

Control Logic Systems to manage Fohhn market penetration in SE Asia

ASIA: With Harman's acquisition of Duran Audio together with its flagship Intellivox and Alys lines in October 2013, it marked a point of severance for the majority of the brand's loyal distributors. Among the casualties following Intellivox's incorporation into the JBL product line-up was the Singaporean and Malaysian (ASEAN) distributor Control Logic Systems Pte Ltd (CLSPL). Having successfully supplied and installed Intellivox systems into many houses of worship, educational centres, hotels and transport termini including T3 in Singapore's Changi Airport in addition to the Buddha Relic Tooth Temple, Mercedes Benz showroom and UCTS Sibul Sarawak, CLSPL's director David Seow admitted that the loss of Intellivox had created a large gap in the company's product portfolio. 'For 12 years we had gained increasing penetration in the South East Asian market. Back then, beam steering technology was brand new



Fohhn's Jochen Schwarz and Uli Haug welcome CLSPL's David Seow as their new South East Asia distribution partner

and it was initially very difficult to convince potential customers to adopt it into their venues. However, over time and with countless demonstrations, it was more readily accepted.'

Following several meetings with

other beam steering manufacturers during Pro Light & Sound 2014, Mr Seow drew the conclusion that Fohhn would provide him with the ideal solution for CLSPL's requirements. 'Having heard their demonstration, I was in

deep admiration for the quality and performance of their entire product range and control software knowing full well that we could provide systems integrators with the complete solutions for their needs. Quite simply, Fohhn fitted the bill and exceeded my expectations. The subwoofers are highly directive, and can also be directionally steered. Initially I was just looking for steerable columns that would enhance intelligibility of speech, but when I heard them with the subwoofers I immediately knew that we could provide complete and full system solutions. They operate within a full frequency bandwidth down to around 60Hz and as they are unobtrusive they tick all the boxes for today's demanding interior designers.'

Fohhn's director of marketing Uli Haug knew he had at last found the ideal company to represent the German brand in the ASEAN countries. 'Having first been introduced to CLSPL

last year, I knew that they were the right people for us. Not only are they very experienced and knowledgeable, but they also have a thorough understanding of their market. Most of the systems we sell are bespoke and turnkey in nature and so they need to be correctly specified, installed and commissioned. Otherwise, our brand reputation would be tarnished. With David and his team, we know that Fohhn will be readily accepted in this dynamic, vibrant region training. To date CLSPL had been involved with Fohhn Audio products in the Sentosa Express Video Wall in Vivo City, the LS Fellowship church, the Royal Johore Palace and the Dewan Rakyat in Malacca. As such, we are exploring the possibility of establishing an Asian office that will provide our growing customer base there with 24 hour support.'

www.fohhn.com
www.clspl.com