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**Two ICONYX IC24 digitally steerable arrays focus sound into the public area at Kowloon Station**

## **Iconyx digital arrays for Kowloon station LED screen**

HONG KONG – Renkus-Heinz’s ICONYX digitally steerable array loudspeakers, increasingly being specified in digital signage applications, have been chosen to partner a giant LED billboard at the entrance to the Elements shopping mall and the MTR Kowloon underground station in Hong Kong.

The installation, in the 12 million sq ft Union Square residential, retail and commercial development across the bay from Hong Kong, hosts information and advertising linked to the 1 million sq ft shopping mall and new Cultural Centre on Union Square. The station itself houses in-town check-in facilities for travelers using the MTR Tung Ching and Airport Express line to travel to Hong Kong International Airport at Chep Lap Kok.

MTR, the screen’s owners, required high quality audio to accompany the Daktronics ProStar screen’s video content, but with the square ringed by high-rise apartment and office towers, it was essential to combine powerful long-throw capability to cover the immediate area of the screen and station entrance and the adjacent open area, where events are also staged, with tightly focused sound, preventing noise spill to the towers.

Renkus-Heinz Hong Kong distributor CAH Professional Sound performed a demonstration of the self-powered ICONYX IC24 arrays to MTR as part of a competitive loudspeaker ‘shoot out’. ICONYX was chosen as the ideal solution and the Renkus-Heinz factory utilized its build-to-order facilities to produce a fully weatherized version of the IC24, one of which is mounted at either side of the screen. The system was installed by South China House of Technology Consultants Ltd, a local A/V contractor, and commissioned by CAH. CAH used Renkus-Heinz BeamWare software to individually focus each of both array’s 24 coaxial driver beams on the required area.

John Ho of CAH commented: “It was crucial to be able to deliver high quality sound without creating a noise nuisance for the Union Square residents, and the ICONYX solution delivers magnificently on both counts.”

*Headquartered in Foothill Ranch, California, Renkus-Heinz is the worldwide leader in the design and manufacture of powered and non-powered loudspeakers, system specific electronics and fully integrated Reference Point Array systems.*

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