

How one brand plans to keep the audio category alive

Fri 27 Nov 2015 | 12:46 pm

Global audio manufacturer wants to stand-out from the crowd.

In the lead up to Christmas, Harman/Kardon is rolling out its Omni speaker displays nationwide, covering 71 JB Hi-Fi stores and JBL portable wireless displays are being rolled out in 336 stores across JB Hi-Fi, Harvey Norman and Bing Lee, as well as selected Dick Smith stores. The JBL Soundbar 250, debuted at this year's IFA, will also be available exclusively at Harvey Norman pre-Christmas.



Harman/Kardon is ramping up its Christmas offering by providing 50% off the second speaker in the Omni range and a free Omni adapter as a gift with purchase when buying the Harman/Kardon Super Slim Soundbar 35 and wireless Slim subwoofer.

This year Harman/Kardon focused on in-store activation and road shows, but the company is likely to see expansion into experiential and above the line advertising in 2016 and beyond, according to Convoy brand manager, Michael Sherman.

Harman International unveiled two new Harman/Kardon Omni loudspeakers and the Harman/Kardon Adapt wireless adapter at an exclusive media event in Sydney's eastern suburbs this week.

The flexible design and functionality, relying on a standard Wi-Fi network, enables exceptional sound quality as well as easy set up and management.

The Harman/Kardon Omni system comprises three new products. The Omni 10 and Omni 20 wireless HD loudspeakers and the Adapt plug-in to upgrade an existing home stereo system, all powered by Blackfire Research™ wireless media technology.

The Harman/Kardon app enables users to access and stream music from a phone, streaming service or apps seamlessly, with Bluetooth connectivity. Unlike other wireless streaming systems, the Harman/Kardon Omni 10 and Omni 20 support 24-bit/96kHz Studio Quality HD audio streaming.

“The Harman/Kardon Wireless high definition audio system represents the ultimate in scalability, upgradeability, and personalisation for home audio entertainment,” Harman president – lifestyle division, Michael Mauser said.

“Consumers shouldn't have to sacrifice exceptional sound or forward looking design in order to get it. Our Omni loudspeaker systems and Adapt wireless adapter make this happen, without compromises in sound quality or aesthetics,” Mauser added.

The Harman/Kardon Adapt is a first-of-its-kind truly HD, wireless adapter for your existing home stereo system. It enables users to play different music in each room for private listening, or stream the same song throughout the house in party mode.

Control and configure your HD audio system wirelessly via the app and a standard Wi-Fi-connection, with no network-cable connection required. The future-proof design is supported through automatic software upgrades and improvements that are automatically delivered through the Wi-Fi connection to the control app.

One Touch Follow Me Audio lets you walk from one room to another, as your favourite music follows you at the touch of a button, even when streaming from Bluetooth.