology and engineering and his time at E&E has been a comprehensive education. From 2000 onwards, he has been a part of the company as it has truly started to come into its own.

From its start as a technology company focused on radio and cinema, E&E is now a truly multi-faceted technology solution provider. If you need proof, just look at its Inavation Award wins. In 2015 E&E won the Inavation Award International Project category for Singapore Sports Hub. In 2018, it won the Inavation Award Transport Project category for its work on Changi Airport. And in 2020, it won the Inavation Award Visitor Attraction Project category for The Bicentennial Experience.

As E&E celebrates its 70th anniversary, there is a passing of

the torch as Gary Goh steps up to his earned role of leadership with the support, mentorship, and guiding hand of Ronald Goh still present.

Technology has come a long way in the seven decades since E&E's inception and Gary Goh talks about his drive: "It's exciting that our industry is in a constant state of evolution and it is important for us to keep on the cutting edge of technology, bringing these solutions to our clients and continue to work on these first of a kind projects. He concludes: "We're looking at new sectors of growth such as corporate AV, LED displays and holographic technologies, growing beyond just professional audio and cinema. Five years ago, we identified the LED display market as an area of growth and in just a few years, we have installed more than 2,500 square metres of LED displays, establishing ourselves as a market leader in large format LED display solutions. As a technology company, it's important for us to keep our fingers on the pulse of the industry and to stay on the forefront of new technologies which will continue to drive our growth for the years ahead." 🌐