

Banking on Mahajak

THAILAND: Mahajak was recently approached to supply a wide range of A/V solutions at the headquarters of the Bank of Thailand in Bangkok's Phra Nakhon District. The systems integrator followed a system design put together by Creative Crews.

'This was the first time we worked with the Bank of Thailand,' revealed Supachai Sakulchoo, project sales manager at Mahajak. It was a huge project to be entrusted with, as the installation comprised A/V, digital signage, conferencing and presentation systems across two buildings and five floors.

The communal areas on the first and second floors of Building A are equipped with JBL Control 28-1 speakers, LG 55VH7B displays, Shure BLX24R/SM58 wireless microphone systems and Barco ClickShare CS-100 wireless presentation systems. These systems are managed by Datapath VSN970 wall controllers



and a variety of AMX solutions via KanexPro EXT-HDBASE70E extenders.

The same solutions, minus the Shure mics, were also installed on the fifth floor outside the banquet hall. 'There is a 3x3 videowall installed in the hallway complete with an audio system,' said Mr Sakulchoo, in reference to the LG displays and JBL speakers.

As for the banquet hall, Mahajak installed several varieties of JBL speaker, including eight VT4887A line array elements and two VT4881A subwoofers. Power and processing is courtesy of Crown amplifiers and a BSS Blu-100, while a Soundcraft Si Impact console manages the setup from FOH. Completing the A/V installation

in the banquet hall are Martin Professional MAC Quantum Profile and MAC Aura fixtures with an M-DMX interface, as well as a Barco CSC-1 system, Shure microphones, Blackmagic Design's HyperDeck Studio Pro, Da-Lite motorised screens and a raft of AMX systems.

'The banquet hall is an empty room without chairs for the purpose of organising a variety of activities, such as large conferences and parties,' Mr Sakulchoo explained. 'It has a capacity of 500 seats.'

Seven classrooms on the third floor of Building A were installed with LG LED touchscreen displays. 'Each educational room is installed with a Barco ClickShare wireless presentation system with projectors suited for researching and group discussion,' said Mr Sakulchoo.

The third floor of Building A and Building B's fifth floor both include large lecture halls, seating 76

and 96 people respectively. They feature identical A/V setups with JBL Control 16C/T and AC195 speakers, Soundcraft Si Impact consoles, Crown DCi 8 300 amplifiers, Shure BLX24/B58 wireless microphone systems and UA221 antenna splitters, as well as AMX control systems, Panasonic PT-RZ12K projectors, Da-Lite 88401L and 82434E screens, Barco CSC-1 presentation systems and Blackmagic's HyperDeck Studio Pro. 'The lecture rooms are laid out like theatres,' Mr Sakulchoo noted.

Back in the main hallways, a range of digital signage solutions has been set up. 'There were many different LED monitor sizes installed in the hallways,' said Mr Sakulchoo. 'These display public relations notifications.'

www.creative-crews.com
www.mahajak.com

Exterity unveils Accomtec for hospitality

APAC: Exterity has created a new subsidiary called Accomtec, which will undertake the role of focusing on the hospitality technology solutions of the group for the APAC and Middle East regions.

'The establishment of Accomtec enables us to provide even greater focus on this important sector, leveraging Exterity's expertise, best-in-class products and customer service excellence,' said Exterity CEO, Colin Farquhar. 'We have the

ability to operate globally and partner locally with our customers, technology partners and specialist systems integrators.'

Accomtec will essentially be tasked with being Exterity's provider of hospitality technology solutions that aim to enhance the guest experience, partnering with world-class technology brands and local experts to deliver integrated guest entertainment and information solutions globally to hotel and cruise line groups.



'The Middle East and Asia-Pacific markets are renowned throughout the world for their grand hotels, luxurious resorts and outstanding guest experiences, and over the past 15 years we have gained considerable experience and understanding of their complex A/V and guest entertainment requirements,' added Mr Farquhar.

www.accomtec.com
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New MD rings in the New Year at TOA

SINGAPORE: Nishino Takashi has been named the new managing director of TOA Electronics, beginning the role from 1 January. He takes over the role from the retiring Masato Yura, assuming responsibility for managing the business across the Asia Pacific region.

Mr Nishino most recently served as managing director of PT TOA Galva Industries (TGI) in Indonesia, before which he was the MD of Acous Factory in Japan. He initially started with TOA Corporation in 1995 as an R&D engineer, developing a range of speakers, including the F-Series ceiling speakers, before rising to



Nishino Takashi

the role of R&D manager at TGI, where he would later become a director. Having gained vast product experience, he also served as product director for TOA Electronics, Singapore between 2009 and 2012, spearheading regional product development.

'In order to become the number one PA brand in Asia Pacific, we will continue to develop new products that fit the market requirements of this region,' said Mr Nishino. 'We have to quicken our pace, despite many uncertain factors such as the economic situation of each country and currency fluctuations.'

www.toa.com.sg

Giacomo Previ takes over Powersoft OEM division

WORLD: Following an almost 15-year stint at Eighteen Sound, Giacomo Previ has joined Powersoft as sales manager for OEM solutions. He most recently served as sales director at Eighteen Sound and gained a familiarity with Powersoft's patented IPAL technology as the transducer specialist adopted Powersoft's amplifier hardware module, IpalMod.

In his new role, Mr Previ will oversee OEM sales around the world, explore strategic business development opportunities and develop a technology roadmap for future market needs. He will also be responsible for P&L (profit and loss) in Powersoft's OEM division and will manage a team of six sales support staff.

'It's a great honour for me to join the Powersoft family and I can't wait to introduce OEM customers to the most innovative products available on the market,' Mr Previ



Giacomo Previ

commented. 'I have no doubt that the exciting new product roadmap will further reinforce its position. My years of experience have given me a deep understanding of the OEM customer business and I am

committed to building relationships with partners old and new based on mutual trust and strong cooperation, taking Powersoft's successful operations to the next level.'

Luca Giorgi, sales and business development director at Powersoft, explained why Mr Previ made a 'fantastic addition' to the team: 'His professional background combined with his strength of character makes him the perfect fit for the team as we take on the challenges ahead in an increasingly competitive marketplace. With customer experience front of mind, Giacomo will ensure our commitment to a true end-to-end partnership is something we live and breathe, leaving partners in no doubt that Powersoft is the only brand to offer a comprehensive, best-in-class solution.'

www.powersoft-audio.com

New CFO at d&b

WORLD: Jens Nilsson has been appointed chief financial officer and managing director at d&b audiotechnik, becoming the third general manager of the company, working alongside CEO Amnon Harman and COO Markus Strohmeier. Mr Nilsson is the successor to Kay Lange, who announced his intentions to leave the role in 2016 once a suitable replacement was found.

Backnang headquarters, which Mr Lange was responsible for first finding in 1989. As CFO, his achievements with the company include the d&b Finance-Series, a sales financing programme with international scope transferring approaches that began in 2009.

Mr Nilsson takes on the responsibilities of overseeing finance, sales finance, IT and facility management at d&b. He



Kay Lange and Jens Nilsson

Mr Lange has worked at d&b for 31 years and has committed to make himself available for the manufacturer until the end of 2018. 'Kay Lange's contribution to the growth, successes and spirit of d&b audiotechnik can't be valued highly enough,' said Mr Harman. 'We owe him a lot. We plan a secure handover for the coming months.'

d&b had only 10 employees and just relocated its operations from a garage to a repurposed furniture store when Mr Lange joined in 1986. He is considered the 'financial mastermind' of the company that today has more than 350 staff working at its

possesses experience from roles in finance and controlling, as well as sales and marketing. His most recent position was as group CFO at Knauf Insulation, where he was also a member of the executive board.

'We look forward to working with Jens Nilsson as new CFO at d&b audiotechnik,' added Mr Harman. 'He has the right experience to strengthen the management team on its way from a loudspeaker systems manufacturer to become an audio technology and solution company.'

www.dbaudio.com

An expanded Outline

WORLD: Leonardo Dani has joined Outline as deputy general manager of sales as the Italian manufacturer expands its international reach following a period of strong growth. The company reports that this growth stems from the success of its GTO loudspeaker family in the global touring market and from the increasing number of high-profile installations of its Stadia Series, including the stadia built for the 2018 FIFA World Cup in Russia.



Leonardo Dani

Mr Dani is an accomplished musician with a professional background that includes work in FOH, monitor and system technician roles, as well as in sales management roles for manufacturers such as K-array.

'I am confident that I can contribute to the continued success of Outline, especially as I am joining them at such an exciting time,' said Mr Dani. 'Outline's systems are absolutely competitive with anything else



Fernando Rey Mendez

currently available and brand new designs, such as the Newton processor, will allow us to demonstrate clear operational advantages to our clients everywhere.'

In other news, Outline has appointed Fernando Rey Mendez to the newly created role of Newton product specialist, with the company expanding the support team for the processor.

www.outline.it