



SYSTEMS ELECTRONICS & ENGINEERING SDN BHD
together with **BROADCAST PROFESSIONAL SDN BHD**
held Harman Professional Road Show 2008
in Kuala Lumpur, Malaysia

Kuala Lumpur, Malaysia, November 2008

About 200 systems integrators, dealers, professionals from rental companies, events people, broadcasters and sound engineers from churches, airline companies and spa attended the two-day Harman Professional (Harman Pro) Road Show 2008 from 13 November to 14 November 2008 organised by Systems Electronics & Engineering Sdn Bhd (SENE) and Broadcast Professional Sdn Bhd (BP) at Berjaya Times Square, Kuala Lumpur, Malaysia. This is the second road show held in Kuala Lumpur, with the first one held last March 2007 in the same venue.



13 November, KL, Malaysia. First day of road show. Harman Pro products are launched and demoed. About 150 participants attended. On stage is David McKinney, Senior Director of Sales Asia, Harman Professional.

The two-day series of presentations and demonstrations on Harman Pro products provided a platform for SENE and BP to showcase its new products to both dealers and end-users and to increase their sales activities. Among the brands launched at the road show were Soundcraft Si3; Crown Macro-Tech MAi and XTi Series; JBL AE Compact, Control 40, 2P and the new EON Series speakers; Studer Vista 5 SR and OnAir 2500 mixers for broadcast market; BSS Blu-link and HiQnet System Architect.

Patrick Hau, Sales Manager of SENE, said that Mr. Seah Ch'ng of Show Gear, one of the rental companies that attended the event, purchased the new Soundcraft Si3 after having seen and tried the features of the mixing console at the Road Show. First launched at the Plasa Show last September, Jon Ridell, Director of Sales, The Soundcraft Studer Group, Harman International Industries Ltd, said that this is the first time that Si3 was first demonstrated outside United Kingdom.



Seah Ch'ng, Technical Director of Show Gear Productions Sdn Bhd (left) and David McKinney (right) during the sale of Soundcraft Si3 at the Road Show. Patrick Hau, SENE Sales Manager, said that as Show Gear is a registered vendor in Kuala Lumpur Convention Centre, the Si3 is anticipated to become a regular fixture in the venue.

The second day presentation was for the Church market and attended by Church personnel, sound technicians and engineers. This is the first time that SENE and BP had a separate section for the Church market catered to their needs and requirements.

What they say

David McKinney, Senior Director of Sales Asia, Harman Professional, said, “The show is fantastic. It’s good that the church sector was included as it is a growing market. Moving forward, we can do a more interactive, more focused, workshop-type of shows per market sector as this would really add value to our sustainability efforts.



On stage David McKinney during his presentation on Harman Professional Asia.

The show provided product knowledge and training to customers as well; made the connection with existing customers and brought back the old ones.”

Ronald Goh commented, “It made great sense to us to organise road shows like this so as to keep our dealers and end-users updated with our new products and the current trends in the industry. It is, in a way, a show of support to their sales activities, as Harman Pro has been supporting us all these years.



Awardees for sales achievement: (1) Andy Tan of Concept Associates Sdn Bhd, (2) Joey Chan of Chan Lee Prosound Sdn Bhd and (3) Elson Chua of Asia Sound Equipment Sdn Bhd receive the award from L-R: Eric Lim, Executive Director of E&E; Ronald Goh, Managing Director of E&E and David McKinney.

The road show also served as a marketing platform for our new products and brought us closer to Malaysia market. It is very important to maintain and strengthen our working relationship with our dealers and customers so as to increase business.”

Electronics & Engineering Pte Ltd is a professional sound system and cinematographic equipment importer and specialist contractor in the region since 1951. It provides fully-integrated turn-key solutions with top-of-the-line sound reinforcement systems, cinematographic products, LED display and LED products, AV systems, studio recording, stage and ambient lighting products as well as stage draperies and machineries.

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