



Product Acoustics: Fundamental Issues

(Jointly organized by PolyU ME, ASME–HK)

Speaker: **Ir Dr Randolph Chi Kin LEUNG**

Department of Mechanical Engineering, The Hong Kong Polytechnic University

Venue: Room N002, The Hong Kong Polytechnic University

Time: 7:00 pm – 8:00 pm, Friday, 14 January 2011

(Registration starts at 6:45 pm)

Product acoustics contribute to the consumer's overall evaluation of a product in terms of its acceptability and functionality. The need for product design engineers to develop products for high-value and international markets has made product acoustics an important product attribute. Nowadays manufacturers are often faced with customers' negative reactions to the acoustics of their products (high noise complaints). However, acoustics may enhance/detract from the pleasure in using a product, and may indicate how well the product is working. In this seminar the speaker discusses some fundamental issues of concern and shares his experience in incorporating acoustical knowledge into the engineering design process so that the positive attributes of acoustics enhanced, and the negative ones are reduced.

Ir Dr Randolph Chi Kin LEUNG is an Associate Professor at Department of Mechanical Engineering, The Hong Kong Polytechnic University.

Registration

The Seminar is free of charge to members of HKIOA and ASME–HK, student and staff of PolyU ME. Non-members are welcome but will be charged at HK\$100 per head to cover administrative costs. For registration, please fill in and submit the form at http://wal.hk/hkioa/product_acoustics.html.

Registrations will be served in **first-come-first-served basis**. Enquiries please send to: who@wal.hk.