

NEWS RELEASE

HARMAN CONNECT DAY MAKES DEBUT IN MALAYSIA, SHOWCASING CUTTING-EDGE AUDIO, VIDEO & LIGHTING SOLUTIONS



Malaysia, 27th December 2023 – Systems Electronics & Engineering Sdn Bhd (SENE) together with Harman Professional Solutions, proudly announces the successful debut of "Harman Connect Day" in Kuala Lumpur, Malaysia.

Held for the first time in the country, the event showcased a comprehensive range of audio, video and lighting solutions, featuring a combination of brands including AKG, AMX, BSS, Crown, dbx, JBL, Lexicon, Martin and Soundcraft.

The event served as a networking platform for industry professionals, bringing together end users, systems integrators, rental companies, dealers, and consultants who attended to explore the latest innovations in audio, video and lighting technology offered by Harman Professional Solutions.



Guests were treated to a series of product demonstrations across multiple Harman brands catering to a wide range of industries such as government, education, live entertainment, hospitality and houses of worship.



Nick Screen, Director, Channel Sales, Audio Solutions (Asia Pacific), Harman Professional Solutions showcasing JBL Professional's latest install range of speakers



Guests Experiencing Live Audio Demonstrations



Yohanes Wiguna, Business Development Manager, Retail, APAC, Harman Professional Solutions showcasing JBL Professional's latest range of Portable PA Speakers

These demonstrations offered guests a chance to listen to a diverse range of audio solutions available on display, from the JBL Portable PA, Install and Touring product portfolios. Some of the highlights were the newly launched JBL IRX ONE Column PA, new models of Control Contractor landscape speakers and the award winning JBL VTX A Series and SRX900 Line Array Speakers.

HARMAN CONNECT DAY 2023

KUALA LUMPUR | MALAYSIA
TUESDAY, 28 NOVEMBER 2023
MEGA STAR ARENA SRIJAYA PLAZA



The enthusiastic response from the attendees was uplifting, providing us with a valuable platform to present Harman's latest solutions. It was also a great opportunity for us to engage with the market, gaining valuable insights into the needs of our Clients in Malaysia.

Gary Goh, CEO, Electronics & Engineering Group of Companies



(From left to right) Gary Goh, CEO, Electronics & Engineering Group of Companies and Amar Subash, VP & GM, Asia Pacific and India, Harman Professional Solutions



Amar Subash, VP & GM, Asia Pacific and India, Harman Professional Solutions commented on the significance of Harman Connect Day, stating,

Our Harman Connect Days are not only an opportunity for our customers to fully experience our outstanding products but also a platform for Harman to gain a better understanding of local market needs so that Harman can address them effectively.



About E&E Group of Companies

E&E is One Of The Region's Top Audio Video Systems Integrator, Distributor & Technical Service Provider for AV & LED with a presence in Singapore, Malaysia and Indonesia.

Our expertise spans 7 decades, having completed projects of various sizes in a variety of industries both within Singapore and in the region. We serve various industries including but not limited to Cinemas & Theatres, Houses of Worship, Corporate AV, Retail & Boutiques, Clubs & Restaurants and Sports Arenas.

We provide unparalleled Audio Video System Design & Engineering, Technology Integration, Installation & Project Management by tapping on our wide range of professional Audio Video products.

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