



锐丰股份
RUIFENG Inc.

让世界听到我们的声音
THE WORLD LISTENS

序言 PREFACE

声音的中国梦

A DREAM OF SOUND



王锐祥

锐丰音响创始人
王锐祥

任何一番伟大的事业，都源于一个的梦想；任何一段值得铭记的故事，都源于对梦想的执着追求和不懈努力。

在中国市场经济日益开放与成熟的大环境下，民营企业成为了国人践行梦想，实现产业报国的一股不可或缺的力量。在众多行业里，民营企业已经创造出让人瞩目的成绩。

本画册讲述的，就是一群中国专业音响人，以“声音”作为梦想的原点，不断开拓创新、转型升级，让自己的“中国梦”不断放大的故事。

我们相信：

声音，推动着世界一直前进，记载文明的发展，凝聚人类的情感，宣告时代的开始。

在声音的背后，是艺术的浪漫与科技的严谨的完美融合，是鲜为人知的汗水与泪水，是挑战极限的顽强拼搏。

我们坚信声音的力量，我们追求属于我们的声音！

我们的声音，是国家的强盛，是民族的骄傲。

我们的梦想，源于声音，大于声音。让世界听到我们的声音。

International big brands come from an endless dream.

In china, most of the local companies don't look forward to open their market and miss many opportunities. The chairman of LAX understood how to build a powerful and stable company and became a perfect example of a legendary success. Encouraging and sharing his dream with the others, Mr. Wang leads his team with one goal: let the world hear the sound of LAX.

Sound evolves with the humanity and the development of our civilization. Sound carries our dreams, our life's emotions, and our sweat and tears so that sound is our ultimate challenge and indomitable fight. We strongly believe that our products should broadcast people's voice and reflect and support spiritual communication as well as the nation prosperity.

Private companies and brands development are critical to support the economy, sciences and technology innovations of one country.

Never stop innovating, "Let the world hear our sound" and achieve our dream. LAX's dream begins from the sound and transcends it. Passionate by professional audio, people of LAX are determined to build a strong and stable international industry.

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我们

每一位践行中国梦的追梦人，
我们都是锐丰人。
We are fighting for our dream.
We are fighting together.

让世界听到我们的声音
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关于我们 About Us

广州市锐丰音响科技股份有限公司成立于 2010 年，其前身是广州市锐丰灯光音响器材有限公司，自成立以来一直秉承“用声音响遍中国，以创新发展世界，为中国品牌事业发展而努力”的公司发展理念，致力于专业音响产品的研发、设计、生产、销售及相关服务。今天，锐丰股份已是集研发、制造、销售、工程、创意为一体的全产业链的集团化企业，控股八家子公司：广州市锐丰智能科技有限公司、广州市锐丰建声灯光音响器材工程安装有限公司、北京锐丰建声灯光音响安装工程有限公司、广州市锐丰文化传播有限公司、广州市浪源音响器材有限公司、广州市锐丰电子科技有限公司(中外合资)、广州市锐声灯光音响器材有限公司和广州市锐丰视听创意有限公司。

凭借优质的整体解决方案和丰富的大型项目运作经验，锐丰股份不但参与了多个省（市）运动会、2001 年以来的连续三届全运会及 2008 年奥运会的扩声系统服务，还先后成为 2010 年广州亚运会扩声系统产品及服务独家供应商、2011 年深圳世界大学生运动会扩声系统独家运营商、2012 年亚洲沙滩运动会扩声系统独家供应商、2013 年天津东亚运动会扩声系统独家供应商、2014 年南京青年奥林匹克运动会演艺扩声系统独家供应商和 2014 年亚太经济合作组织 APEC 文艺晚会扩声供应商。2015 年，锐丰股份先后承办了广东省第十四届运动会开闭幕式创意策划执行及主场馆“一场三馆”扩声系统工程、第十届全国少数民族运动会主场馆鄂尔多斯奥体中心体育场的扩声系统工程、世界田径锦标赛主场馆“鸟巢”扩声系统维护改造工程，以及第一届全国青年运动会主场馆福州海峡奥体中心“一场三馆”扩声系统工程。

未来，锐丰股份，作为以创意文化为核心的声光电综合服务集成商，将通过加强技术研究和产品开发，不断巩固和完善市场营销网络，提高整体解决方案服务水平，向各个业务领域进行深度拓展。

创新超越的路上永不止步，锐丰股份“让世界听到我们的声音”这个筑梦工程将坚持到底，继续刷新业界传奇！

LAX is dedicated to building a world-class Pro Audio brand from its establishment. Now it plays a leading role in the Chinese Pro Audio industry through market exploration, technology innovation and brand building.

Started in 1993, LAX is specialized in the research, production and distribution of Pro Audio products, it supplies the services of design and technical consultation as well. LAX became a large-scale integrated enterprise which includes 6 subsidiaries.

LAX is the brand that Ruifeng Audio created for its products. Within more than 10 years, LAX products have been used in hundreds of domestic and foreign important sound reinforcement projects, including the General Office of the State Council, the National Centre for the Performing Arts, the Publicity Department of CPC, the Supreme People's Court, the Office Building of Guangdong Provincial Government, the National Palace Museum, the Summer Palace, the Yonghegong Lama Temple, etc.

In recent years, after the application of the LAX sound reinforcement system at the National Stadium—the main stadium of 2008 Beijing Olympic Games, LAX successfully became the exclusive supplier of sound reinforcement systems for the 2010 Guangzhou Asia Games, the official partner of the Olympic Council of Asia, the sound reinforcement system operator for the 2011 Universiade and for all Asian Beach Games, the supplier of sound reinforcement systems for the 2013 East Asia Games, the 12th National Games, the 2014 Nanjing Youth Olympic Games, and for the Asia-Pacific Economic Cooperation (APEC)

In 2015, LAX supported the sound reinforcement system for several big events such as the opening and closing ceremonies of the 14th Guangdong Games, the 10th National Traditional Games of Ethnic Minorities of the People's Republic of China, the National Stadium(Bird Nest)Maintenance project which was the home ground of IAAF World Championships Beijing 2015, and the 1th Youth Games of the People's Republic of China.

Through the successful completion of these significant projects, LAX proves its great effort in building a national Pro Audiobrand and realizes the great achievement on international stage.

创新发展世界，为中国品牌事业发展而努力
THE WORLD LISTENS

03/04



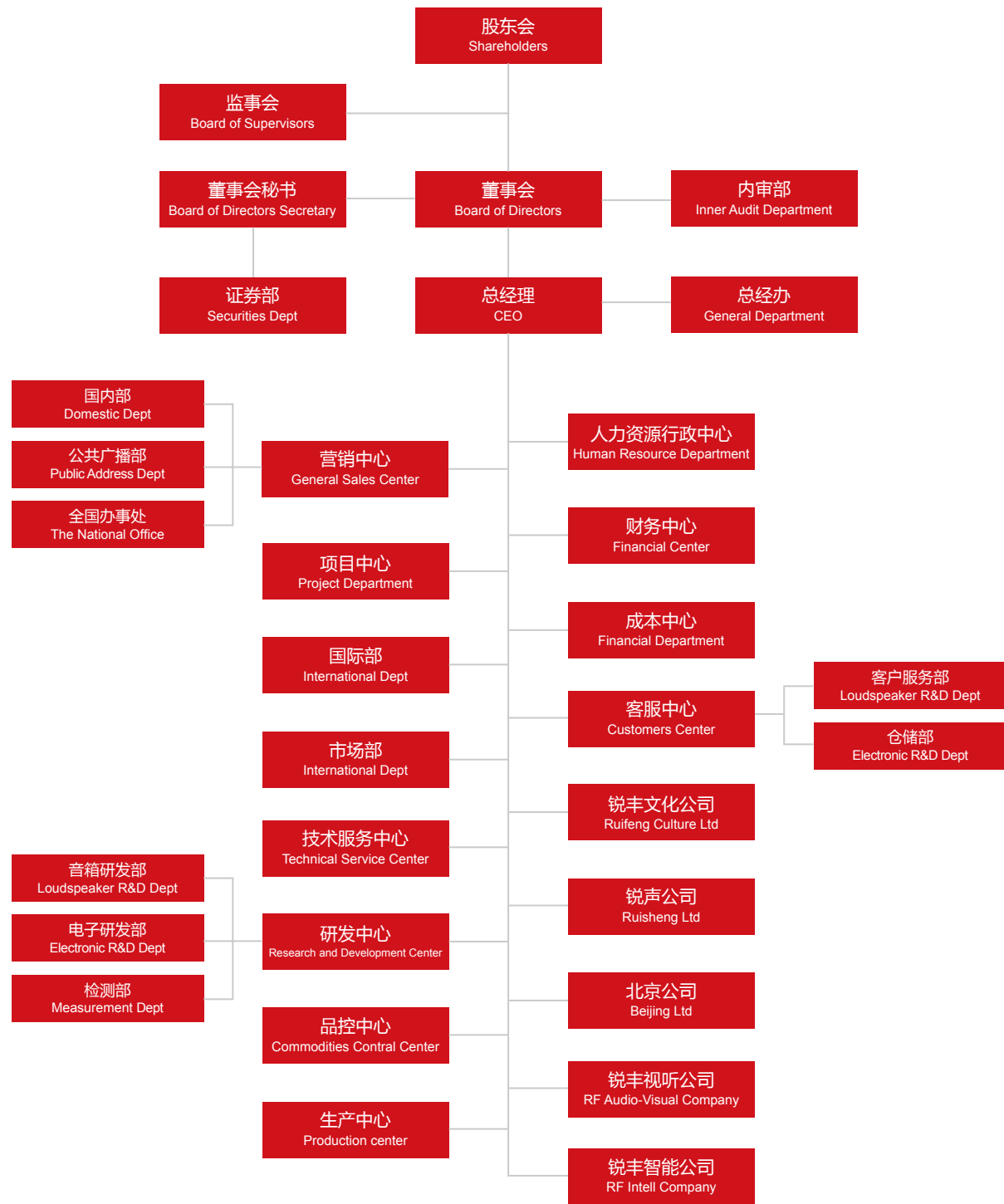
我们

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组织架构 Organization Chart



1993

1993 年，王锐祥在番禺易发街成立锐丰电器店，作为今天锐丰股份的雏形。企业在董事长王锐祥的带领下开始向全国铺设销售渠道。

1993, Mr Andy Wang established Ruifeng electronic store, the origin of today's Ruifeng Group in Panyu. Under the leadership of Mr Andy Wang, the company started to build sales network through the whole country.

1995

锐丰创建 LAX 品牌，成为中国专业音响史上首批拥有自主知识产权、自主经营的专业音响品牌企业。
Creation of the brand LAX. LAX became the first professional audio company in China with independent intellectual property rights.

1997

LAX built its own factory and created a research and development center to develop its own products.

2003

LAX became the official sound system supplier for government projects such as the Forbidden City, the State Council, and the Supreme Court etc.

2006

锐丰 LAX 以唯一一家中国品牌的身分击败国内外竞争对手，签约成为国家体育场（鸟巢）专用音响品牌，随后更是拿下了近 1/6 的北京奥运比赛场馆扩声工程项目。

LAX won and signed the contract to be the sound provider of the National Stadium (Bird Nest) and for 1/6 of the Olympic stadium for the Olympic Games in 2008.

2008

锐丰完成北京奥运场馆扩声系统的安装以及调试，在奥运期间“零失误”保驾护航运营，实现“让世界听到我们的声音”。

同年，锐丰签约成为“2010 年广州亚运会指定扩声系统独家供应商”。

LAX provided and achieved the sound performance for the Beijing Olympic Games and changed its slogan in "LAX sounds, the world listens". Meantime, LAX signed a contract to become the Exclusive sound system provider for the 2010 Asia Games hold in Guangzhou.

2009

传承奥运之志，锐步先后签约成为“亚洲奥林匹克运动理事会合作伙伴”和“2011 年深圳世界大学生运动会扩声系统独家运营商”。
LAX became an Official Partner of the Olympic Council of Asia and the Exclusive sound system provider for the Universiade in 2011

2010

锐丰进驻上海世博会，LAX产品遍布园内各个片区，是非洲联合馆、加勒比联合馆、英国馆、国际信息发展网馆、广东馆、浙江馆和万科馆的扩声系统供应商。LAX provided sound reinforcement systems for the 2010 World Expo in Shanghai and covered pavilions of Guangdong, England, United Africa and the Caribbean. LAX also supplied the International Development Network Information Center and the PA system for the Vanke pavilion.

2011

延续体育精神，锐丰签约成为“天津 2013 第六届东亚运动会扩声系统及演出灯光供应商”。

2012

LAX host the 2nd Guangzhou International Light Festival and became very active to promote local culture.

2013

锐丰为天津 2013 第六届东亚运动会场馆扩声工作保驾护航。同年，锐丰成为第十二届全国运动会扩声系统供应商。以洪钟之声，见证体育强国的崛起。

LAX supports the sound reinforcement work of the 6th East Asia Games in Tianjing in 2013. In the same year, LAX became the sound reinforcement supplier of the 12th National Games. From more and more projects, we witness the growth a powerful sport country.

2014

锐丰顺利完成第二届夏季青年奥林匹克运动会的扩声系统任务，
“零失误”完成 2014 亚太经济合作组织 APEC 文艺晚会扩声任务。世界再一次听到我们的声音。
LAX became the sound reinforcement supplier of the second Youth Olympic Games, and
also provided the sound performance for the Asia-Pacific Economic Cooperation(APEC).

2015

锐先先后承办广东省第十四届运动会开闭幕式及主场地湛江奥林匹克体育中心“一场三馆”扩声系统工程；第十届全国少数民族传统体育运动会主场馆扩声系统工程；世界田径锦标赛主场地“鸟巢”扩声系统维护改造工程以及第一届全国青年运动会主场地福州海峡奥体中心“一场三馆”扩声系统工程，在全国各地体育场馆吹响体育赛事的号角。

Recently LAX supported the sound reinforcement system for several big events such as the opening and closing ceremonies of the 14th Guangdong Games, the 10th National Traditional Games of Ethnic Minorities of the People's Republic of China, the National Stadium(Bird Nest)Maintenance project which was the home ground of IAAF World Championships Beijing 2015, and the 1th Youth Games of the People's Republic of China.

锐丰传奇精彩继续
The legend continues.....

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让世界听到我们的声音
THE WORLD LISTENS

锐丰股份核心管理团队
The core management team



何志远
副总经理、
董事会秘书

朱世平
常务副总经理、
智能公司 董事总经理

凌子斌
总经理

王锐祥
董事长

胡秉奇
总工程师

吴武贤
锐丰股份党支部书记、
副总经理、
财务中心总监

创新发展世界，为中国品牌事业发展而努力
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厚积薄发
LAX 品牌魅力绽放

We grown because we accumulated
Lax brand charms the world

品牌是一个国家、一个民族、一个地区的实力象征，它标志着经济水平及先进生产力。拥有品牌一定程度上就是拥有市场，拥有现在和未来，进而拥有最大的市场价值。在锐丰，自公司创建伊始，拥有一个属于自己的国际知名品牌就已是第一批锐丰人的梦想。公司的掌舵人王锐祥思考的不仅是自己企业的发展如何突破瓶颈，他的脑海里还开始勾勒整个行业发展的蓝图，矢志“用声音响遍中国，以创新发展世界，为中国品牌事业发展而努力！”

1995 年，拥有自主知识产权的民族自主品牌——“LAX” 诞生，成为最早的中国专业音响自创品牌之一，并迅速在 40 多个国家注册了商标。1997 年，锐丰开办工厂，开始全力打造 LAX 品牌，由“中国制造” 向“中国创造” 逐步转变。

历经 20 多年发展，LAX 业已成为中国专业音响品牌的佼佼者。通过一次又一次的顶级项目合作，一场又一场的超级盛典，LAX 的产品获得社会各界的广泛认可，其品牌影响力及品牌价值不断提升。截至目前，LAX 已获全球 60 个国家的用户青睐，正在迈向成为一个世界级的中国音响品牌而快速前进。

A brand can be compared to a country, a nation or a symbol of strength; it impacts on the economy level and advanced productivity. To have a brand is to have a market, have an existence now and in the future and then get the best market value. The small team which creates Rui Feng had a dream, to create a famous international brand. When he created LAX, Mr. Wang (chairman) thought in a singular way and created the company not for his own business but look forward to the whole industry development and innovation within China.

In 1995, LAX became the first professional audio company in China with independent intellectual property rights and registered the trademark in 40 countries. Two years later, in 1997, LAX opened its own factory and started producing “made in China” sound systems.

For our 20-year development, LAX has become one of the representatives of professional audio industry in China, which achieved many projects and from a stage to another become more and more popular. Both the impact and the value of our brand LAX has got great progress and it was still increasing all the time. So far, LAX has been praised in 60 countries and is becoming an international professional audio brand.

超前意识，宏大格局；民族品牌，唱响世界
THE WORLD LISTENS

09/10



我们

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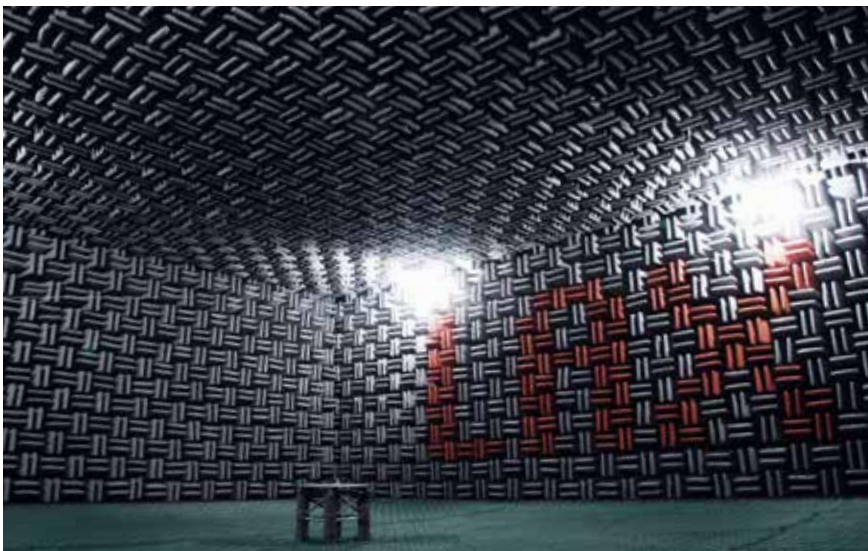
锐丰科技园，产业融合平台 LAX technology park and industrial integration facilities

园区占地面积接近24000平米，集办公楼、研发中心和生产大楼于一体，企业综合展厅、多个产品演示厅、会议及培训厅、电影院、党团及员工活动室、图书馆、乐队训练房、摄影棚、餐厅、研发中心以及亚洲最大的全消声室。2010年5月15日，科技园正式竣工并投入使用，是锐丰发展史上的一个重要里程碑，实现企业资源全面优化整合。这里，也是一个锐丰与众多科研机构合作，参与更多产学研项目、整合行业资源、组建产业联盟的专业平台。

依托科技园这个专业平台，目前锐丰已经联合了陈维亚、卞留念、吴硕贤等多位行业代表人物的鼎力支持，与中南声光音像研究院等机构建立了战略合作伙伴关系，同时建立了广东创新基地。

LAX technology park covers an area of 24,000 square meters and includes an administration, sales and marketing center, a R&D center and two factories. Customers can listen to the products in some dedicated sound systems demo rooms and visit our professional facilities, including the biggest anechoic chamber of Asia in the R&D center. The technology park has been finish on the 15th of May 2010 and represents a key point in LAX history for innovation and development.

The sound-absorber used in the chamber – offering an absorption coefficient of 99 per cent within 100Hz – is 1.2m in length with a super-fine glass wool blanket. The maximum effective working area within the chamber is 16m, while it affords the manufacturer a 50Hz lower frequency limit and less than 26dB environmental ground noise. The chamber meets Chinese implementation standards including GB/T 9396, GB/T 9397, GB 7313, and SJ/T 10406, plus international standards such as IEC 60268-5, AES2-1984, r2003, and EASE.



位于锐丰科技园研发大楼内的全消声室，楼高四层，由570根弹簧支撑起重达1700吨的消声室空间，应用于锐丰每一款扩声产品的研发检测。

For its R&D, LAX constructed an impressive anechoic chamber. The construction sits on 528 springs and weighs 1,500 tons on its own. With the addition of 5680 pieces of sound-absorbent material, its weight increases to 1,700 tons.



锐丰企业资源整合、产学研融合的专业平台
THE WORLD LISTENS

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我们

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锐丰育人之道 Training

一个企业生存和发展，从初创、壮大到辉煌，其根本保证归根到底是拥有和培育大批优秀人才。锐丰以伟大的梦想和深远的企业愿景吸引人才，更是凭着卓有成效的员工培训机制留住和发展大批人才。

锐丰的育人之路是其用人之道的升华。创业至今，王锐祥董事长带出了一批又一批出色队伍，把锐丰变成了一座炼炉，一所军校，人才在培养中实践，在实践中培养。

在奠定国内市场领导地位的同时，迈向更加激烈竞争的国际市场，锐丰将大力推动科学、高效、人性化的培训体系建设，打造学习型企业，为锐丰的发展注入更强劲的动力。

For the birth, the development and to become a high standard company, it is fundamental to rely on talents. To achieve LAX's dream, our company puts a lots of effort to attract talents and in teams' trainings. To reach the requirements of the domestic and international markets, LAX invests to support scientific and its human's resources.



吸引优秀专业的人才荟萃，打造学习型企业
THE WORLD LISTENS

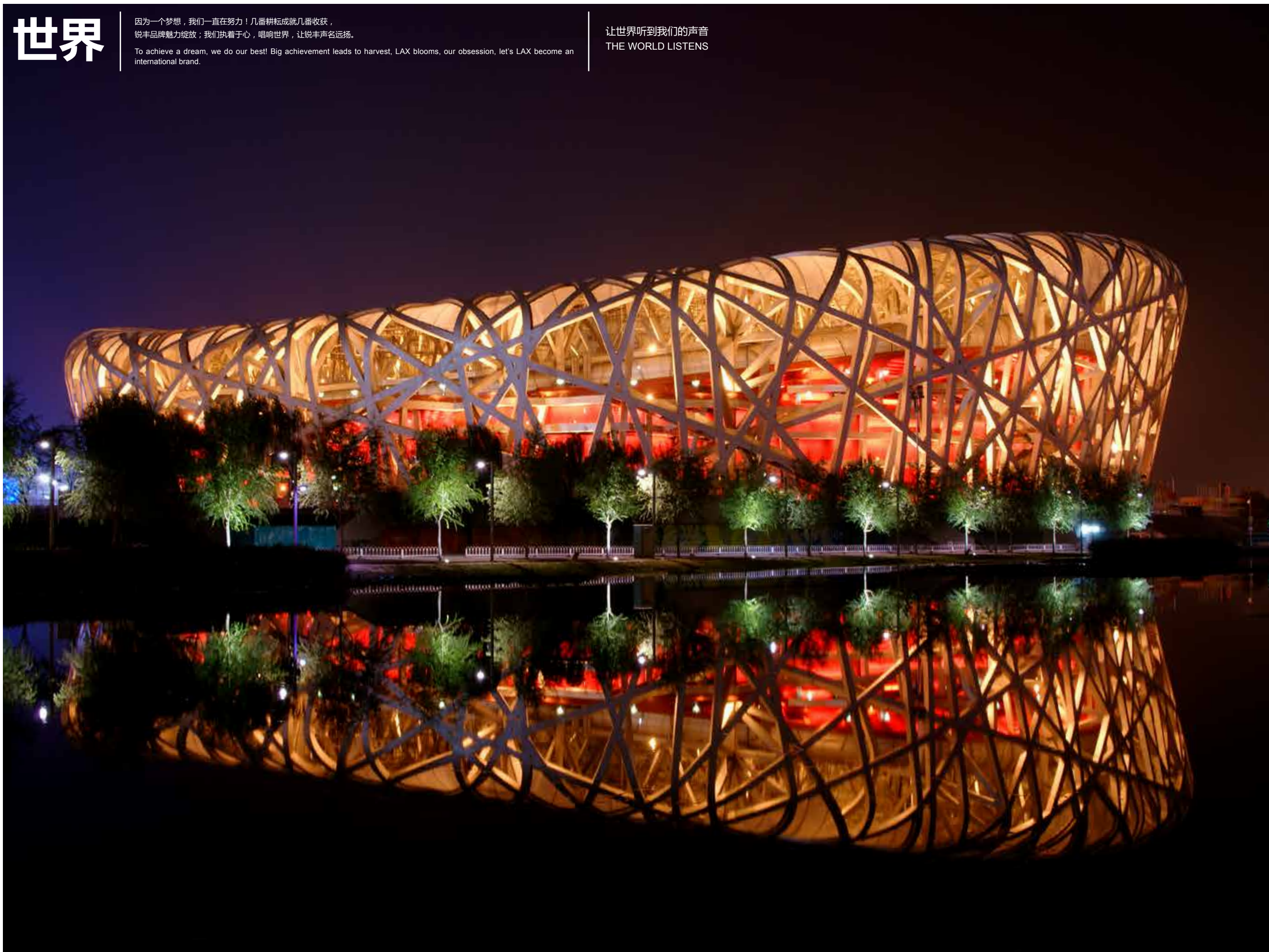
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世界

因为一个梦想，我们一直在努力！几番耕耘成就几番收获，
锐丰品牌魅力绽放；我们执着于心，唱响世界，让锐丰声名远扬。

To achieve a dream, we do our best! Big achievement leads to harvest, LAX blooms, our obsession, let's LAX become an international brand.

让世界听到我们的声音
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锐丰唱响中国声音 圆民族“百年梦想”
LAX signs most significant international projects in China.

我们的声音推动着世界的发展
THE WORLD LISTENS

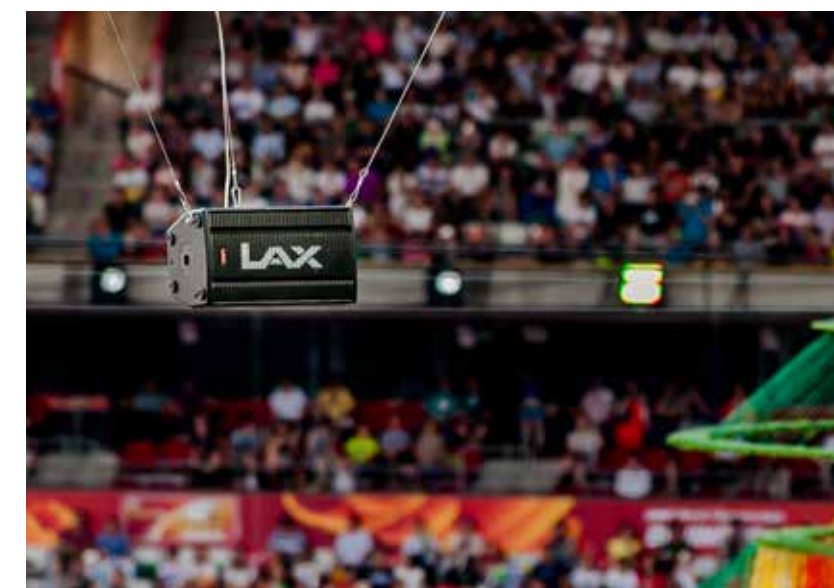
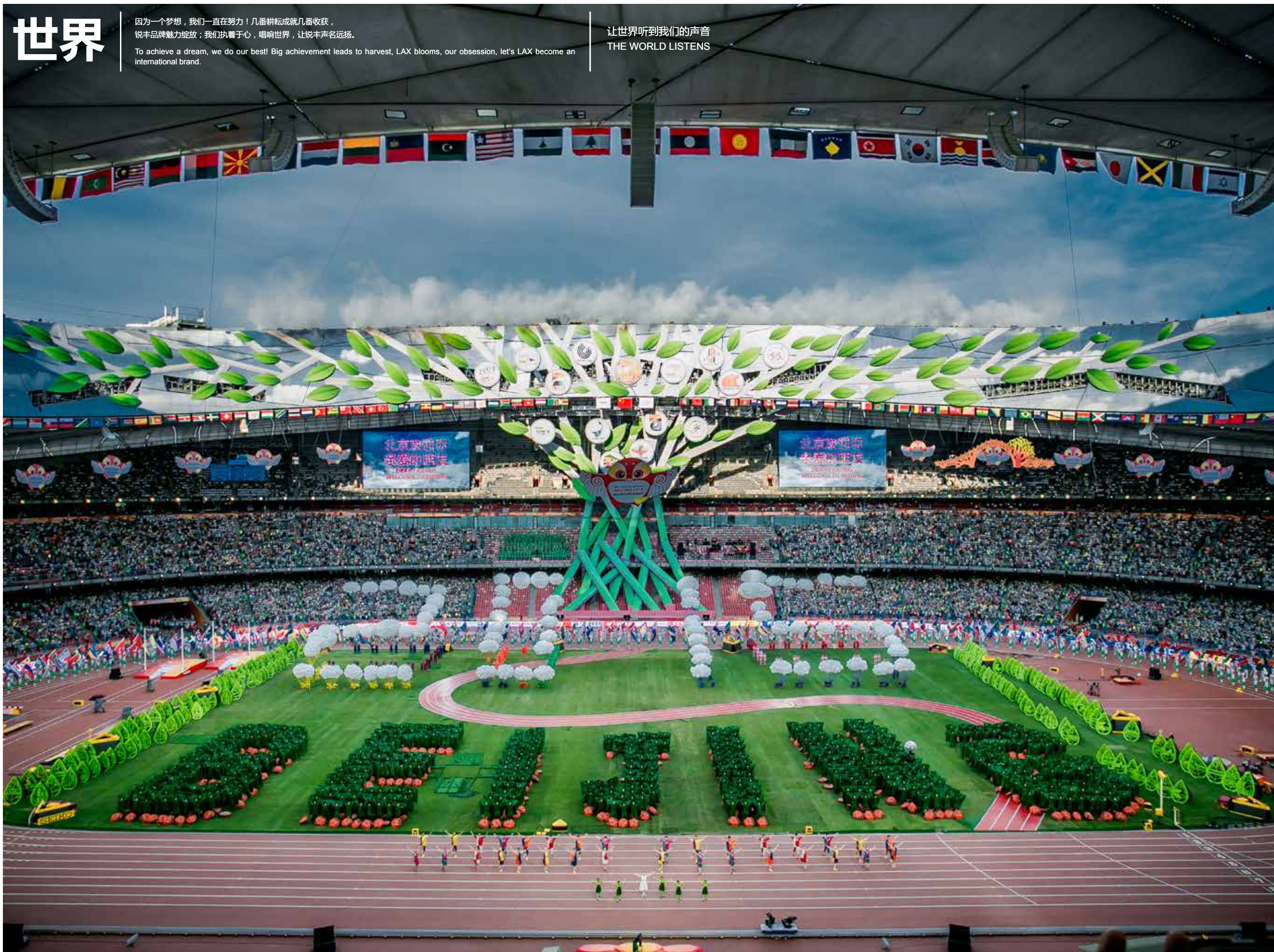
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世界

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LAX 归巢
乘梦飞翔 扬声世界田径锦标赛
LAX supports sound equipment
for Beijing 2015 IAAF World
Championships in Athletics

我们的声音推动着世界的发展
THE WORLD LISTENS

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世界

因为一个梦想，我们一直在努力！几番耕耘成就几番收获，
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青奥 青英荟萃 奏响友谊乐韵
The Youth Olympic Games, we
gather together to build a bridge of
friendship.

世界

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国际大体联主席基里安(左)

传递大运“丰火” 锐丰齐唱青春之歌
LAX supported the youth for the
Universiade 2011

我们的声音推动着世界的发展
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21/22

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献礼祖国 60 华诞 唱响大国之声
The 60th anniversary of the PRC

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23/24

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亚奥理事会主席阿迈哈德亲王（右）



锐丰牵手亚奥 长期战略合作
LAX, Official Partner of the Olympic
Concil of Asia.

大型项目，经典案例；世界见证，锐丰实力
THE WORLD LISTENS

25/26

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**服务亚运添精彩
锐丰助威广州城市品牌建设**
**LAX became the Exclusive Sound
System Provider
for the Asian Games 2010.**

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27/28

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2008 印尼巴厘岛首届亚洲沙滩运动会



2010 阿曼马斯喀特第二届亚洲沙滩运动会

锐丰闪耀 2008 至 2012 三届亚沙会
LAX shines under the sun of
the Beach Games (2008-2012)

大型项目，经典案例；世界见证，锐丰实力
THE WORLD LISTENS

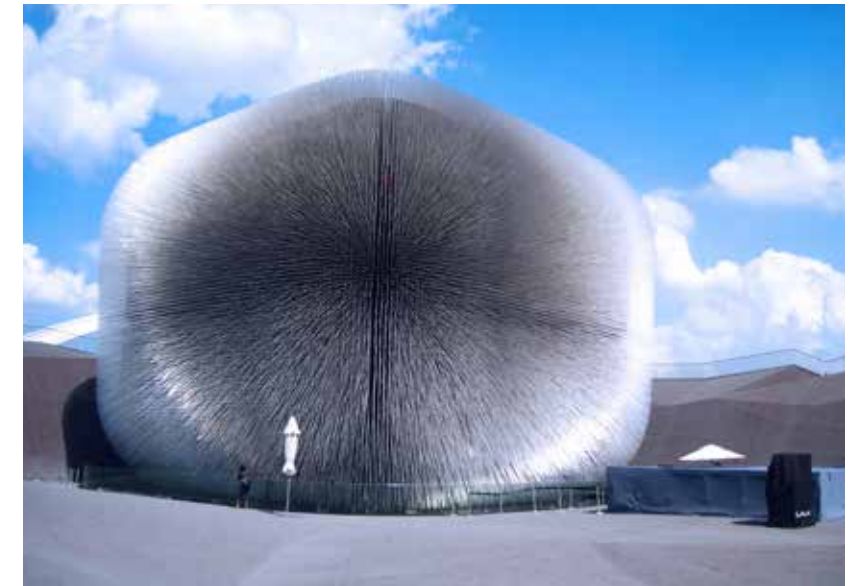
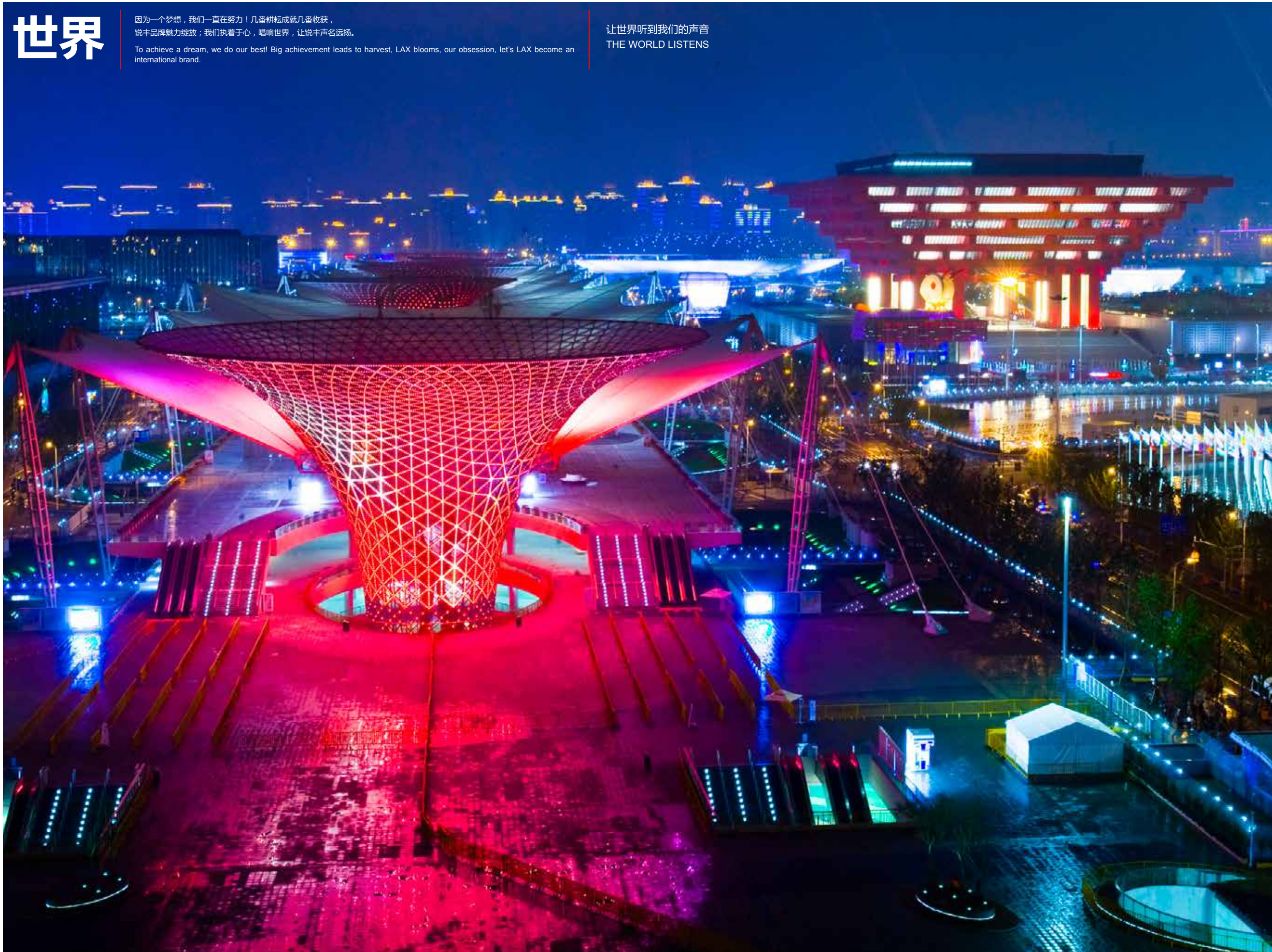
29/30

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最具创意让人印象深刻 - 英国馆



占地面积最大 - 非洲联合馆

锐丰亮相多个世博展馆 品牌更深入人心
LAX supported the World Expo

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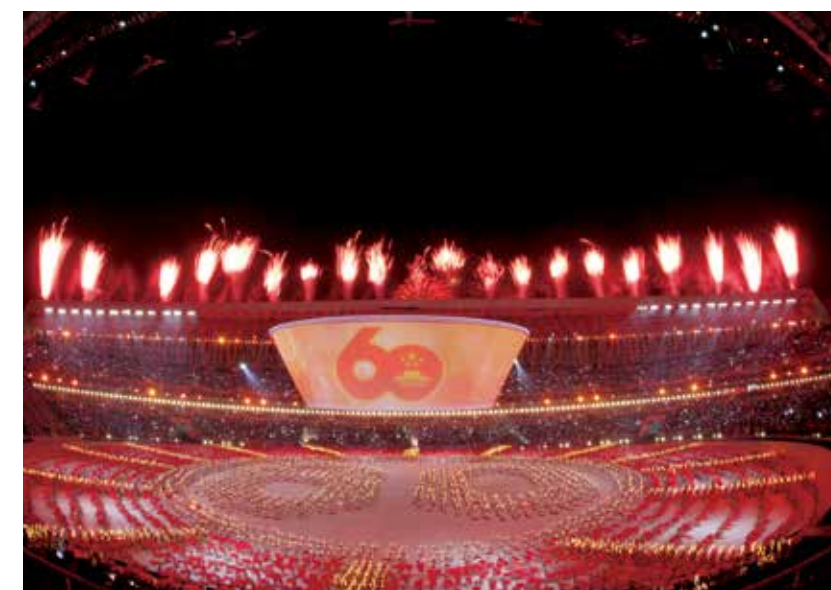
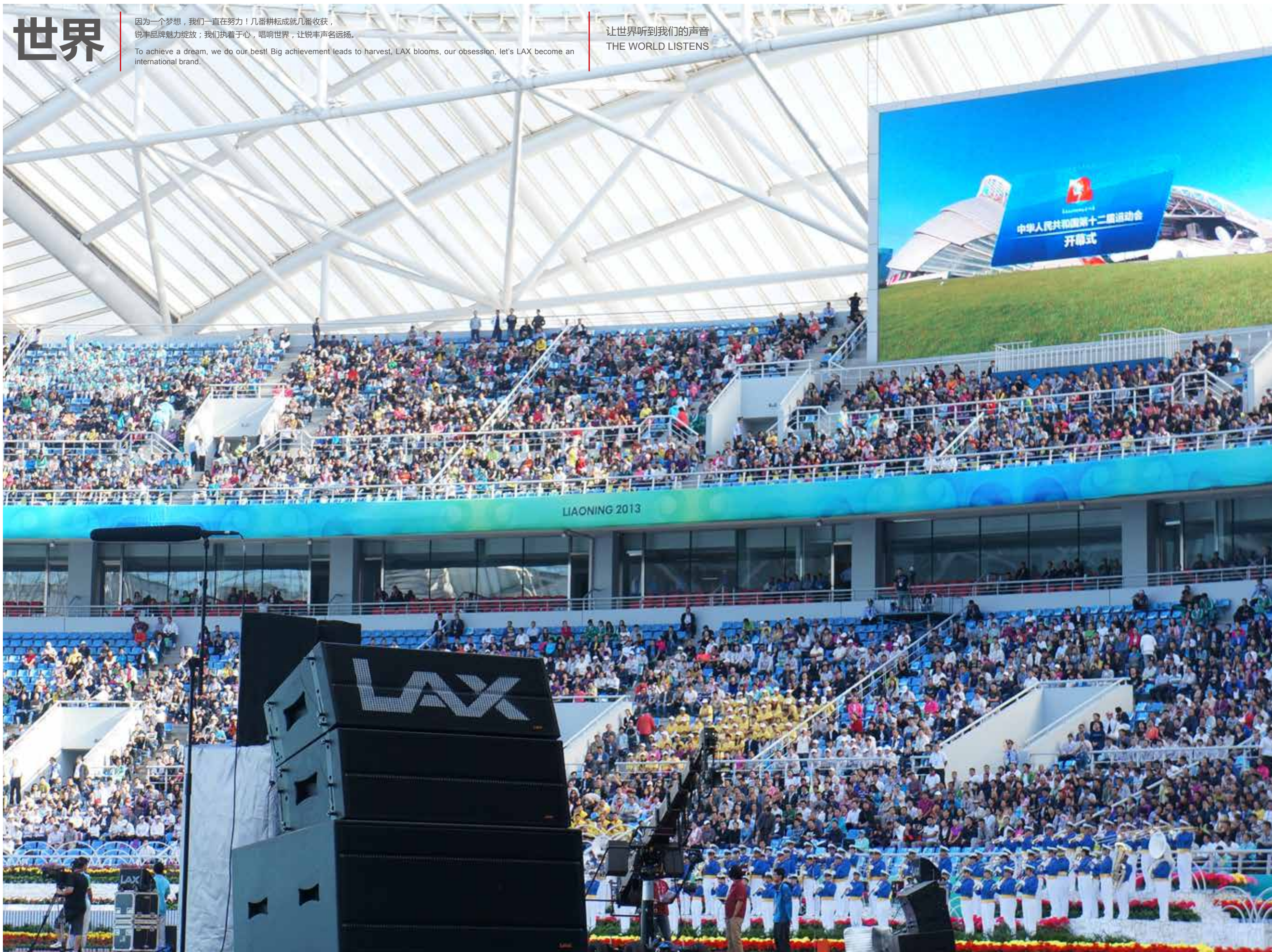
31/32

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**“九运”至“十二运”
锐丰声扬多届全运会**
LAX deeply involved in the
National Games

大型项目，经典案例；世界见证，锐丰实力
THE WORLD LISTENS

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福之州 青之运 锐之丰 绽放青春梦想
LAX becomes the sound supplier
for National Youth Games
Fuzhou China 2015

我们的声音推动着世界的发展
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35/36

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锐丰与少数民族 相聚内蒙古 共圆中国梦

The 10th National Traditional Games
of Ethnic Minorities of the People's
Republic of China international
projects in China.

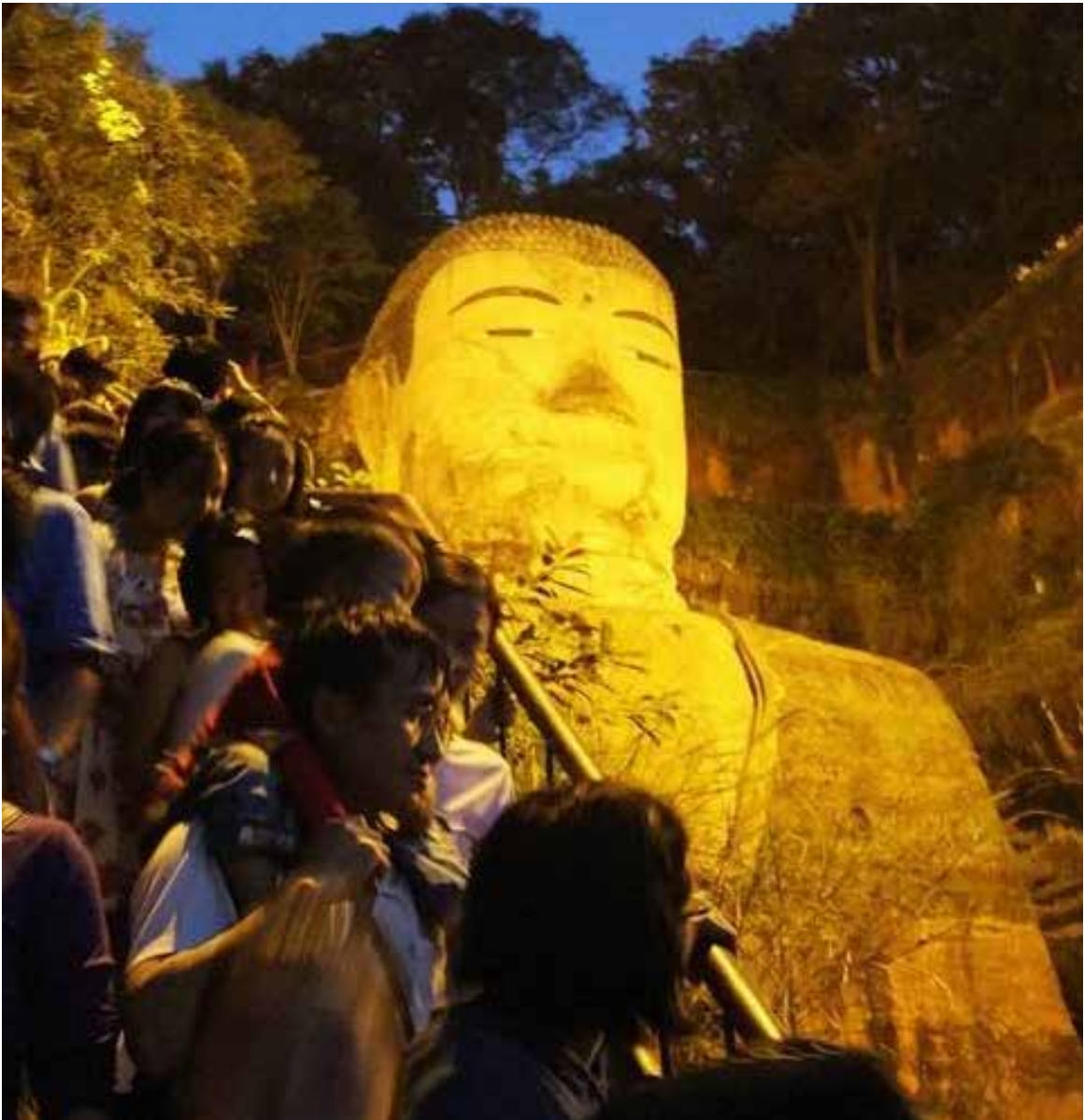
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37/38

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乐山大佛激光秀

声光电集成 Sound and light integration

通过与声光电高科技手段相结合，锐丰在声音效果、视觉刺激、电子设备等形式上灵活应用 OP 工程系列，同时吸纳国内外先进技术和工艺，科学合理的调整完善产品结构，为项目提供优良的技术解决方案，产品咨询、营销咨询、技术协作、工程顾问、方案设计、安装指导、维修保养等一整套系统服务，满足不同客户的技术质量要求，先后承揽了广州国际体育演艺中心、重庆国际博览中心、澳门大学珠海横琴校区等标志性工程，赢得了广大客户的信任和好评。

To satisfy customers and market needs, LAX plans to offer more than a sound solution and is going to provide audio, video and light solution. To achieve this project, LAX focus on new technology, product and marketing consulting, technical collaboration and engineering consulting. Regarding sound and light integration LAX already achieved significant projects for Guangzhou Performing Art Center, Chongqing Exhibition Center, Macao University and Zhuhai Campus.

【标志案例】

广州国际体育演艺中心
Guangzhou International Sports Art Center

国内第三个 NBA 规格专业篮球馆，场馆占地 6.5 万平方米，拥有 1.8 万个座位。先后举办过 NBA 中国赛和亚运会篮球赛。NBA 的魅力所在不仅仅在于篮球本身，更是可以让观众们全身心的融入，绝无冷场，到 NBA 球馆看比赛就像去参加 Party 一样。锐丰就是这样搭建一个可以让 1.8 万人一起开 Party 的音响系统，渲染气氛，带动观众情绪，让观看体育比赛升华到极具娱乐意味的享受。

The 18,000 seat indoor arena is the result of a joint venture between global sports entertainment presenter APG and the NBA to provide NBA-style sports and entertainment arenas throughout China. Reportedly the largest international sports and cultural arena in Guangdong Province, the 65,000 sq-m arena was installed with an LAX OP line array system to facilitate improved intelligibility.

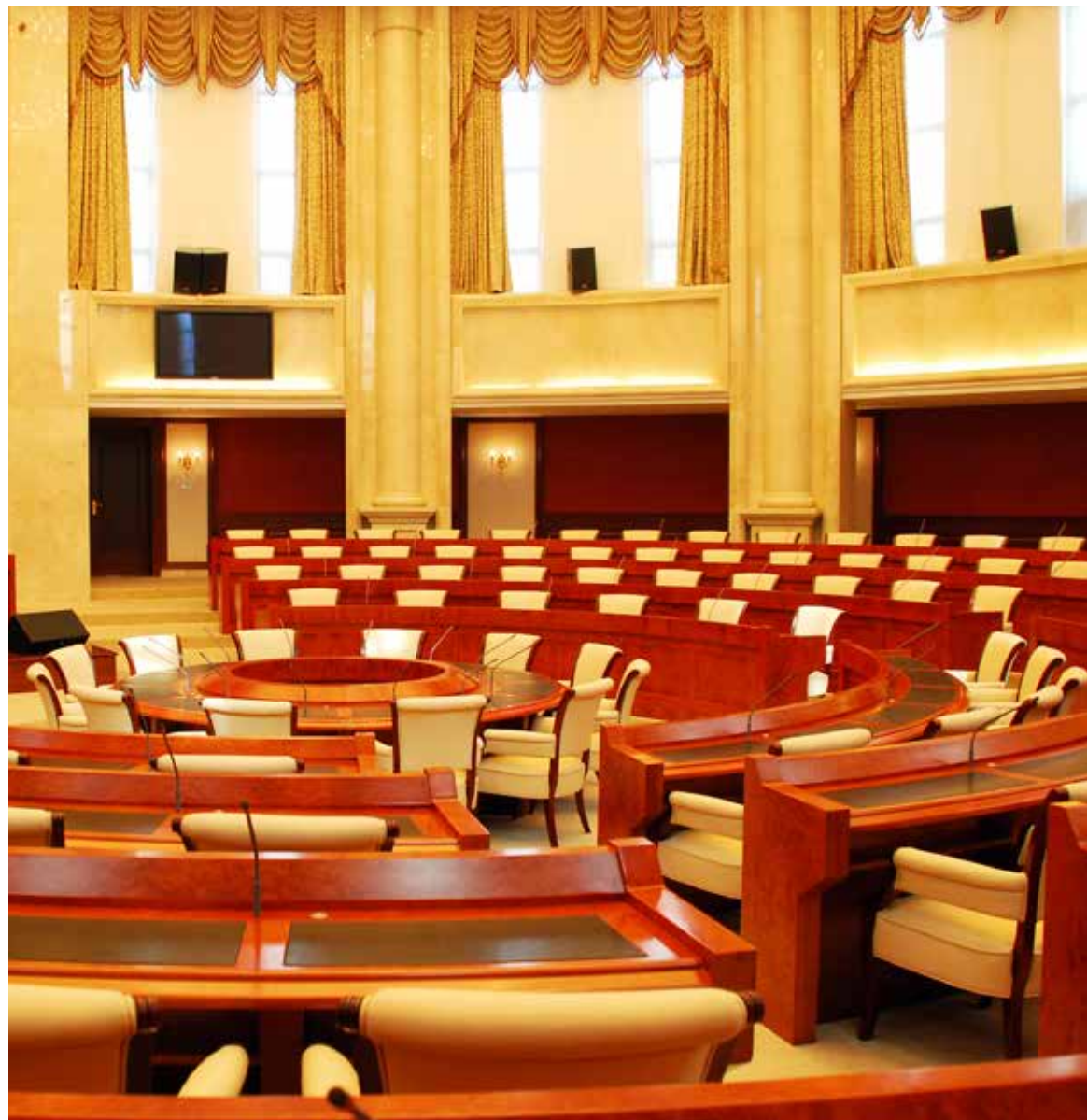


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政府项目 Government Projects

多年来，锐丰以其良好的信誉和强大的技术优势多次在各级政府采购招标中中标，先后承揽了大量国内重点会议中心及会场的灯光音响工程，如国务院办公厅会议扩声系统工程、中宣部1号楼多功能厅音响灯光系统工程、最高人民法院办公大楼音响灯光系统工程、广东省省委办公大楼扩声会议系统、中国驻悉尼总领事馆扩声音响工程、广东省珠海宾馆 广州市凯云楼国际会议中心等。

为了获得高保真、清晰的扩音效果，锐丰充分整合了LAX音频处理器设备，在系统搭建方案设计方面，针对政府会议严谨、高标准的特殊情况，做出技术性的突破，追求扩声系统的稳定性、灵活性、可靠性。

Over several years, LAX's reputation for high quality and reliability increased. The Chinese government relied on LAX for most significant projects as the integration of sound systems for the General Office of the State Council, the Hall of the Central Propaganda Department, the Supreme People's Court, Guangdong Provincial Party Committee Office Building and the Chinese Embassy in Sidney.

To meet the requirements of the government, LAX provided integrated audio processor equipment in the venues.

【标志案例】

国务院办公厅会议扩声系统工程 General Office of the State Council

中国国务院办公厅的会议室是中国境内最重要的会议场所之一，该场地的扩声系统工程技术和施工要求都很高，在经过严格的评估及筛选后，国务院办公厅行政司最终选择了锐丰音响作为总承包商，安装调试完成后，经有关专家和技术人员的严格检测，符合国家一级扩声标准。

The General Office of the State Council is one of the most important venues in China and the requirements for the sound reinforcement system are very high. The State Council chose LAX to achieve the installation. LAX provided the system, ensured the installation and the maintenance.



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体育场馆 Stadiums

体育馆的固定音响系统的设计是以满足播发各类音乐、广播和比赛语言扩声的使用要求为主，除保证语言的清晰度要高及音质柔和、有大动态范围、声压覆盖要均匀外，还要求设备的功率要大并留有余量，因此锐丰在方案设计及设备选型上以满足使用的稳定性和可靠性为主想。

锐丰承担了一系列场馆的音响系统工程，按照行业规范的最高标准施工，取得理想效果，先后承建了多个奥运、亚运、全运会体育场馆，如广州亚运会（海心沙）、深圳大运会大运中心以及喀麦隆雅温得多功能体育馆、北京五棵松棒球场、广东奥林匹克体育中心、广州体育馆、天河体育场等国内外大型项目工程。

Ensure the best sound in stadiums represents a great challenge. The sound system has to suit all kinds of music and speech broadcasting as well as cover with uniformity the specific design of stadiums. The system required for a stadium needs to be very powerful, thus LAX designed reliable and very stable equipment.

LAX already undertook a series of large stadium system engineering and met the highest standard according to the requirements. Among them, the Olympic Stadium, the Asian Games stadium, the National Stadium, the Yaounde Stadium (Cameroon), the Guangdong Olympic Sport Center and the Guangzhou Stadium represent the most significant projects.

【标志案例】

北京五棵松棒球场
Beijing Wukesong Baseball Field

是一座能容纳 12000 名观众的世界一流球场，08 奥运的棒球项目在此举行，美国职业棒球大联盟（MLB）也在此开始了它的首次中国之旅。作为 MLB 国赛官方指定音响，锐丰带来了动力强大的 LAX SW、L、M 以及 CS 系列音箱，A 系列功放，DSP4000 处理器等产品，在多场大型演出、比赛扩声中均有优异表现。此次与国际足坛明星一起，为中国棒球运动迷带来一场声势浩大的棒球盛宴。

The Wukesong Baseball Field can host 12000 spectators and hold international competitions. The venue has been built in the same time as the Olympic Games facilities and holds the Major League Baseball (MLB) from this time. LAX provided a powerful sound system including the SW M and CS series coupled with A series amplifiers and DSP4000. This combination performs well in all kind of important events and ensures the best sound experience to the audience.



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剧院、剧场、多功能厅 Theaters, Operas and Multi-purpose Halls

基于音质、声学指标，锐丰为各大演艺剧场和多功能厅提供一整套实用性、性价比高的扩声系统方案。除此之外，还根据具体工程的实际要求，提供舞台灯光、演出效果灯光、舞台机械、防火幕布的综合控制系统方案；内部通讯、电影放映系统、视频辅助系统以及其他系统集成控制，综合了远程控制、远程管理、安全系统、多重系统保障的综合解决方案。

锐丰先后圆满完成了国家大剧院音响扩声系统、北京民族文化宫大剧院扩声规划设计及施工、中央电视台春晚演播厅、顺德演艺中心舞台音响系统工程、广州长隆大马戏演艺广场规划设计及施工。

LAX supplied major performing art halls and theaters and proposed sound reinforcement solutions based on sound quality and acoustic indicators. According to the specific requirements, LAX also supplied stage and effect lightings, stage machinery, internal communication tools, different security and safety equipment etc.

LAX supplied total solutions for the National Grand Theater, the Beijing Cultural Palace of Nationalities, CCTV Spring Festival Gala TV program, the Shunde Theater Performance Center and the Chime Long Performance Center.

【标志案例】

中央电视台春晚演播厅
CCTV Spring Festival Gala TV program

中央电视台春节联欢晚会（以下简称“春晚”）是全国人民每年除夕夜必看的贺年视听盛宴。锐丰音响登陆2009年春晚，这是国产专业音响首次在春晚扬声。整个扩声系统兼顾了隐蔽性、声压级以及指向性等重要参数。

CCTV Spring Festival Gala TV program is the most followed program in China. LAX was honored to support the Gala in 2009 with an appropriate sound system. In order to meet the requirements of a TV performance, LAX integrated the sound system in a way so that it was invisible for the audience but with high sound performance.



声音利器，系统集成；锐丰品质，浑然天成
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户外公共广播 Outdoor Public Addressing

基于高语言清晰度、声学指标、功能要求，锐丰为各种户外广播工程提供性价比高的综合光缆、网络、调频、智能控制的智能化扩声广播系统方案，同时也是综合了广播系统、远程控制、远程管理、多重保障的解决方案。锐丰先后承揽了故宫博物院、颐和园、雍和宫、广州长隆欢乐世界 15 个游乐区、澳门渔人码头主题公园等大型户外公共广播扩声工程建设。

LAX design dedicated outdoor public broadcasting sound systems and ensures high speech intelligibility. The systems integrate optical cable network, frequency modulator, smart control and several security solutions. LAX provides PA system for the Imperial Palace Museum, the Summer Palace, the Lama Temple, Chime Long Paradise, Macau Fisherman's Wharf theme park etc.

【标志案例】 故宫博物院户外公共广播扩声系统 Imperial Palace Museum PA system

故宫博物院不但担负着保护这座辉煌建筑和珍藏几十万件国宝的重任，每年还接待中外观众达 600-800 万人次。锐丰承建了故宫博物院数字化公共广播系统，该系统“多布点、高指向、匀声压”的设计先进合理，采用国际先进的网络广播智能控制系统 Media Matrix TM，各项技术指标符合设计要求，LAX 全天候音箱的设计与安装达到了声场的需求，也保护了古建筑风貌。

The Imperial Palace Museum is the house of brilliant architecture and hundred thousand national treasures and receives 6 to 8 million visitors every year.

LAX supplied a digital PA system for the Imperial Palace Museum and achieved an "uniform sound cover". The system used advanced technologies as the Media Matrix TM, a smart broadcast system. The speakers can endure any kind of weather and have been designed to be coherent with the traditional style of the Museum.



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酒店工程 Hotels

星级酒店的歌舞厅、会议厅和多功能厅除了要求设备先进、优质以外，还要求工程设计上的科学严密与可扩展性，方便今后的升级换代，以便与时俱进。锐丰在亚洲国际大酒店、长隆大酒店等五星级的酒店工程中，充分考虑到了客户的潜在需求，保障客户的长远利益，以专业、负责的态度，提供基于数字、模拟音频视频系统的集成解决方案，包括客房、背景音乐、会议室、宴会厅、多功能厅、俱乐部等子系统，实现远程控制与管理，降低维护成本。

Singing and dancing Star hotels halls as well as conference rooms expect high sound equipment and require also engineering and maintenance services. LAX achieved projects in 5 stars hotels like the Asian International Hotel and the Chimelong hotel, and offered a professional solution for their specific requirements and the security of their customers. LAX supplied sound systems as well as video integrated solutions for conference rooms and all kind of entertainment rooms.

【标志案例】

长隆大酒店
Chime Long Hotel

广州长隆大酒店是中国唯一一家坐落于野生动物旅游景区的生态园林式主题酒店，其中娱乐、餐饮、住宿、休闲等设施及服务均高于国际五星级水平。整个工程中的 6000 平方米的宴会大厅最引人注目，锐丰为此设计出一套功能强大并操作简易的系统，任意分割组合成超过 20 种的使用模式，不同模式，不同分区可以独立控制。

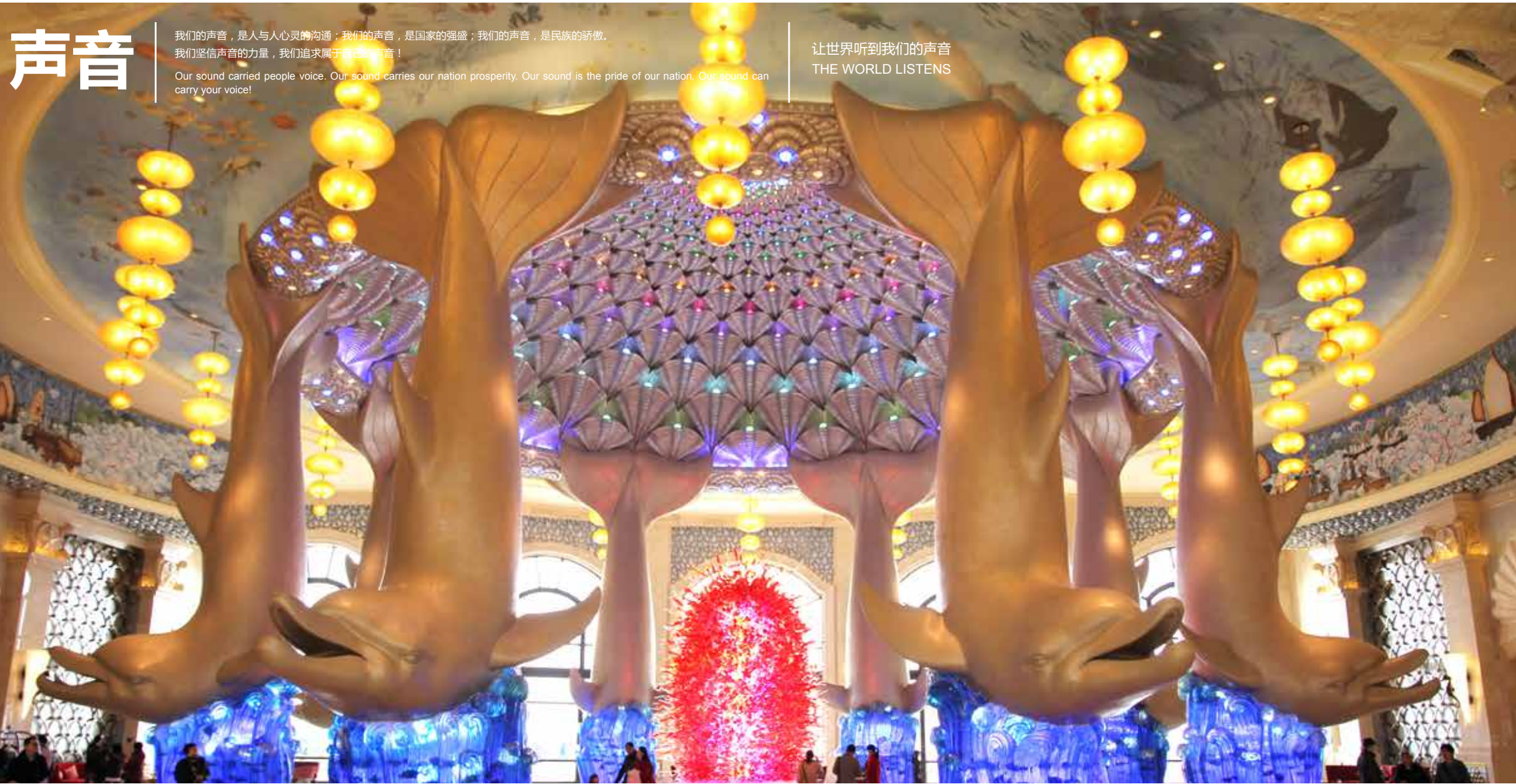
Chime Long Hotel is the only one in China which is situated in an ecological garden and near to a leisure and safari park. This 5 star hotel offers an incomparable service to its customers. The most impressive facility is its 6000sqm dining hall where LAX supplied a powerful sound system.



声音

我们的声音，是人与人之间心灵的沟通；我们的声音，是国家的强盛；我们的声音，是民族的骄傲。
我们坚信声音的力量，我们追求属于我们的声音！
Our sound carries people voice. Our sound carries our nation prosperity. Our sound is the pride of our nation. Our sound can carry your voice!

让世界听到我们的声音
THE WORLD LISTENS



酒店工程 Hotels

星级酒店的歌舞厅、会议厅和多功能厅除了要求设备先进、优质以外，还要求工程设计上的科学严密与可扩展性，方便今后的升级换代，以便与时俱进。锐丰在亚洲国际大酒店、长隆大酒店等五星级的酒店工程中，充分考虑到了客户的潜在需求，保障客户的长远利益，以专业、负责的态度，提供基于数字、模拟音频视频系统的集成解决方案，包括客房、背景音乐、会议室、宴会厅、多功能厅、俱乐部等子系统，实现远程控制与管理，降低维护成本。

Singing and dancing Star hotels halls as well as conference rooms expect high sound equipment and require also engineering and maintenance services. LAX achieved projects in 5 stars hotels like the Asian International Hotel and the Chimelong hotel, and offered a professional solution for their specific requirements and the security of their customers. LAX supplied sound systems as well as video integrated solutions for conference rooms and all kind of entertainment rooms.

【标志案例】

珠海长隆横琴湾酒店
Zhuhai ChimeLong HengQin Bay Hotel

长隆横琴湾酒店，中国最大的海洋生态和南欧风情为主题酒店，由世界最顶级的建筑设计师、室内设计师、园林景观设计师倾力合作完成。酒店坐落于珠海横琴岛长隆国际海洋度假区的中心位置，总建筑面积达 30 万平方米，总泊车位总数 1100 个。为中国最大客房规模的主题式综合酒店，珠海第一家超 5 星级的国际性豪华酒店。

Zhuhai ChimeLong HengQin Bay Hotel is the biggest seacology and southern Europe style hotel in China. It's designed by the top architect, interior designer and the garden landscape designer. The hotel is located in the center of the hotel's resort. The total construction area is 300000 square meters and there are 1100 parking spaces. HengQin Bay Hotel is the first super five star international hotel and the largest scale of the theme hotel.



声音利器，系统集成；锐丰品质，浑然天成
THE WORLD LISTENS

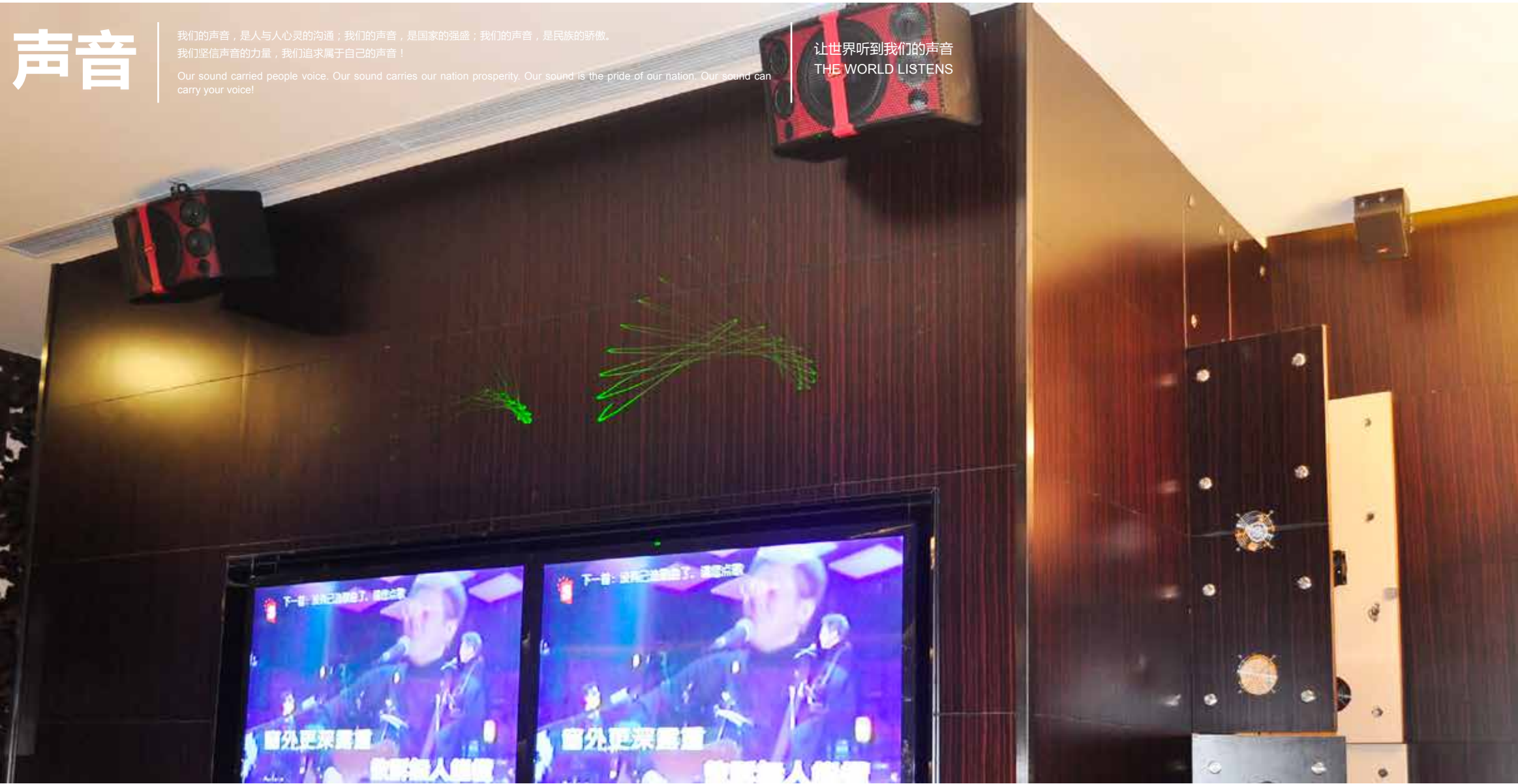
51/52

声音

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娱乐会所 Entertainment clubs

包括酒吧、KTV、会所俱乐部在内的娱乐场所遍布了中国的每一个城市，已然成为一座城市繁华的标志所在。锐丰的娱乐项目案例早已逾千例，星罗密布遍布于神州大地。

锐丰为各种类型的娱乐会所提供音响扩声设备，蕴含了锐丰近十年对卡拉 OK 扩声的理解，着重于体现人声的穿透性、修饰性和音乐气氛的表现，并且具有足够的声压和功率。每一款音箱都能让你感受到歌唱的轻松自如，能充分调动你情绪的音乐气氛。为来宾营造出“轻松、休闲、欢快、健康、时尚”的轻松氛围，引导一种新型的娱乐风尚。

Clubs, KTV and bars are the most popular places in China for entertainment. LAX supplied sound systems in more than one thousand venues all over China. Dedicated to vocal performances, LAX systems meet all the requirements of the customers so that they can enjoy parties, KTV performance or relaxing moments in quiet bars.

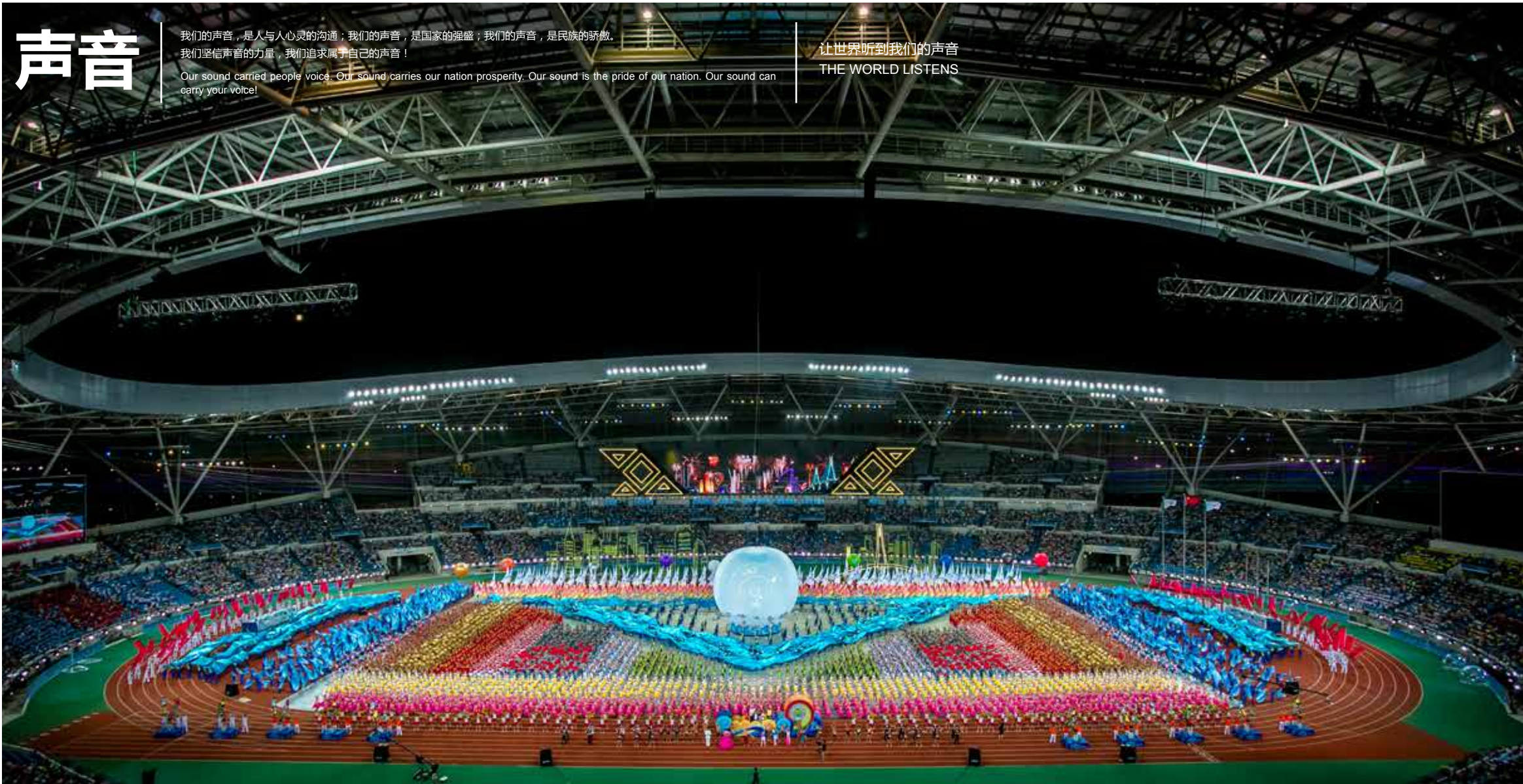
【标志案例】

莫斯科可瑞思彤酒店
The Korston Hotel Moscow

这家建在 Vorobyovy Hills 的四星级酒店，顶层采用现代化的落地玻璃风格设计的酒吧，使用了 LAX 两分频两驱动单 10 寸线阵列音箱 AT110-V2 和单 18 寸超低频音箱 ATL18B，视觉与听觉的完美结合给来宾带来轻松愉悦的享受。

The Korston Hotel Moscow is conveniently located in the green district of the Vorobyovy Hills and the Moskva River. To combine with its special modern style of the top floor, LAX provided the sound service by using Line array speaker of AT110-V2 and subwoofer of ATL18B. The guests will enjoy the perfect combination of visual and auditory from here.





全程策划执行第十四届广东省运动会开闭幕式



承办广州国际灯光节

文化创意产业 Cultural and creative industries

锐丰在创建和发展民族自主品牌的同时，也将触角延伸到当前国家大力推进的文化创意产业，广泛参与各种形式的活动及开闭幕式的组织、策划。锐丰先后参与 2008 北京奥运开幕式，2009 国庆 60 周年阅兵仪式，2010 广州亚运会开闭幕式创意与制作、2011 深圳大运会开闭幕式及期间所有文艺演出，2008—2012 连续三届亚洲沙滩运动会开闭幕式及期间所有文艺演出，2011 中国浏阳国际花炮节开幕式，2011-2013 孙楠世界巡回演唱会。通过承办 2012 广州国际灯光节，锐丰股份以全新企业形象登场，吹响锐丰涉足文化创意产业的进军号角。

As LAX develops its own brand, the company also supports through different ways local culture and creative industries (events, opening and closing ceremonies etc). LAX have been involve in the 2008 Beijing Olympic Games, in the 60th Anniversary of the PRC, the 2010 Guangzhou Asian Games, art performances during the Universiade in Shenzhen, 2008/2010/2012 Asian Beach Games, the opening ceremony of Liuyang International Fireworks Festival and 2011-2013 Sunnan World Tour. LAX also hosts the International Guangzhou Light Festival 2012-2018 and shares a new corporate “shinning” image.

【标志案例】

锐丰文化承接第十四届广东省运动会开闭幕式创意策划执行工作
LAX planned and executed the opening and closing ceremonies of the 14th Guangdong Games

第十四届广东省运动会开闭幕式由锐丰文化全程策划执行，开幕式主题为“蓝色湛江金色梦想”，以“宏壮 厚重 青春 欢悦”的风格定位，通过五个文体展示篇章《鼓动湛江》《丝路彩红》《碧海雄风》《共享蓝天》《圆梦南粤》，综合展现青少年竞技体育、学校体育和残疾体育的奋进精神以及广东省的人文风貌和建设成果。

LAX planned and executed the opening and closing ceremonies of the 14th Guangdong Games. The theme of The opening ceremony was “Blue Zhanjiang Golden Dreams”.There were five chapters which would show you the striving spirit of youth athletic sports,school sports and disabled sports as well as showing you the humanity scene and construction achievement of Guangdong.



参与策划孙楠世界巡回演唱会

声音利器，系统集成；锐丰品质，浑然天成
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55/56

声音

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广州市锐丰智能科技有限公司 Guangzhou Ruifeng Intelligence Technology CO. , LTD

广州市锐丰智能科技有限公司（简称“锐丰智能”），以“智能创新”的发展理念，致力于“RF（锐丰）”高端专业音响品牌产品智能化的研发、销售及相关技术服务；锐丰智能并代理德国“Behringer（百灵达）”全线产品，全面丰富公司产品同时拓宽了多元化、多领域的应用，以全数字产品为核心提高整体智能化系统解决方案及技术支持服务，向各个音响扩声领域进行深度衍生拓展。

Guangzhou Ruifeng Intelligence Technology CO. , LTD ("Ruifeng Intell" for short) is dedicated to the R&D, sales and other technical services of the high-end professional audio brand— RF with the development concept of "intelligence and innovation". Ruifeng Intell is also the agency of the Germany brand "Behringer" for its entire lineup, which enriches the original product line as well as broaden the diversified and multi-field application. At the same time, with the help of focusing on the digital products, it provides a chance to improve intelligent system and technical services , then achieve further development in sound reinforcement industry .



听到

锐丰作为一个堂堂正正的企业公民形象持续引领行业潮流，获得社会广泛赞誉的同时，也将锐丰的“大爱”洒满人间，广播四方。

LAX is a citizen enterprise and continues to lead the trend of the industry while the company improves its popularity and holds out one hand to the humanity.

让世界听到我们的声音
THE WORLD LISTENS



锐丰成立关爱基金，在公司内搭建爱心平台、培育爱心文化、推进爱心行动，履行员工及公司肩负的社会责任，使公司困难员工及社会弱势群体得到及时的关心和帮助。

LAX builds a charity fund to develop charity culture and actions inside the company. LAX and staff take their social responsibilities to help the most vulnerable people and employees.

锐丰大爱 广播四方

LAX holds out one hand Charity to the humanity

锐丰积极投身慈善公益活动，主动承担社会责任，履行企业公民的社会角色，形成“关怀天下、大爱无疆”的企业文化。从一年一度的献血活动到千万捐款的慰问，锐丰以爱之名，将“感恩待人、和谐处事”的企业精神落到实处，让世界听到锐丰的不仅仅是“专业”的声音，更是一种名为“大爱”的福音。

多年来，锐丰音响向社会贡献出的不仅仅是数千万元的各种捐款，更重要的是锐丰人热心投入参与到各种回馈社会的活动中，更感染着身边的所有人，带动着社会和谐潮流。锐丰感恩社会，回馈社会的这份力量可以说是“源于声音，大于声音”。

LAX is deeply involve in charity activities and take responsibilities in social actions as been a citizen enterprise. Every year, LAX participates to blood donations. Our sound carries also charity and help to the humanity.

LAX not only gives financial contributions to charity but also participates with enthusiasm to different activities and try to let more people be involved.



听到锐丰，响亮声音；企业公民，熠熠生辉
THE WORLD LISTENS

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听到

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耕耘与收获，是一个永恒的话题。锐丰把每一天都当成一个新的起点，坦然面对物竞天择，不懈努力，创新超越！

Cultivation and harvest, is an eternal topic. LAX put lots of efforts every day to improve for innovation.

锐丰荣誉 历史见证 LAX appreciations milestone

一份证书就是一个脚印，一份荣誉记载一个历程。一份自豪，更是一份动力！如天上繁星的成功案例，不仅是证明了锐丰音响过去的努力，更体现了锐丰音响以及每一个锐丰人的核心竞争力——创新。

勤劳、执着的锐丰人，将秉承过去的辉煌，以零起点的心态继续努力。锐丰股份将积极面对未来的激烈竞争，实现多元化经营，打造一个生命力强劲的民族企业，实现品牌扩张和企业规模的跳跃提升，向国际化的现代企业集团迈进。

To receive a certification is a significant step and represents an honor in an industry history. LAX is proud to be appreciating for its development and effort for innovation.

Step by step and never forgetting the beginning of the history, LAX is moving forward, working hard to build a brand and to become an International modern industry.

- 中国演艺设备技术协会常务理事和团体会员单位
- 中国文艺演出物资协会会员单位
- 中国电子音响工作协会会员单位
- 中国录音师协会团体会员
- 国际舞台组织中国中心理事单位
- 广东省演出业协会会员单位
-
- China Entertainment Technology Association executive director and member institutions
- Member of the Association of theatrical performance materials
- Member of the Association of China Audio work
- Chinese sound recorders Association group members
- International Stage Chinese Organization Center
- Member of Guangdong Trade Association For Performances
-

- 世界杰出华商协会理事单位
- AAA 级中国质量信用企业
- 广州市优秀民营企业
- 高新技术企业
- 国家民营科技发展贡献奖
- 广东省企业技术中心
- 广东省创新型企业
- 广东省中小企业创新产业化示范基地
- 广东省民营科技企业
- 广东省企业 500 强
- 广东省制造业 100 强
- 中国驰名商标
- 第二届市长质量奖
-



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他从一个农村青年到世界杰出华商，他是第一个令中国音响走进奥运的人。
他就是锐丰的掌舵人——王锐祥。

From a small village and to a world outstanding Chinese entrepreneur, he won in the Olympic Games. He is the helm of LAX ----- Wang Ruixiang.

锐丰“掌舵人” 王锐祥 董事长 Mr Wang Ruixiang, Chairman

他用汗水与智慧，
他用勇气与毅力，
践行着企业、行业与国家的梦想，
时刻感染着身边的每一位追梦者。

As a Chinese, he reaches the goal to create a national brand.
As a young entrepreneur, he develops the whole industry
As a successful business man, he cares and acts for charity and welfare.



“用声音响遍中国，用创新发展世界，为中国品牌事业发展而努力。”
王锐祥董事长以这样一种神圣的使命感和企业愿景，自上而下，感染着全体锐丰人，推动着企业的不断前进、发展创新。

“Use the sound reverberating throughout China, use the world development and innovation to build Chinese Industry”. Mr Wang Ruixiang tries to reach this goal and encourages people of LAX to follow his vision to move forward for innovation.



广州市番禺区青年企业家协会会长王锐祥先生在 5.12 地震纪念碑前献花。



王锐祥作为全国五一劳动奖章获得者代表发表讲话

动世之举，盛世前行；精英本色，绚丽人生
THE WORLD LISTENS

63/64

社会职务 Social functions

政协广州番禺区委员会	副主席
中国青年企业家协会	理事
广州青年企业家协会	执行会长
广州市青年联合会	副主席
广州市总商会	副会长
广州番禺区工商联	主席
广东演艺设备行业商会	会长
中国演艺设备技术协会	常务理事
广东省演出业协会	副会长

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Committee Of Guangzhou Panyu People's Polttical Consultative Association	Vice Chairman
Chinese Young Entrepreneurs' Association	Director
Guangzhou Young Entrepreneurs' Association	CEO
Periodical	Vice Chairman
GuangzhouYouth Federation	Vice Chairman
Guangzhou General Chamber of Commerce	Chairman
Guangzhou Panyu District Chamber of Commerce	Chairman
Industry Association Of China Entertainment Equipment	Chairman
China Entertainment Technology Association	Standing Director
Guangdong Trade Association For Performances	Deputy Chairman

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个人荣誉 Personal appreciations

2015 年首届番禺十大经济人物
2013 全国五一劳动奖章
2012 第十三届中国青年五四奖章
2008 广东十大经济风云人物
2008 年度广州市劳动模范
2007 第十届广州市十大杰出青年

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The 1st Panyu Top Economic Persons of the Year
2013 National Labour Medal
The 13th Session Of China Youth Medal
Guangdong Top Economic Persons of the Year
The Deputy Of Guangzhou 13th Session National People's Congress
Guangzhou Model Worker of the Year 2008
The 10th Session Of Guangzhou Outstanding Youth Award

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锐丰股份
RUIFENG Inc.

传奇正在继续

是您的期待和信赖，推动着锐丰不断续写传奇。

在我们看来，锐丰早已超越音响范畴，而成为帮助您实现心中梦想和追求美好生活的助动力。

愿这枚光华闪耀的产业新星，在您的每一个珍贵时刻，都能相伴左右。

The legend continues.....

Your expectations and trust, promoting LAX is constantly writing the legend.

For us, LAX is more than sound; it can achieve your dreams and bring you a better life.

The Spark can become a new star and will be always with you in your precious moments.

广州市锐丰音响科技股份有限公司

GUANGZHOU RUIFENG AUDIO TECHNOLOGY INCORPORATION

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