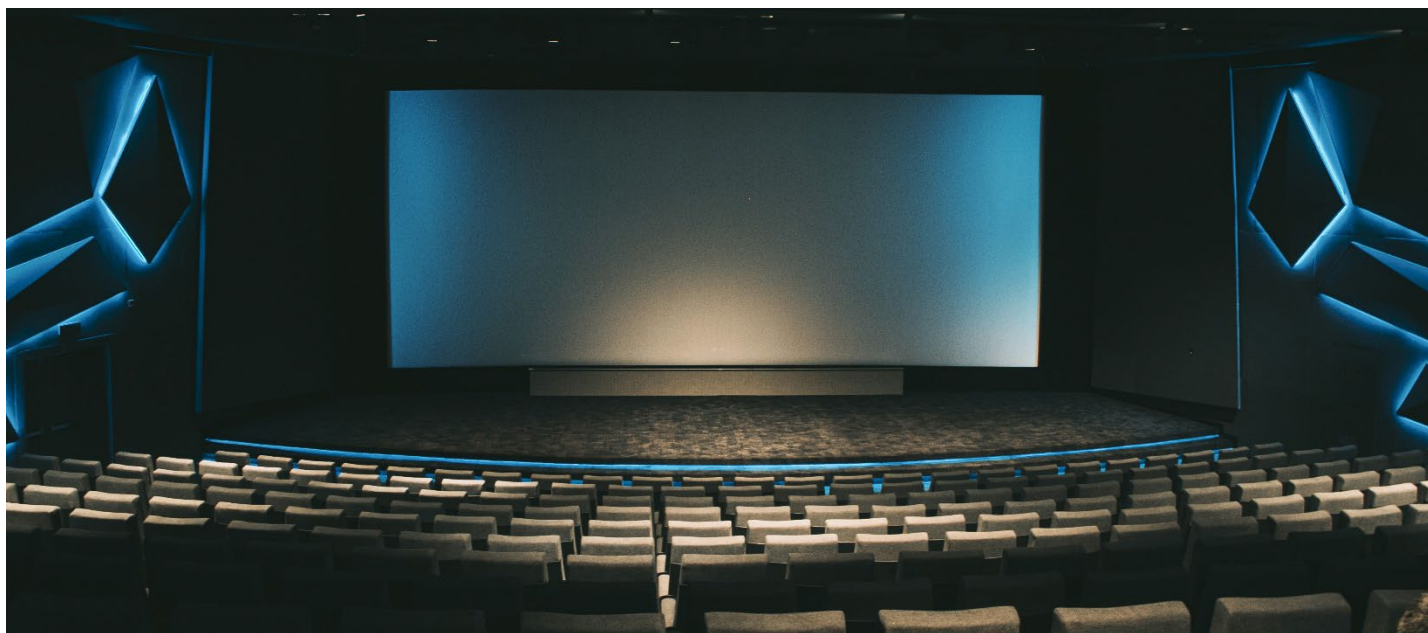




Shanghai Film Art Center: Faithful to the Original Sound, Immersive Audiovisual Experience!

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After the completion of Shanghai Film Art Center, it pioneered the development of multi-theater cinemas in China. Over the past 30 years, it has been favored by filmmakers and movie fans for its top-notch audiovisual experience, becoming a bridge and bond for Chinese cinema to go global.

To respond to the city government's requirements on digital transformation and meet the needs of the main venue upgrade for the 25th Shanghai International Film Festival, the Professional Audio Systems Division of HARMAN (China) provided equipment and technical support for the cinema's audio system upgrade project.

HARMAN Professional Cinema Solutions

As Shanghai Film Art Center holds landmark significance in Shanghai and even the entire Chinese film industry, only a more professional cinema solution can fully unleash the audiovisual advantages brought by cinema technology development. Higher standards and higher quality are the guiding principles for this upgrade project of Shanghai Film Art Center. HARMAN Professional Cinema Solutions, with a long-standing high market share and deep brand influence, are the quality choice for many renowned cinemas at home and abroad.

Therefore, the project team selected the JBL Professional cinema audio solution from HARMAN Professional for Shanghai Film Art Center, coupled with Crown professional power amplifiers and BSS digital processors, delivering exceptional sound quality and accurate audio reproduction to safeguard the immersive audiovisual experience for every moviegoer.