

CityU-EE Gold Peak Technical Visit – April 8, 2021 – Student Reflections

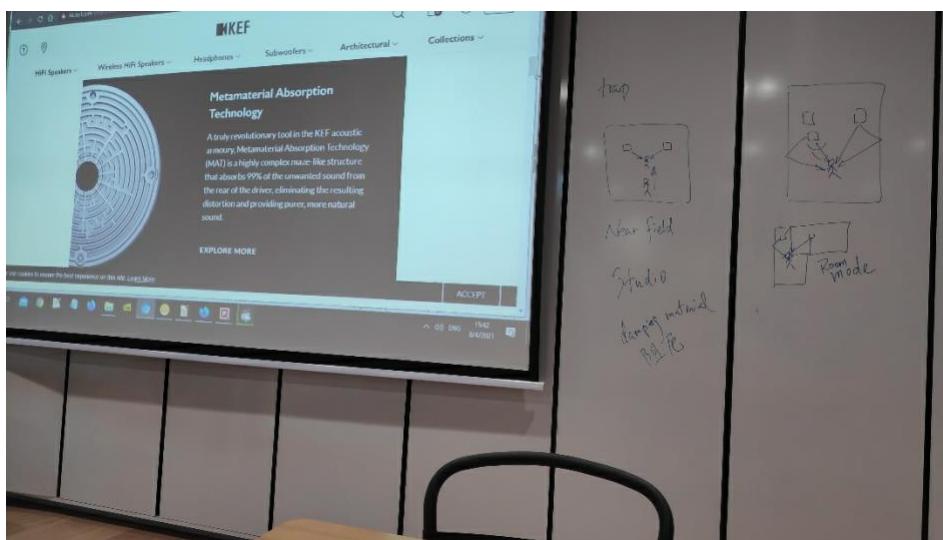
Ng Siu Long Michael

We are very honored to be able to hv a tour to the head quarter of Gold Peak in hing Kong. During the visit, I have widen my view and learn a lot more about speaker and bluetooth transmission. The reason that bluetooth earphones can never compete with CD is because of the bandwidth is not big enough to transfer all that data. It is also very interesting to be able to go to the KEF Music Gallery and enjoy the impressive Dolby system and the 2 million speakers. Overall, I enjoyed this tour very much and it was a great tour.



Chu Ho Lam Clara

I am really happy that I had joined this event, I expected to know more about batteries at first since they are the most familiar and popular products of Gold Peak Industry, so I was surprised when I knew the topic of the trip is HiFi speaker. I was also so impressed during the whole trip since I like



to listen to music a lot, it is mostly a part of my daily life, but I seldom be aware of the sound quality through different devices or transmission methods. Through the trip, I have learnt to identify the maximum quality bring from different transmission methods, like Wifi, bluetooth, and listen to the speaker with the amazing sound quality at the Central shop, hope to join more similar activities and know more about technology industry.



Jerry Liu

The visiting experience is very precious. Previously, our company-visit chances are mainly focused on the product lines related to more underlying design. For example, the processing units or the embedded system design. Now with Gold Peak, we may see how the products that are frequently used in everyday life, such as the audio products, are designed, optimized, and manufactured.

The introduction section is particularly fascinating. As EE students, when we deal with sound signals, we normally care about the attributes related to communication. This includes the bit error rate, signal-to-noise ratio, transmission bandwidth, and spectral efficiency. However, as the design engineer for acoustic equipment, they raised the conception of "High resolution". With our comprehension, it is an overall sound quality evaluation metric regarding quantization levels, sampling rate, and other aspects.

Besides the designing phase, we visited the KEF Gallery in central and had a chance to experience the products in person. The Dolby sets are astonishing, it was amazing to feel surrounded by the sound of nature. The raindrops and thunder were vivid, it felt like we were actually inside the Amazon Rainforest. We also played several classic hits such as "perfect" from Ed Sheeran and "Hotel California" from Eagles. It feels like engineers can also be artists at the same time. With technology, we make the artworks easier to be appreciated.

何后博

This was truly an eye-opening and “ear-opening” experience with the \$1,480,000 speakers! The office of the Golden Peak company sits in the Science Park, which is the technology center in Hong Kong with perfect working environment for technology talents. Golden Peak started its business with the battery, supplying a remarkable portion of the batteries in Hong Kong. And currently, they invested in KEF speakers and manufactured the high-quality speakers as well as building a famous brand. Through the speech from the technical manager, I gained an insight look at the speaker industry and associate the knowledge from lectures to the real business world. The visit to the KEF gallery was enjoyable and relaxing. An amazing listening experience brought by the luxury home theater! A convincing example that technology makes life better!

CHEN Ruogu, Valley

I would like to say It was very lucky for me to have the chance to join the GP Company Visit led by Dr Ray.

This company visit was my first time to get in such close touch with the Hong Kong electronic industry. Originally, I thought that the industry must be very different from the academic world we are in and the knowledge there will also be difficult for us students to understand. However, when finishing the visit, I can't stop feeling that industry is actually all around us, especially when I can understand the contents covered in the GP presentation by using what I have learned in lectures in the university and when I am enjoying the music from the GP speaker in the music gallery at Central.

The fact that we are close to industry get me inspired and I will work harder and try to do my contributions to the electronic industry in the future.

Tang Yuk Sing

Reflective essay of the trip to Gold Peak Industries

One of the most important things I have learned from this company visit trip to Gold Peak Industries is to “stick with the trend of the market.” During the office tour of the Gold peak company, one of the staff introduces LS50 Wireless II, the latest speakers from KEF. He points out that you need to stick to the market trend in order to stand out in electronic engineering industries. Even you are the expert on the electronic engineering, you know all the hardware and the software stuff, you would still be a “stupid” person if you do not know the newest technologies.

Besides, there also a chance to experience the high-end hi-fi speakers which worth about 2 million HK dollars. It is truly an unforgettable experience when it comes to the sound quality and the listening experience.

Slick Boxun

It is very lucky that we could visit Gold Peak Group during the Easter break. GP has built renowned brand names for its major product categories, such as GP batteries, KEF premium consumer speakers, etc.

I have learnt the application of DSP techniques in acoustic realm, as well as some communication concept. In Central, one of the retail stores of KEF speakers, we have listened to a set of speakers of 2.4 million HKD. The experience reveals how “technology makes life better”.



CHENG Cheung Yu



This is a valuable experience for me to visit golden peak company, and it is also my first time visiting an electronic company. In the beginning, we have listened to the sharing about the company structure and the latest products. It really inspired me, and I wish that I can have an internship opportunity working in such a great company one day. Moreover, the engineering director also introduced the difference between CD, Hi-res audio. It helps to widen my sight towards the definition of good music. At the end of the tour, we have visited the KEF showroom located in central; it is very enjoyable and delightful listening to music with speakers costing more than 1 million dollars.

Frank Yang Hao

The travel to GOLD PEAK Industry is really a good experience. It shows us what the company is doing and what an engineer should do in a company.

What impressed me most is the amazing quality of the speaker. To make such high-quality device, the engineer should consider from material to the digital signal processing. Which needs the knowledge from many different fields. And its success also demonstrates that we have to determine the target customers accurately.

Besides, the structure mode of the company also is very complete and efficient. To achieve a high efficiency product chain, we need to classify different works and integrate them in a reasonable way. It is an important thing for students.

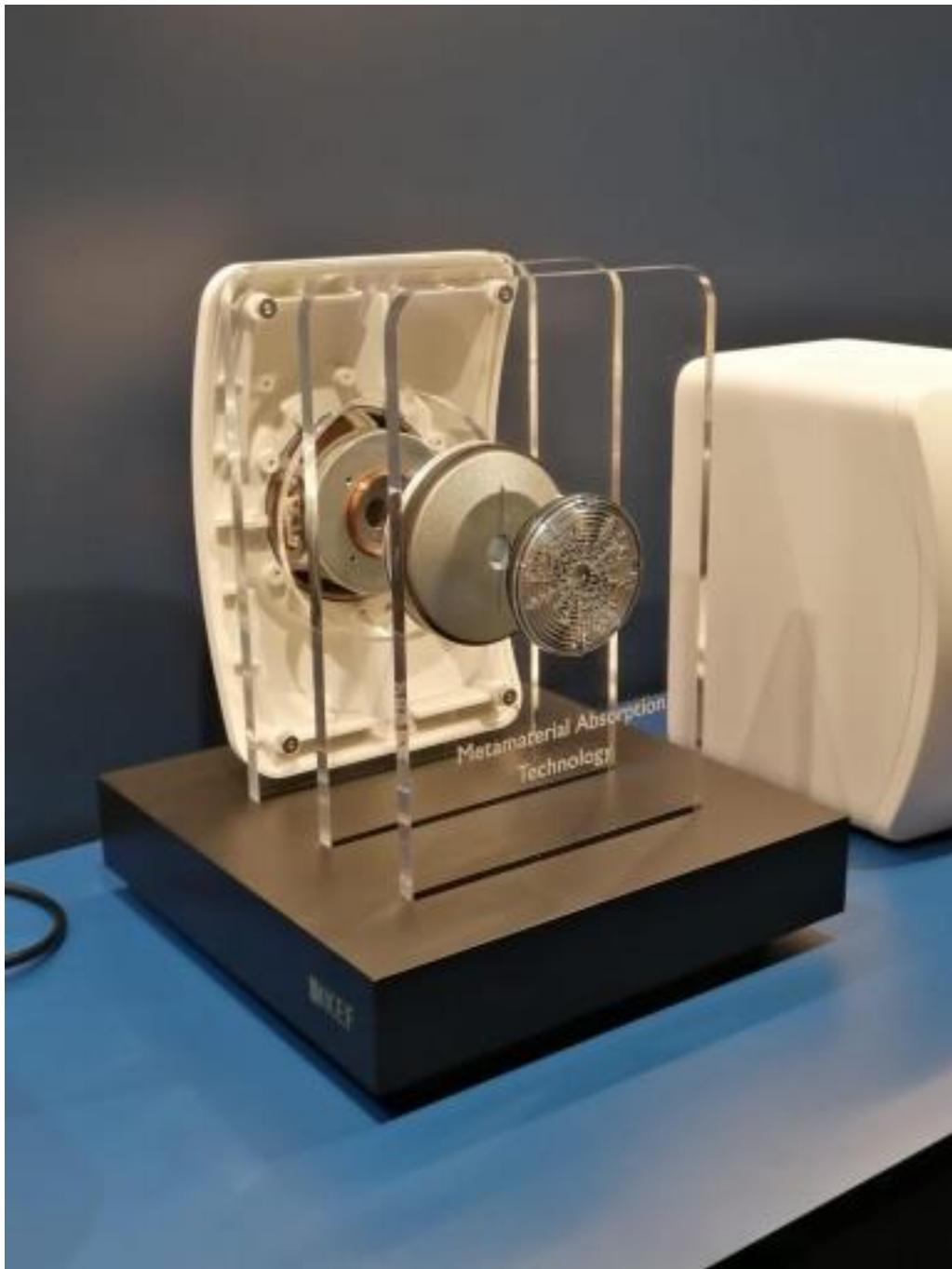
Finally, really thanks for the great entertain from GOLD PEAK.



Lam Sze Yuk

GP Company Reflective Essay

GP as an all-round company has strong experience with design, manufacture, selling, is leading the industry in different aspects. Specifically, I learnt many things regarding how to make a good speaker or earphone. I gain the background knowledge of sound resolution, interference from different speaker and technology that can made the speaker and which provide the best experience to listeners. Those background knowledges are conveyed to us with easy and relaxed atmosphere. Thanks GP Company and the organizer of the activity for giving me a better knowledge on electronic world.



Leung Pak To

Reflections of GP visit

This visit to GP is quite meaningful to me since I can learn more about GP. I know that GP is not just a company selling battery. They also sell audio products besides battery. It is not easy to design audio products as it requires many knowledges in electrical engineering such as power electronics, RF,

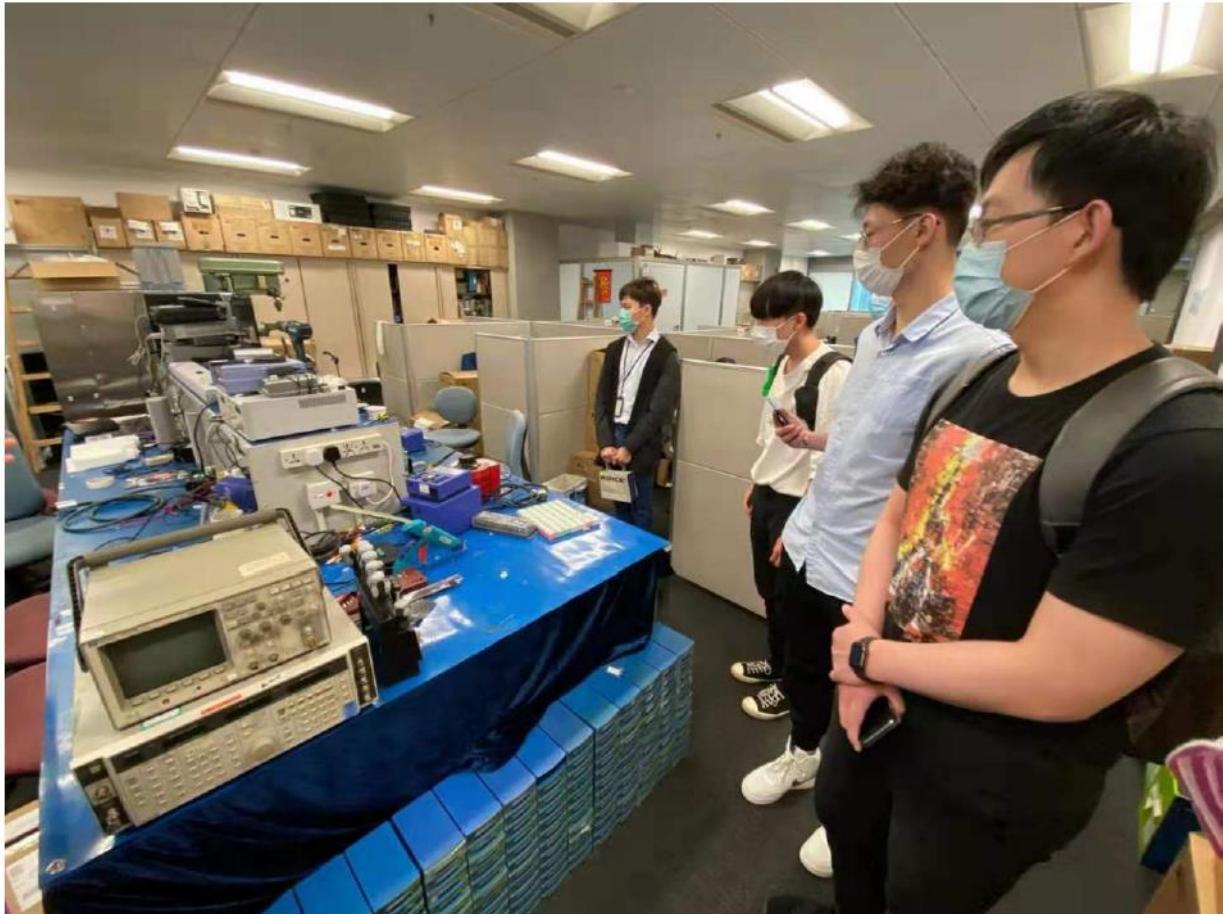
signal processing, software, etc. It would be a great opportunity for me to join GP. It is good to know more information about the industry since it can assist me for my career path. It is a good choice to join GP since it needs people from different areas. I hope that I can have more company visit in the future because these opportunities are valuable for me to understand the industry more.



Wang Hao Bo

This trip is such a precious experience for me. On visiting the office in the Golden Peak, I got to learn how to put the knowledge we learned in the university into the reality practice. I'm so impressed with the beautiful, natural sound produced by the speaker box and I think it must be interesting if I got a chance to be a internship in the company. After this trip, I feel more energetic and passionate to learn the course. Only when

learning enough knowledge and having a strong academic background can I make great contributions like them.



WANG Kewei

During the visit to GP company, we have gained a clear perspective on what we can do in our future career and what we can improve now. the GP company helped us to grab a great picture of our future which will benefit us a lot in our study. Not only the GP company introduce itself, but also the whole industry. The presentation of the chief engineer has help me know better what I can do by applying the knowledge I am studying now and introduce a brief background of sound engineering as well. Thank GP company and the EE department of CityU for helping us know better about our future career.



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