HK Audio at Xperience Day Korea 2026



HK Audio's Korean distributor SAMA Sound welcomed around 65 dealers, installers, rental companies, venue representatives and end users to its annual HK Audio Xperience Day on 15 October 2026. Held at the Norumok Outdoor Theater at Goyang Aram Nuri, the event let visitors hear and compare almost the entire HK Audio portfolio in one place, with the newly launched ELEMENTS MK2 drawing the most attention.

SAMA Sound has run Xperience Day every year since 2015. The idea came from a simple observation: specifications only tell part of the story. “The true value of audio products can’t be fully communicated through specifications and explanations alone,” says Jaemin Kim, Product Manager at SAMA Sound. “Customers need to see, hear and compare products first-hand to understand their performance and the differences between them. That was the starting point for Xperience Day and it’s why we bring as much of the range as we can every year.”

For HK Audio, that hands-on approach matters more than ever. “Korea faces the same challenge as many markets: the move from offline to online sales,” says Christian Jordan, Chief Sales Officer at HK Audio. “But a loudspeaker needs attention, especially demos and listening sessions. That’s why we see a real

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opportunity for products that are flexible, easy to set up and deliver great results.”

After a welcome from Jordan, HK Audio Chief Technology Officer Holger Kartes gave a keynote, interpreted by SAMA Sound Product Manager Sean Seol. Rather than walking through the catalogue, he set out HK Audio’s four application areas – Portable, Live, Install and Concert Sound – and how customers can stay with one brand as their requirements grow. The LUNAR and ELEMENTS MK2 lines were highlighted as the newest additions. Jaemin Kim then looked back on 11 years of Xperience Day in Korea, before Technical Engineer Changhyun Park led product introductions and live sound demonstrations.

“The day reinforced the importance of reducing complexity without limiting what users can do,” adds Kartes. “We want to make product selection and operation easier, while letting customers expand their systems as their needs grow. That should remain a guiding principle for future HK Audio products and software: helping users take on more demanding applications and giving professionals more time to focus on what makes the difference.”

The event came shortly after the launch of ELEMENTS MK2, giving visitors an early chance to hear the new series first-hand. A system customised in the colours of the German flag for the day drew considerable attention and became one of the most memorable features of the event. “ELEMENTS MK2 was undoubtedly the highlight,” says Jaemin Kim. “It made this year’s event particularly special. Visitors were impressed by its rich, clear sound, and the feedback was very positive.” “After such a long time, and to celebrate 11 years of HK Audio’s partnership with SAMA Sound, I wanted to be there in person to introduce the new series,” says Jordan.

In technical conversations, visitors focused on software and connectivity, and on how products and product lines work together – including the DSP output found across HK Audio’s live portfolio. During the visit, the HK Audio team also saw SI and VORTIS in a working installation at Munjeong Fun Station. “What’s interesting is seeing how our systems are used in specific local applications,” says Kartes. “Real-world context like Munjeong Fun Station shows why flexibility across different applications matters.”

The day opened with an icebreaker of quick games and small prizes, and a coffee truck served coffee, churros and German sausages alongside non-alcoholic beer. A lucky draw gave away a POLAR 8 MK2 stereo system, and every attendee left with an HK Audio travel bag.

“As always, SAMA Sound’s preparation before and during the event was spot on, and the number of guided demos and the detail explained throughout were amazing,” says Jordan. “Customers and partners really value the annual gathering and the chance to see what’s new, and they were happy to speak to Holger and me directly.”

“Over the years, Xperience Day has grown beyond a product demonstration to

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become a signature HK Audio event in Korea," says Jaemin Kim. "For SAMA Sound, it's an important way to strengthen relationships with our customers and partners. For HK Audio, it's a platform to show the brand's sound, technology and product philosophy to the Korean market."

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