

December 2nd, 2019

To the press,

The first facility in Thailand? “Sound Experience Room” rather than “Showroom”
Open “NAP Sound Laboratory” for press

NOE Asia Pacific Co., Ltd.
Nihon Onkyo Engineering Co., Ltd.

Nihon Onkyo Engineering Co., Ltd. (Headquarters: Tokyo, Japan, paid up capital: 30 Million JPY, hereafter noted as NOE) is a leading “Acoustic” engineering company from installation of TV, radio and recording studios to noise measurement and sound visualization for engineering. NOE established a subsidiary in Bangkok, Thailand named NOE Asia Pacific Co., Ltd. (hereafter noted as NAP), and NAP has started operation from April 2018.

NAP will open a new facility “NAP Sound Laboratory” and will be in operation from December 23, 2019, in the same commercial complex in Bangkok. The outline of the laboratory is introduced as following.

1. It is a place for music fans and audio fans who loves to music with high sound quality can experience the latest acoustic technology. For example,
 - ✓ The inside of the room is achieving top-class quietness even though it is locating in Bangkok. With its high sound insulation performance design, though it is locating in a commercial complex, we can play music loudly without worrying about the surroundings.
 - ✓ Latest room acoustic tuning technology Acoustic Grove System (hereafter noted as AGS) is installed, you can experience its advantages.
The advantages of AGS are;
 - A) control of standing waves at low frequency
 - B) realizing natural and precise ambience with dense diffusing reflection at mid to high frequency
 - C) control of sound-absorption frequency characteristics according to the application.This technology is patented internationally, in Japan, USA, China and Hong Kong.
 - ✓ You can experience high-quality audio playback with using the monitor speaker “NES 211ST”, which has been adopted as the standard monitor speaker for high quality studio in NHK (Japan Broadcasting Corporation).
2. Experience the Technical Listening Training (hereinafter called TLT). TLT is a program that realizes systematical skill improvement for distinguishing sounds by engineers and

those who are responsible for quality control with sound, which had previously been thought of as obtaining only means through long time experience. Recently, TLT has been attention from automotive manufactures and consumer electronics manufactures.

3. This facility is designed for a research and development facility as well, that pursues a listening and recording environment for music in cooperation with the Sound Laboratory of Nihon Onkyo Engineering in Chiba, Japan.



We are supposing that it is the first facility in Thailand, that can be called “Sound Experience Room” rather than show room. As describing below, we will provide a preview opportunity for the press prior to opening. Please take this opportunity to visit NAP Sound Laboratory.

Date and Time: December 18, Wednesday 14:00 – 17:00
December 19, Thursday 14:00 – 17:00

Place: NAP Sound Laboratory
Qiss Mall A1 Building 3F Room 304
3803 Soi Rubia, Rama 4 Road, Phra Khanong, Khlong Toei,
Bangkok 10110

Application: Please send your company name, preferred date and time,
and the number of people planning to visit by e-mail or
phone to the following by December 13 Friday.

————— Inquiries regarding this event —————
NOE Asia Pacific Co. Ltd.

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