

## CASE STUDY

# eSPORTS



### OPPORTUNITY

Esports Arena Las Vegas is a 30,000-square-foot multi-level gaming arena requiring an immersive AV experience.



### SOLUTION

Allied Esports formed an exclusive partnership with HARMAN Professional Solutions to provide a custom audio, lighting, and control solution made up of products from JBL, Crown, BSS, AMX, and Martin.



Esports is the future of live competition, HARMAN Professional is uniquely positioned to deliver powerful audio, visual, lighting and control solutions that immerse gamers and fans in the action like never before.”

### LAS VEGAS, USA, ALLIED ESPORTS ARENA

The Esports Arena Las Vegas is a 30,000-square-foot multi-level arena with a competition stage, telescopic seating, daily gaming stations, VIP room, two bars, and state-of-the-art streaming and production studios. The facility also features an interactive area known as “The Dome” that includes retro games, and a front lobby equipped with gaming stations, a streaming booth and a virtual reality station.

In order to provide a world-class audiovisual experience at the new arena, Allied Esports formed an exclusive partnership with HARMAN Professional Solutions to provide a custom audio, lighting, and control solution made up of JBL Professional loudspeakers, Crown amplifiers, BSS audio processors, AMX control systems and Martin lighting fixtures.

“Esports Arena Las Vegas is the flagship location of our growing global network of Esports properties, and Allied Esports is proud to partner with HARMAN Professional to deliver an incredibly immersive experience for gamers and fans alike,” said Jud Hannigan, CEO of Allied Esports. “Audio is a huge part of the gaming experience, and the HARMAN solution delivers premium sound quality and control. We’re excited to continue to work with HARMAN as we set a new benchmark for competitive gaming and interactive entertainment, and open new arenas around the world.”

The opening ceremony at Luxor Hotel and Casino featured a series of events designed to showcase the arena’s impressive production quality and interactive entertainment, with more than 20 professional esports players and 500 local gaming influencers in attendance. Highlights included an opening night of show matches between SonicFox vs. G01 and Rogue vs. Ghost Gaming in Rocket League®, and eUnited vs. Spacestation in SMITE as well as the weekend launch of fighting game tournament Smash Masters League featuring Super Smash Bros for Wii U. World-renowned chef José Andrés also held a discussion about the custom gaming-inspired menu that the ThinkFoodEntertainment team created for Esports Arena Las Vegas.



AKG

AMX

BSS



dbx



lexicon

Martin

Soundcraft

STUDER



“

Audio is a huge part of the gaming experience, and the HARMAN solution delivers premium sound quality and control.”

“With the opening of Esports Arena Las Vegas, HARMAN Professional is setting the standard for professional audio performance in competitive gaming arenas,” said Nicholas Cohen, Esports Business Development Lead, HARMAN Professional Solutions. “Esports is the future of live competition, and HARMAN Professional is uniquely positioned to deliver powerful audio, visual, lighting and control solutions that immerse gamers and fans in the action like never before. Esports Arena Las Vegas is the first facility of its kind in North America, and its success paves the way for future collaboration between HARMAN Professional and Allied Esports as they expand into new markets worldwide.”

#### PRODUCTS USED

**JBL VTX SERIES LINE ARRAY SPEAKERS**

**JBL CONTROL SERIES SPEAKERS**

**JBL 7 SERIES MONITORS**

**CROWN I-TECH AMPLIFIERS**

**MARTIN MAC ENCORE**

**MARTIN MAC QUANTUM WASH**

**AMX DEVICE CONTROL SYSTEMS**

#### ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



#### CONTACT

For PR Inquiries:

David Glaubke

Director, Public Relations

HARMAN Professional Solutions

david.glaubke@harman.com

+1 (818) 895-3464 Office

+1 (818) 470-7322 Mobile

To Speak With Someone About  
HARMAN Products and Solutions,  
visit [pro.harman.com/contacts](http://pro.harman.com/contacts)



© 2018 HARMAN International Industries, Incorporated. All rights reserved. Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of HARMAN International Industries, Incorporated, registered in the United States and/or other countries. AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries. Features, specifications and appearance are subject to change without notice.