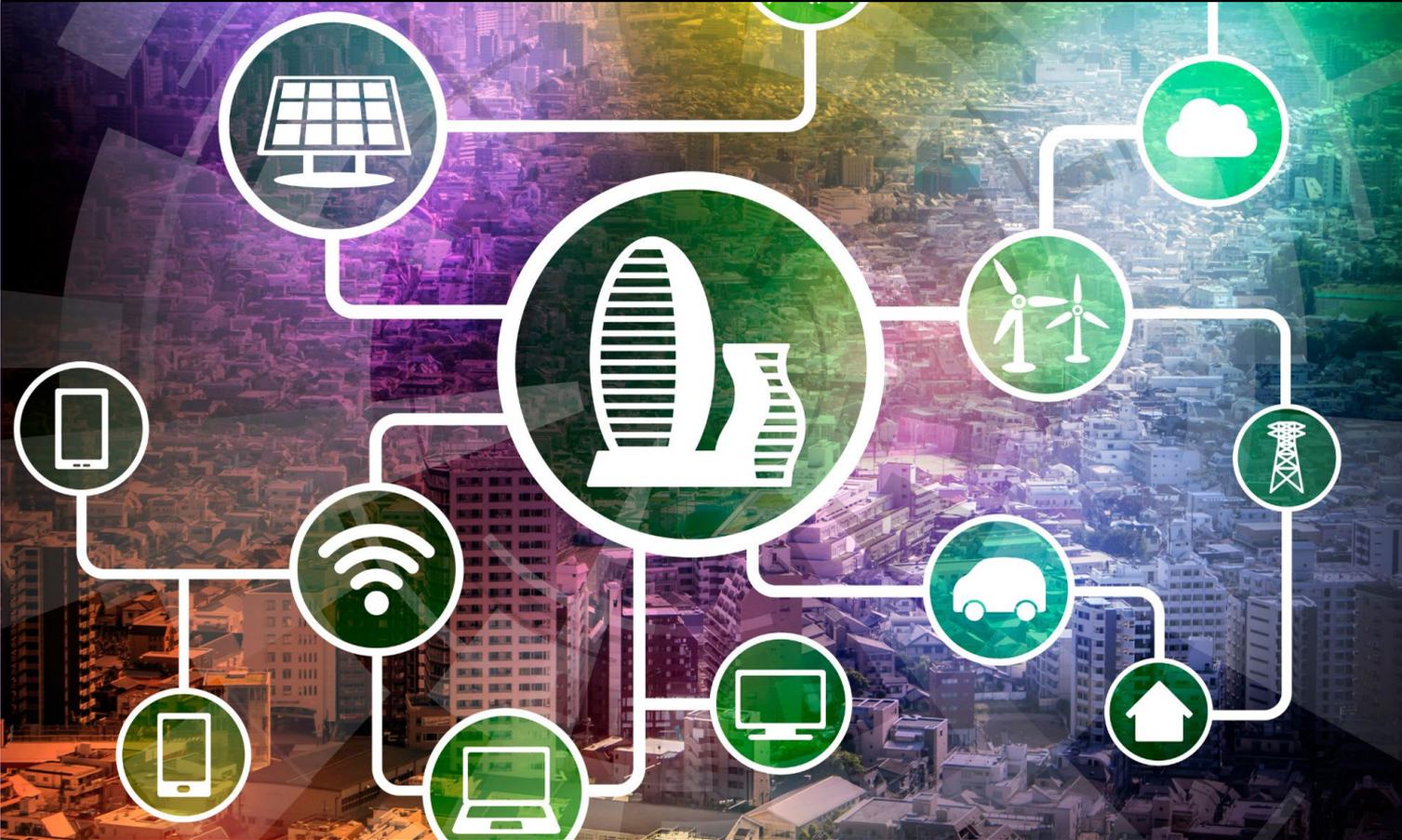


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KNX PLATFORM AND ITS ROLE IN SMART TECHNOLOGIES



Spotlight:
V2 Indonesia Readies for the Future

Solutions Update: Vaddio
Expands AV-over-IP
EasyIP Ecosystem with
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Installation: Retelling the
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“

"V2 has always aspired to be a technology pioneer by importing and advancing current technologies from around the world. Because we want to be innovators, we needed a space that could help people experience, interact and even try [the technology] for their personal or business needs."

”

Rudi Hidayat, CEO of V2 Indonesia



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To read more go to our
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Earth is dying. We are consuming more than what the planet can naturally replenish. We are contributing far more extensively to carbon dioxide emissions that are starting to create catastrophic climate changes. We all need to do our part to begin saving the earth, not just for us but for the future generation. The AV industry has the technology, knowledge, and resources to do its bit. AV control systems that help to manage spaces better are one such area. In this issue, we talk to Siew Peng Wah, Chairman of KNX National Group (Southeast Asia) and Daryl Lim Ming Yen, Technical Director of Ace Light & Automation Pte Ltd and a member of KNX. They share the impact of the KNX platform in the Smart Building space for better efficiency.



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Use Scenarios



Corporate



Mall



Chain store



Transportation hub

KNX Platform and its Role in Smart Technologies



(L-R) Siew Peng Wah and Daryl Lim Ming Yen

Many countries' recent extreme climate conditions highlight the urgency to manage our carbon footprint. One area that can make a difference in being more environmentally friendly is the office buildings. The KNX Association and its associated KNX platform

have been over three decades offering solutions to meet the demand for comfort and versatility in the management of heating, lighting and access control systems. More critically, the efficient use of energy is also becoming increasingly important and efficient control reciprocates with energy efficiency. In this issue **Siew Peng Wah, Chairman for KNX National Group (Southeast Asia) and Daryl Lim Ming Yen, Technical Director Ace Light & Automation Pte Ltd** and a member of KNX share their views with us as to the impact of the KNX platform in the Smart Building space.



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SMART equates sustainability (environmental friendly) - are there solutions right now that offer the complete eco-system for a fully SMART building?

Over the years, smart home technologies have been progressing by leaps and bounds, leading to the burgeoning global smart home market. More recently, there is an uptick in the demand for smarter energy management for both residential and commercial buildings. This is in part due to the global push for greener and more sustainable living against the backdrop of worsening climate change and soaring energy prices. In this context, urban and building planners have begun to explore renewable energy harvesting to reduce carbon footprint, as well as smart energy management to optimise energy consumption.

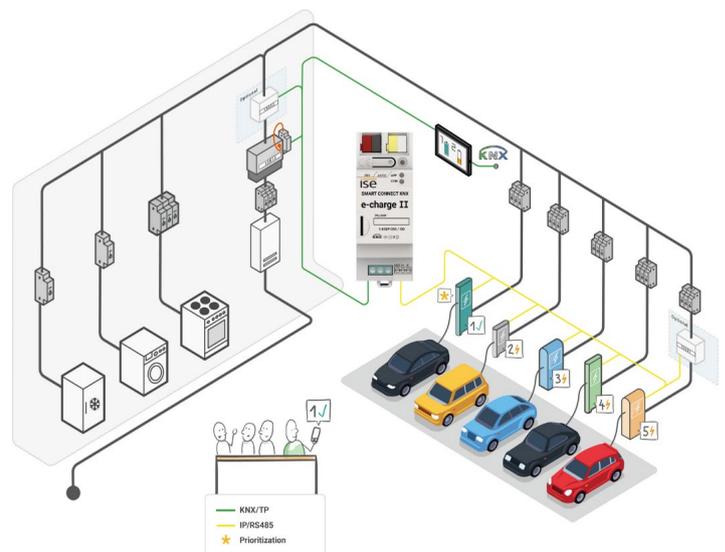
KNX has been at the forefront of smart home and building control for more than 3 decades. With its robust and established protocol, KNX guarantees seamless interoperability amongst KNX certified-devices from different manufactures. KNX sensors, such as weather stations and presence detectors, are often deployed to monitor the environmental conditions and activities of the buildings. And KNX actuators and gateways work in concert with these sensors to trigger building functions, such as lighting, HVAC, shading etc. to ensure the comfort and safety of the occupants while optimising energy usage.

As KNX system is modular and scalable, we have been exploring new KNX products as part of our continual efforts to achieve a complete smart building eco-system. Presently, we are studying the KNX E-Charging gateway, which is to be used together with a smart



Source: TheBen AG: TheBen Meteodata 140 KNX Weather Station and theROnda S360 KNX Presence Sensor.

meter for DLM (Dynamic Load Management). Such setup provides optimal charging of electric vehicles while avoiding nuisance tripp



Source: ISE GmbH – The ISE Smart Connect KNX e-charge II.

Also, we are exploring the KNX gateway for solar inverters, which is to provide real-time monitoring on energy production and consumption inside the building. In addition, with the embedded logic functions, KNX solar inverter gateway can perform specific actions, such as supporting the water heater system or EV charger when the solar energy is sufficient, to achieve energy optimisation.



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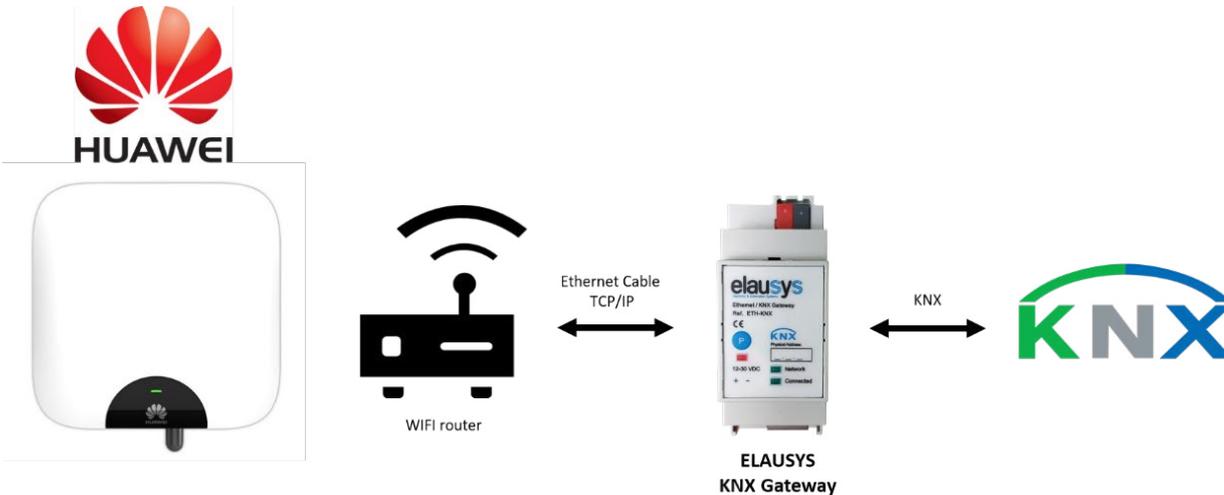
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Source: ELAUSYS: ELAUSYS KNX Solar Inverter Gateway.

What are the challenges in retro-fitting a building with SMART technologies?

Retrofitting an existing building with smart technologies has never been easy. In the context of KNX, which is predominantly a wired-based system for smart home and building control, we sometimes face resistance from home/building owners to adopt KNX solutions, which usually entails higher cost of investment and requires extensive works to lay bus cables (twisted pair) around the buildings.



KNX bus cables are laid together with electrical wires.

Nevertheless, the potential payoff for choosing KNX is tremendous. With more than 8,000 certified devices

from over 400 manufacturers globally, suitable KNX devices can be sourced and parameterized to meet the buildings' specific requirements. Also, the backward-compatible characteristics of the KNX's system architecture allows its older generation devices to work perfectly with the new ones, thus ensuring a future-proof as well as sustainable smart system for many years to come.

Beyond the realm of wired connections, the KNX community has accelerated the roll-out of RF-based devices, which can now be coupled easily together with the wired KNX system, to reach out to building areas that cannot be easily modified. Also, KNX Association has progressively updated and released the KNX Standard (Version 3.0) to facilitate the integration of 3rd party IoT devices with KNX system. These positive developments further expand the scope and breadth of the KNX smart solutions, and thereby strengthening the value propositions of KNX.

From KNX experience are governments, companies, building management and developers keen to explore SMART technologies? Do you see a strong momentum or are there blocks that need to be addressed.

**500**

Members

8.000

Products

500

Training Centres

190

Countries

100.000

KNX Partners

Southeast Asia (SEA), being one of the fastest growing economies in the world, is now seeing a meteoric rise of middle-income class in many parts of this region. With the advent of Internet of Things (IoT), people here are becoming more discerning and have higher expectations of their homes and buildings, which now need to be smarter, safer and more secure. Given such trends, urban planners are starting to explore smart technologies as part of the urban solutions for sustainable living.

Still, there are numerous stumbling blocks that need to be addressed. First of all, the global smart home market today is still very much fragmented due to non-standardisation of smart protocols. Hence, many smart devices, particularly those off-the-shelf type, often face interoperability issues, in which they cannot be networked reliably and meaningfully together.

Second, weak IP and data security of non-certified smart devices make them highly susceptible to

malicious cyber-attack, which may disastrously paralyse the whole home and building network.

Third, poor safety and reliability of smart devices, especially those installed at buildings that come with critical or assisted living facilities, may endanger the lives of the occupants if they are not rigorously tested and validated by international bodies

Fourth, sporadic technical support from the local industries in the field of smart automation may impede the progress of the smart city development.

To overcome this myriad of challenges, we opine that various stakeholder, including key industry players, academia and relevant local authorities, need to work together to shape a robust, resilient and sustainable ecosystem for smart home and building control. To do this, a multi-pronged approach is required:

a. Promulgate Technical Reference/Standard – Local authorities need to promulgate technical reference/standard to state the local regulatory and technical requirements for smart home and building control. Also, a list of open and secured communication protocols, including KNX (ISO 14543-3, EN ISO 22510), should be mentioned. This will give system integrators, developers and builders the confidence to adopt and implement suitable smart home solutions for their projects.

b. Raise, Train and Sustain the Workforce – Training centres and tertiary institutions should join force with the local industry to raise, train and sustain our local workforce in the field of smart automation. This will ensure that we have a ready pool of qualified technicians with the relevant smart automation skill-sets. Over the years, KNX has partnered with many accredited training centres around the world to train and certify our KNX technicians.

c. Form Scientific Partnerships – Local authorities, academia, and industry players need to form scientific partnership to continually strengthen the reliability, resiliency and security of smart technologies. In this

regard, KNX Association has already established such platform to facilitate communication and exchange of ideas between higher-learning institutions and KNX community.

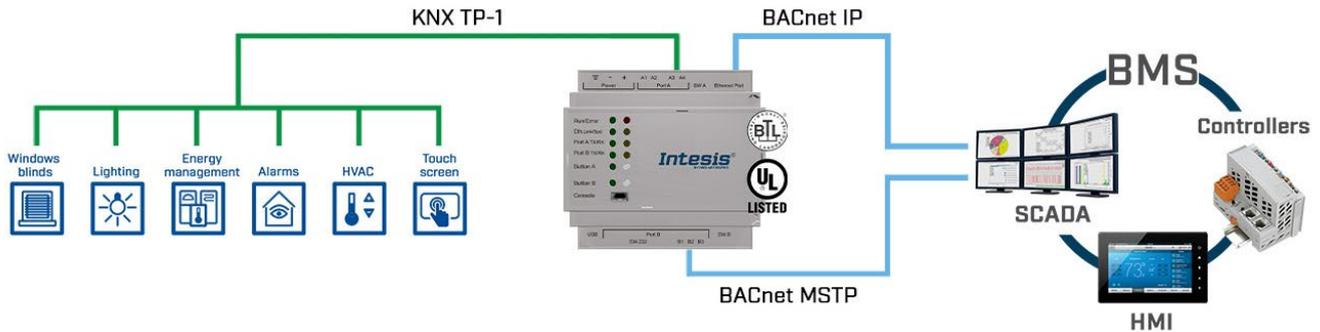
Can you highlight about AV solutions and SMART Buildings and how AV solutions can help in creating a SMART building?

For a large and complex building, Building Management System (BMS) provides the platform for building operators to monitor and control the mechanical and electrical equipment such as electrical, ventilation, fire and security systems. One of the widely used communication protocols for BMS is BACnet. KNX system often interfaces with BACnet through gateway to provide smart building control.

The restriction of businesses and physical activities during Covid-19 pandemic has drastically transformed the way we live, work and play. Notably, these changes have serendipitously created new opportunities for AV solutions to play a larger role in the smart building management. Today, more companies are using



KNX Training Lab at Institute of Technical Education (ITE), Singapore.



Source: HMS-NETWORKS: INTESIS KNX BACNET Gateway.

remote meeting platforms to get connected with their workers and business clients. Also, many schools and training centres are switching to online teaching to deliver lessons to their students and trainees remotely. Against this backdrop, many building offices and schools have been re-configured with the addition of IT as well as audio-visual equipment, such as projectors, digital displays and webcams, to cater to such new normal.

To provide simple and intuitive control of these AV devices, KNX can play an important role in networking the AV devices together with room control, such as lighting, shading and HVAC, to facilitate the smooth conduct of daily businesses and meetings. In addition, energy optimisation of these rooms can be achieved with the deployment of presence sensors and smart switches, which can perform scene functions to reach the desired room settings.

As humans are normally able to process visual content much better than text, interactive screens can be strategically placed and networked around the smart buildings. Useful features, such as facial recognition, temperature screening, room reservations, and many

more can be weaved into these smart screens to enhance the experience of the building visitors and occupants.

Moving forward, coupled with the advancement of Artificial Intelligence (AI), we foresee that the roles of the AV solutions will be further expanded and become an integral part of the smart building management in the coming years.

In conclusion

The advancement of IP-based technologies has revolutionised the entertainment industries worldwide and led to the explosion of media streaming services in recent years. CRESTRON and CONTROL4, the 2 market leaders in the smart home and AV entertainment, recognise the strength and omnipresence of KNX protocol. As such, both companies have developed gateway and built-in drivers respectively to interface their system with that of KNX. The combined solutions between these tech-giants and KNX deliver a fully-integrated smart home and AV experience for the home and building occupants.



At Capella Bangkok, Mahajak Creates an Ambiance of Luxury With HARMAN

THAILAND: Capella Bangkok is a five-star hotel that sits on a 13.8-acre property with a view of the Chao Phraya River. Along with its 101 luxuriously furnished guest rooms, suites, and luxury villas, the hotel has four multi-purpose function rooms, three restaurants, a tea room, a greenhouse, and a large ballroom.

Guaranteeing a first-rate guest experience, Country Group Development and **Mahajak Development** worked together to outfit the Capella Bangkok hotel with a suite of HARMAN Professional networked AV, lighting, and control solutions.

“We were responsible for the audio, visual, lighting and control systems design for the ballroom, speciality function rooms and four areas of the background

music system,” said Eric Wong, AV consultant of Katakan Consulting Co., Ltd., as reported by Mahajak. “The client wanted a versatile system capable of delivering sharp, clear sound without distortion for a variety of functions like seminars, conferences and other events. They also requested a high-resolution video system.”

Mahajak provided PA systems that could be broadcast to every floor from a single control room, as well as background music systems for the lobby, lounge, restaurant, pool, spa, and fitness centre. To do this, the team installed JBL Control 14CT and Control 47CT ceiling speakers in the main lobby and corridors. The speakers are able to deliver full-range sound while elegantly merging into the architecture. Additionally, for spaces with high ceilings, Mahajak chose JBL Control 226CT, 45C/T, and 19CST in-ceiling loudspeakers for higher coverage.

The garden area is covered by the weather-resistant JBL Control 88M and Control 29-1AV outdoor



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loudspeakers, and the spa area is serviced by the waterproof MS610 marine loudspeakers.

Moving to the ballroom and specialised function rooms, Mahajak outfitted JBL Control 16CT, 45CT, 226C/T, 19CST, and 328C in-ceiling loudspeakers to accommodate a range of events, from weddings to business meetings. For larger events, JBL EON612 self-powered loudspeaker systems and PRX818LF low-frequency subwoofer systems are on standby to provide additional sound reinforcement.

Requiring a consistent and reliable performance, Mahajak provided the Soundcraft LX7ii analogue mixing console, Crown CDi 2|300, XTi 6002, CT 8150, and XFMR-8 amplifiers to power the speakers. For lighting the stage area, Mahajak mounted Martin RUSH PAR 2 RGBW Zoom fixtures from a ceiling truss and used a Martin Ether2DMX8 router to provide DMX control signals.

Mahajak also added control panels around the building for on-site changes and outfitted the hotel's control centre with a variety of HARMAN control solutions to allow personnel complete control over the music

and lighting systems. The facility's sophisticated AV signal routing is handled by an AMX NX-3200 integrated controller and MXD-1001-L touch panel, while the AMX TPC-IPAD app offers Apple iPad remote control capabilities. Staff members can adjust volume and set up audio zones remotely thanks to BSS BLU-10 and EC-4BV wall-mounted controllers, which are connected to a BSS BLU-100 Signal Processor in the control centre that distributes signals to each floor's audio system through BLU Link digital audio networking.

Each floor's speakers are powered by Crown CDi 4|300 amplifiers, and an advanced mixing system is provided by a Soundcraft LX7ii analogue console.

Project director at Mahajak, Pongsakorn Kanchanachayphoom shared, "We are proud to be a part of the organization installing the audio system for Capella Bangkok Hotel."

The HARMAN AV and lighting solutions surpassed the Capella Bangkok Hotel staff's expectations, offering visitors a top-notch experience. They continued by saying that Mahajak assisted them in achieving their goal of enlivening the area with excellent sound and speech intelligibility across the building.

"A sophisticated venue like Capella Bangkok Hotel requires best-in-class AV and lighting solutions to create an immersive space for guests," said G. Amar Subash, VP and GM, HARMAN Professional Solutions, APAC. "We would like to thank our partner Mahajak Development for applying their expertise and executing the project with dedication and perfection."

HARMAN Pro



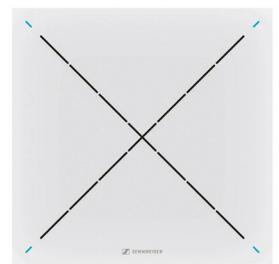
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SurgeX Strengthens Position in APAC with New Sales Agency Appointment

APAC: Generation AV has been selected by SurgeX to serve as its sales agent in the Asia Pacific region. Headquartered in Singapore, members of the Generation AV (<https://generationav.net/>) crew are also located in the Philippines and India. Its skilled personnel hails from a variety of regions with decades of market expertise in the AV business. The company will now support SurgeX's entire surge elimination and UPS product range.

"We're very happy to be working with Generation AV, which has the specialist expertise and regional market understanding that we need to help grow our presence in APAC," said Justin Peyton, director of sales EMEA & APAC at SurgeX. "Generation AV has an excellent record of delivering for brands, and we're excited to work with them to further establish ourselves in this territory with our extensive range of power management solutions."

Adding, "This deal will also be of huge benefit to our existing partners in the region, who will now have access to a team able to provide local specialist support, without needing to overcome time zone differences by liaising with our team members from farther afield in the UK or the US."

Generation AV offers a full service - including sales, training, and technical support in the pro audio, residential, and pro AV markets. This arrangement will help SurgeX strengthen its footprint in the region.

"It's exciting to be working with SurgeX, and we greatly value the trust they have placed in us to provide real-time support in APAC," says David McKinney, Managing Director, Generation AV. "SurgeX is a strong and complementary addition to our portfolio of leading brands, and we're looking forward to meeting customers and adding value to the brand. We have established solid relationships with many partners in the industry, which will help us to increase awareness of SurgeX. This will, in turn, allow us to develop business opportunities, which we believe SurgeX is well placed to capitalize on."

SurgeX

Generation AV

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d&b audiotechnik Introduces Certification for Soundscape Software

HONG KONG: Production engineers, sound designers, and mixing engineers were able to successfully obtain the recently developed d&b certification during the five-day inaugural event known as the Soundscape Production Engineer Certification Programme (SPEC).

Years of productive collaborations between d&b Greater China and local arts and culture organizations led to the Hong Kong SPEC event. The team at d&b Greater China noted that a training program was required due to a rise in interest in theatrical sound technology among venues, students, and audio

engineers as well as an increase in the number of Hong Kong productions using d&b Soundscape.

The course included signal processing, and audio object-based mixing, and investigated the potential of the robust En-Scene and En-Space software modules from d&b Soundscape. The session came to a close with an exam to certify the participants as completely educated and prepared to deliver top-notch d&b Soundscape events.

The event was presented in collaboration with the East Kowloon Cultural Centre (EKCC), an arts complex run by the Hong Kong government's Leisure and Cultural Services Department, in place the Yuen Long Theatre, which has a d&b Soundscape system installed permanently. The certification program was started by Daniel Chan, CEO of d&b audiotechnik Greater China, and its training materials were handled by Ralf Zuleeg and the d&b Soundscape Enablement team.

"Immersive audio offers creators a wealth of opportunities. In the past, audio technology

sometimes limited creativity but today, thanks to tools like Soundscape, the sky is the limit – if you can think it, you might just be able to do it!” said Daniel Chan.

“Soundscape is really well positioned to provide the solution for the best immersive audio experience. I’m very happy that this course is being supported by the EKCC, who are providing a Soundscape-ready venue. Students can actually use the Yuen Long Theatre’s system to practice, to experience, put their learning into practice and to realise their creative ideas.”

The d&b Soundscape system is also being installed in an expanding number of locations, including the Hong Kong Cultural Centre, Yuen Long Theatre,

Shaw Auditorium at the University of Science and Technology, and the Hong Kong Design Institute.

“We can foresee more venues upgrading to Soundscape systems in the coming years,” Chan concluded. “As they do, we want to ensure audio production teams and engineers are equipped with the right knowledge to succeed – we are on a path to the sound designs of the future. Education has always been at the heart of d&b’s value to our customers. As a market leader in immersive sound for live event applications, we are committed to supporting our industry’s adoption of this exciting technology and the creative possibilities that it inspires.”

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Courtesy of The Chinese Foundation Secondary School.

Non-Profit Secondary School Focuses on Sustainability with ETC Lighting

HONG KONG: A lighting solution that is versatile, simple to use, and reliable is crucial for educational facilities since it sets the mood for academic, cultural, or festive events and gatherings.

In its School Hall, the Chinese Foundation Secondary School (CFSS) in Hong Kong has upgraded the lighting and rigging with ETC products that create a modern

and sustainable lighting system for the double-decked space.

The Education Bureau of Hong Kong established the DSS Direct Subsidy Scheme (DSS) to improve the quality of private schools at the elementary and secondary levels. As part of the DSS, CFSS was established in 2000 as a non-profit secondary school. As a leader in the promotion of sustainable development, an Exemplary School of the UNESCO Project on Education for Sustainable Development in China, and an award winner of numerous reputable SD projects, CFSS replaced its conventional tungsten profile and fresnel fixtures with Source 4WRD II.

Source 4WRD II offers a significant reduction in power consumption over conventional tungsten fixtures



because its LED light source has an impressive L70 rating while consuming only 175 watts per fixture, per hour. In contrast, traditional tungsten fixtures use 650 watts of power per fixture, per hour. Without sacrificing brightness, Source 4WRD II uses 70% less power in this instance. Additionally, LED fixtures offer a cooler surface, which reduces the demand for building cooling systems. With a straightforward installation, no steelwork is necessary and the upgraded fixtures will aid CFSS in achieving an environmentally friendly lighting system that supports the institution's sustainable development objectives.

In order to give more colour to performances, ColorSource Spot jr was chosen as the spotlight on stage. Compact and suited for small to medium-sized venues, the inexpensive fixture has a brightness rating of 5,700 lumens. Bright and lively colours are introduced by the four-colour mixing system, which creates the ideal atmosphere for school events like plays and musical performances.

CFSS integrated a ColorSource 20 AV console and an EchoTouch Controller to provide teachers and

students with a lighting control system that is easy to manage, set up, and configure. All of the luminaires in the space are now controlled by one single lighting system. While ColorSource 20 AV offers a simple yet sophisticated system for managing fixtures, EchoTouch offers a small, powerful, and intuitive interface for programming and controlling presets. Additionally, users can remotely control the console from any mobile device utilizing a wireless access point connection. It is hoped that the system's universal accessibility and straightforward navigation and

programming environment will pique students' interest in stage lighting design.

Three ETC Prodigy FlyPipe hoists with Helix Cable Management were installed by CFSS in place of the hand winch light bars to allow access to every area of the stage in the School Hall. Users can quickly plot new lighting rigs with FlyPipe for any show. It is no longer necessary to physically lower or raise the light bars in order to access them. With precise programmable preset positions, QuickTouch controls the new rigging. Under the supervision of teachers, students can use the safe and dependable rigging system, which includes SmartSlack, dual brake technology, and emergency stop, to create practical and artistic stage settings.

With the cutting-edge theatrical lighting technology, teachers can also take advantage of the integrated lighting to promote creativity in their student designers and technicians.

ETC



A&L Launches Extended Reality Lab for Training and Education

SINGAPORE: Acoustic & Lighting System's (A&L) XR Lab has officially opened its doors. Situated in Singapore, A&L XR Lab has launched a series of disguise xR boot camps with a successful attendance of directors, visual artists, and technical specialists from across the SEA region including Malaysia, Vietnam, Cambodia, Indonesia, Singapore, and Japan.

Specially designed and curated by A&L, the XR lab is an experimental platform for training, and for individuals to have an understanding and hands-on experience on the latest emerging technology and innovations for xR/AR, interactive lighting and audio solutions.



A&L XR Lab is powered by advanced systems comprising disguise and Unreal Engine, stype Redspy, ROE Visual Black Pearl and Black Marble LED Panels, and Blacktrax.

A&L welcomes brands and manufacturers who would like to test new technologies in their lab. They can be contacted at info@acousticnlighting.com with bookings available [HERE](#).

Acoustic & Lighting

Rob Muddiman Promoted to ZeeVee Vice President for EMEA

EMEA: ZeeVee, a global provider of AV distribution products, has promoted Rob Muddiman to vice president of Europe, Middle East, Africa and India (EMEA) regions. "Since joining the company in 2013, Rob has played a crucial role in ZeeVee's strategy and international expansion," said Bob Michaels, ZeeVee CEO. "The company is now established as the



recognized leader of AVoIP signal distribution products into just about every key vertical."

"ZeeVee's innovative approach to AVoIP solutions has helped transform the AV industry," said Muddiman. "I look forward to continuing our expansion into the region with key partners, helping to provide them and their customers with 'gold standard' and best in class price/performance AVoIP distribution products."

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Team members from Optimal Audio and Audio Brands.

Optimal Audio Moves into Australian Market with Audio Brands Selected as Distributor

AUSTRALIA: UK manufacturer Optimal Audio has announced the appointment of Audio Brands as its sole distributor in Australia. Based in Sydney, **Audio Brands** specializes in commercial audio and AV systems and focuses on the installation and production markets. The company caters to Australia through a sizable network of dealers and integration partners. Audio Brands has also established a solid reputation for providing exceptional customer service thanks to its exclusive distribution rights for several top international brands.

Don McConnell, director of Audio Brands Australia is thrilled to be representing such an innovative range of products, “The experienced team behind Optimal Audio truly understand the requirements of the commercial audio market, and it’s refreshing to see a focus on the user interface. The Optimal Audio range complements our existing brands perfectly and we’re looking forward to introducing the Optimal Audio solution to our integrator customers and consultants.”

With a focus on supporting multi-zoned venues, Optimal Audio, a member of the Focusrite Group, produces control, amplification, and loudspeakers for small to medium-sized commercial installations. Its streamlined product lineup effortlessly produces easy-to-install, high-quality sound systems that everyone, not just engineers, can use.

David McKinney, sales and support, APAC, Optimal Audio added, “We are proud to be able to partner with a distributor of the calibre of Audio Brands in Australia. Their strong technical background and expertise in the commercial audio market is perfect for the solutions that Optimal Audio offers. The unique Zone processors and WebApp are catching a lot of early attention in Australia thanks to the initial work Audio Brands have done. Now we are shipping the full Optimal Audio range, we are ready to move in(to) Australia.”

Managing director at Optimal Audio, Dom Harter is well acquainted with Don McConnell and Audio Brands. He concluded with his delight at the new appointment, “I’ve known Don for many years and worked with him before, so I’m especially delighted to have Audio Brands taking care of our distribution in Australia. The company sets very high standards and Optimal Audio couldn’t be in better hands.”

Optimal Audio

Principle One Sets-up Sydney Office

AUSTRALIA: Principle One has over 100 employees spread across Hong Kong, Seoul, Shanghai, Singapore, and Tokyo. This is the company's first strategic site in Oceania, within the centre of Sydney's CBD. The new office improves their regional coverage of the growing demand for technological solutions, particularly those addressing the pandemic-related hybrid work model.

"We have been supporting clients in Australia by leveraging our footprints in major Asia Pacific hubs.

The global travel restrictions in past two years expedited the enhancement of our regional service delivery strategies," said CEO Joey Yeung.



Hubert Ku has been appointed as Principle One Australia's Country Manager. Hubert, was formerly the Senior Manager of Integrated Projects at the company's Hong Kong headquarters.

Principle One

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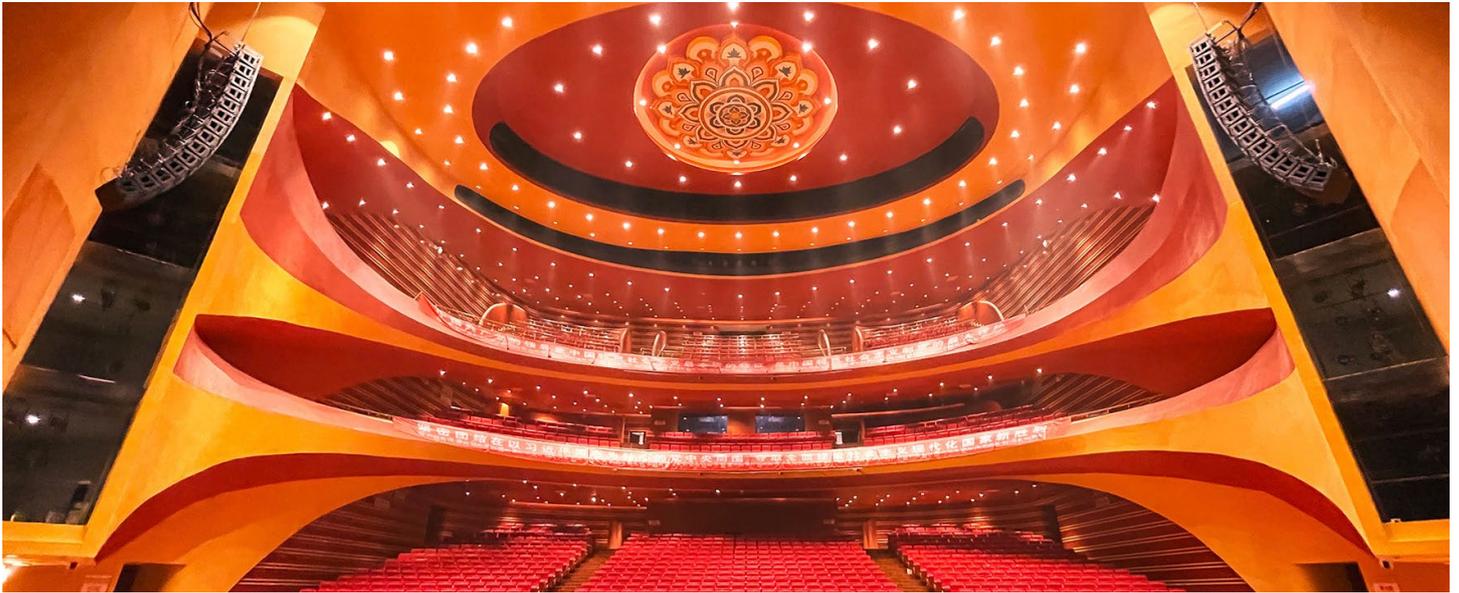
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EZPro Overcomes Unique Altitude to Deliver EAW PA System for World's Tallest Theatre

CHINA: The Everest Grand Theater, the tallest professional theatre in the world, is situated at a height of 12,700 feet in the heart of Shigatse, Tibet. Chinese AV distributor and solution provider EZPro and senior technical manager Liuwei Zhu were assigned the challenging task of installing a clean, dependable sound reinforcement system in this iconic structure also known as the “artistic pearl of the world’s third pole. Luckily, the Eastern Acoustic Works RSX and MK Series gave Zhu the answer he was looking for.

Zhu encountered unique challenges while designing and commissioning the audio system. “As an extra-large A-class theatre, the Everest Grand Theater has a total construction area of about 30,000square meters,” explained Zhu. “The auditorium has three floors of seating, which can accommodate about

1600 spectators. Even sound coverage has become a major challenge for the design and commissioning of the system because of the large space. At the same time, high-altitude areas have higher requirements for equipment stability and system safety, so the construction difficulties are much higher than those at lower altitudes.”

The EZPro team combined three groups of RSX line array loudspeakers on the left, middle, and right to create the EAW PA system. To meet the needs of coverage, 14 x RSX208L loudspeakers are set among them on the surface of the left and right channels. The middle group of 10 RSX212L line array loudspeakers are installed invisibly on the speaker bridge. Lastly, to enhance dynamics and extend lower cut-off, 6 x RSX218 subwoofers are also installed.

RSX Series loudspeakers feature OptiLogic technology, providing array self-detection via on-board infra-red sensors and accelerometers for near-instant optimization that cuts down on setup and tuning time. EAW acoustical design and DSP including Focusing and DynO provide a pristine impulse response at all output levels.



“To ensure that the audience under the terrace is provided with consistent sound, we installed EAW MK8196i loudspeakers along the terrace under the first and second floors for sound fill,” said Zhu. “We also installed EAW MK5396i 2-way full-range loudspeakers on both sides of the proscenium.

“Before the official installation, we carefully analysed and simulated the PA system installation points, angles and sound coverage through EAW’s Resolution software, which provided a more specific basis and more time for on-site installation and commissioning,” said Zhu. “During the actual installation, the loudspeakers were positioned in 3D modelling, achieving accurate coverage and good line array coupling.”

Zhu continued, “The final commissioning results were completely consistent with the previous analysis and simulation. The single group of EAW loudspeakers achieves even coverage of the entire auditorium and provides good consistency of high, medium and low-frequency bands. The entire sound reinforcement

system ensures a good sense of hearing allowing for the clear and dynamic Tibetan music style to be interpreted perfectly.”

The Shigatse Everest Grand Theater is the highest-altitude theatre in the world, therefore the climate posed various difficulties during the building and commissioning processes. According to Zhu, everyone had to work while inhaling oxygen to overcome altitude sickness. However, the daunting task paid off as the first performance after the Everest Grand Theater’s completion was a cultural gala to celebrate the 100th Anniversary of the Founding of the Communist Party of China and the 70th Anniversary of the Peaceful Liberation of Tibet.

The sound quality, along with the gala performances, was highly praised by not only the cast members and audience but also the leaders of the Tibet Autonomous Region Government.

EAW

NEW EVENT ANNOUNCEMENT!

The launch of the Pro Audio Visual & Lighting exhibition

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Southeast Asia to Host Brand-New Exhibition PIFA 2023

SINGAPORE: The Professional Audio Visual & Lighting Integration Association (AVLIAS) and Montgomery Asia have collaborated to launch the Pro Integration Future Asia 2023 (PIFA 2023) at the Marina Bay Sands Expo and Convention Centre, in Singapore, from June 26–28, 2023.

PIFA 2023 is a dynamic business event designed specifically for commercial Audio, Video, and Lighting (AVL) manufacturers, suppliers, and specialists. The

exhibition will allow professionals to harness their expertise to sell practical applications and solutions to numerous vertical markets in Southeast Asia.

The mega exhibition will be supported by a series of industry conferences and technical workshops across 6 key verticals, including unified communications and collaborations, digital signage and out-of-home (OOH) media, parks and attractions, stage and mega-events, production and immersive technologies, and smart homes and buildings. The focus of the inaugural event will be "Accelerating the Digital Transformation - Work, Education, and Entertainment."

Christopher McCuin, managing director of Montgomery Asia commented, "We are excited

to launch this brand-new industry event with our partner AVLIAS – providing a refreshing new sourcing location for the fast-growing pro audiovisual and lighting industry. The...launch has garnered extensive interest from the international market with some of the world's leading brands already reserving their stands at the event. We look forward to bringing the latest AVL technologies together in June 2023, gathering the industry to explore completely different and extraordinary experiences by accelerating digital transformation in your businesses.”

The exhibition is supported by multiple authorities including:

- Singapore Tourism Board and Industry Associations including the Association of Electronic Industries in Singapore (AEIS), Singapore Association for Private Education (SAPE)
- Singapore Photographic & Digital Imaging Trade Association (SPDA)
- Association of Small and Medium Enterprises (ASME)
- Association of Singapore Attractions (ASA)
- Singapore Industrial Automation Association (SIAA)
- Security Systems Association Singapore (SSAS)
- Association of Independent Producers Singapore (AIPRO)

Over the three days, PIFA 2023 is anticipated to draw more than 6,000 visitors who will come to see the hundreds of international brands showcasing the newest audio-visual technologies, such as Smart Homes, Digital Signage, Displays, LED, Projections, Studio Production, and Stage Lighting Fixtures, among others.



Jackson Yeoh, executive director of AVLIAS added, “More than 90% of the world’s renowned audiovisual and lighting brand suppliers [have]

either a subsidiary office or regional distributor in Singapore which looks after the channel distributions, installations, rental and staging markets surrounding our country. As business travel continues to normalise and S.E. Asian economies recover, the surge in demand for AVL equipment will be naturally directed back to Singapore head offices for both equipment supply and technical support. This is a unique business characteristic which cannot be ignored for our industry, and this is why Singapore has been identified as the chosen strategic location for PIFA 2023.”

PIFA 2023



Absen Supports LED Display Market by Signing 1000 Global Channel Partners

GLOBAL: With a team of more than 2,000 employees and representatives, Absen has already established operations in over 130 regions, serving both domestic and international markets, and is accountable for the successful execution of more than 50,000 projects to date.

The company has now reached a historic milestone in its expansion plan by signing 1000 global channel partners into its global partnership network. This network reflects the success of the recruitment drive and strengthens the company's leading position as LED innovations and technologies specialist.

The foundation of Absen's channel strategy is a healthy and effective working environment, profitability, quality, and service, as well as a dedication and capacity to operate locally while thinking internationally. Looking

ahead, the new partners will receive training, direction, and support from the Absen team's vast experience. The LED manufacturer is committed to expanding its global network so that end users and other LED integration companies which share its passion for sustainable innovation in LED may benefit.

Laura Luo, Absen's head of global markets explained, "Enterprises choose to join Absen as valued partners because of the brand reputation, the organisation, the product quality, and the channel policy, amongst other things. In turn, we have looked for and found partners who share the business ideologies that we, as a company, feel very strongly about. Supporting growth sustainably will be a collective effort we are committed to taking forward with our new partners."

Absen has significantly improved its environmental and energy-saving commitments over the last five years, cutting carbon emissions by about 700,000 tonnes over that time. Follow the link below to find out more about Absen's global partner initiative.

[Absen](#)

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A2K Audio&Aux Customises Technical Infrastructure to Provide World-Class Nightlife Experience

INDIA: To turn MAYA into a “world-class clubbing experience”, Vijay Ghattamaneni, the nightclub’s owner, spared no expense in converting MAYA from an abandoned building in the centre of Tito’s Lane to a nightlife haven that could compete with high-end nightclubs around the world.

From commissioning a comprehensive acoustic treatment for the entire venue to ensuring that the entire technical solution was tailor-made to the space, Vijay did not hold back when it came to going above and beyond to realise his vision for MAYA. And after a fair bit of research, he was convinced to hire technical

solutions expert A2K Audio&Aux, giving them the job of seamlessly putting the venue’s technical infrastructure together.



Akash Sethi, founder of A2K Audio&Aux, recounted, “Ghattamaneni got in touch with us via the reference of Sandeep Reddy who is the owner of Chronicles in Vagator, where we

had provided high-quality rental services in the last season. Ghattamaneni invited us to visit the site in its bare condition and explained to us his vision for the kind of nightlife venue he wanted to establish. With venues like Titos, Mambos, The White Goa, Cocktail dreams, and The Pink Elephant...already dominating the Tito’s Lane strip, the brief for us was to ensure that MAYA...be established as a venue that offered an experience unlike any other, from the lighting design to the LEDs and the sound and everything in between.”



Akash and his team of experts immediately commissioned an extensive analysis of the space, bringing to light a key issue that needed immediate attention. The venue had a ceiling height of about 16 feet, and the crew saw two enormous columns and a beam supporting the ceiling slab near the end of the proposed dance floor portion and the VIP section.

Akash explained, "When we ran a few tests to analyse the space, we found the RT time to be super high at 96. So before taking up the project, we knew it was imperative to commission a rather extensive acoustic treatment of the space, else even the best audio system wouldn't sound up to the mark."

The A2K Audio&Aux team collaborated with Saint Gobain, leaders in sustainable construction solutions, to correct the acoustics of the space. Together they worked closely to run simulations that highlighted solutions the space needed. Based on the results of the simulation, it was decided to first deflect all the four side walls by 110.5 mm, using 50mm of 32

density polyfill of 1000GSm; followed by a 46mm air gap with Gyproc Sixto perforated gypsum plasterboard with proprietary salt-water resistant special hardware channels, screws, studs, acoustic sealant, along with floor and ceiling sealants.

The naked concrete ceiling was completely covered with a 24-density FR-rated special cut diamond foam which allowed the teams to ensure that the venue remained vibration-proof. Akash added, "The fact that we were able to achieve this mammoth task within an extremely tight time-frame of a few days is testimony to the dedication and determination of the combined efforts of team A2K Audio&Aux and team Saint Gobain – with a special...thanks to Saint Gobain's key accounts manager for the west zone...Pankaj Patil for all his support in ensuring the entire logistics proceeded smoothly..."

The team A2K Audio&Aux's captivating lighting, LED, and SFX architecture, which consists of custom-made fixtures and goods obtained from high-end OEM



suppliers, is responsible for MAYA's current visual ambience.

2 plush LED walls of 3mm pitch from Quanli adorn the space, with each panel of the respective LED walls measuring 196mm x 196mm seamlessly fitted onto an iron frame with magnetic feet. This configuration not only allows for unmatched viewing clarity with a wall-deflection value of just 75mm, but it also makes it possible to quickly service the corresponding systems as necessary.

One LED wall system measuring 3m x 2m is outfitted at the main performance stage (DJ console), while the other measuring 4m x 1.5m is outfitted above the lavish bar section – with the entire LED infrastructure controlled through processing units from Novastar, and powered through distribution supplies from MeanWell.

To house the lighting components, A2K Audio&Aux also commissioned a simple trussing infrastructure for

the venue where 2 x Laser Battens have been installed diagonally on either side of the truss to provide coverage for the entire venue.

Uniformly filling the venue with colour and pomp are 24 x mini-20 watt LED moving heads, while the primary club lighting is provided by 8 x 10R Sharpies and 4 x 1000W LED colour washes. Additionally, to create a swiping effect, the team installed 2m-long Red Laser Batten strips (totalling 4 units with 6 heads each) on either side of the LED Wall at the main performance stage.

The visual feast is further enhanced by a flurry of high-performance specially made SFX gear. 6 x CO2 jets provide a world-class concert vibe, while 2 x smoke and haze machines contribute to the visual grandeur of space. The venue also has quick access to 4 cold pyro guns and a tri-nozzle confetti gun supplied by A2K Audio&Aux, which are especially useful during festive events.



The MAYA audio infrastructure is a wholly custom setup. The primary PA consists of an A2K Audio&Aux horn-loaded system of bespoke loudspeakers with dual LF drivers from B&C and a co-axial 1.5-inch MF and HF driver horn from BMS Germany. The horn-loaded loudspeakers are complemented by custom-built subwoofers from PrecisionDevices with dual 18-inch drivers to produce impactful audio inside the club.

Multiple Dynacord L2400 power amplifiers with a damping factor > 3000 are used to power the main PA system, providing enough headroom and the ability to drive the system at greater volumes without sacrificing clarity.

The VIP section of the club has been outfitted with 2 units of the high-performance CF-10 loudspeakers from CSC Audio. These speakers are powered by a single unit of the company's efficient HPA 3602 amplifier. To complete the system, A2K Audio&Aux decided to manage and control the entire loudspeaker system using the Ethernet-enabled MS26 96Khz DSP from CSC Audio.

Speaking about the experience of working on the project, Akash concluded, "We were given a total of 8 days to work[on] this project from inception to delivery and the fact that we commissioned such a high-quality job including the acoustic treatment and the eventual integration and precise programming of all the equipment in an extremely tight time frame of just 6 days is truly an achievement that we not only cherish but also celebrate. Our team of dedicated experts and professionals worked 13-hour shifts around the clock to make sure we delivered true on our promises well before the deadline. Of course, we had a great deal of support from our partners at Saint Gobain and also the OEM manufacturers who not only ensured that the respective systems and solutions were custom designed but also delivered precisely in time."

Akash also expressed his gratitude to Ghattamaneni for his belief in the team and his confidence in them throughout the entire process. Ghattamaneni was so impressed with A2K Audio&Aux, according to Akash, that he insisted that they handle the routine upkeep of his other properties in Goa and work on projects lined up for the future.

A2K Audio&Aux



Datapath Increases Skillset in Technology Procurement with Appointment of Brian Tulley

GLOBAL: Brian Tulley has been appointed as Datapath's Strategic Procurement Manager with immediate effect. Brian has a wealth of experience in technology procurement, having held senior positions at top firms including General Electric and Rolls Royce.

To ensure the long-term availability of key, strategic electronic components needed to support Datapath's business objectives, Brian will collaborate with both internal and external partners.

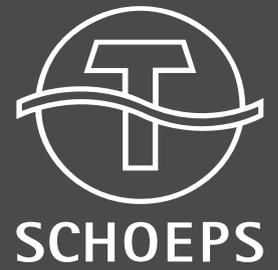
Tony Jones, director and co-founder of Datapath, welcomed the addition of Brian to his team: "As part of our ongoing global growth, we'd like to welcome Brian to the Datapath family. Brian has an impressive track record in global procurement and, during a period of

considerable pressure on supply lines, we are delighted to add his skillset to the team."

To minimise the impact on manufacturing and customer service levels, Brian's responsibility includes working with Datapath's tier one manufacturer partners to monitor material demand fluctuation and supplier lead times. His duties will involve strategic procurement for a variety of key electronic commodities, such as circuit boards, memory chips, and FPGAs, among others.

He said: "I am delighted to announce my new position with Datapath. Throughout the pro AV industry, they are known as the market leaders in video processing and content management. Procurement of technology components has become a very hot topic throughout the AV industry in the past 18 months or so – along with many other business sectors – and I am looking forward to applying my experience at Datapath to ensure our customers continue to experience the high levels of service and minimal lead times for which we are known."

Datapath



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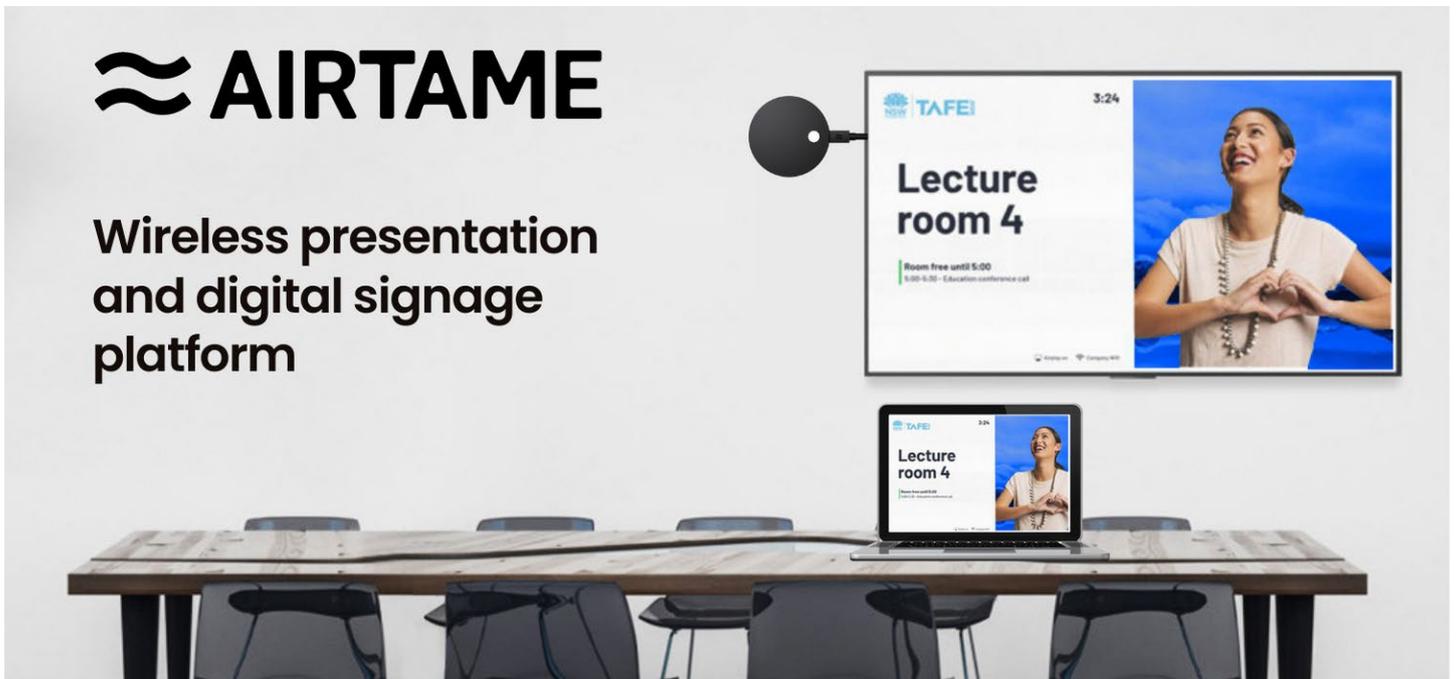
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Midwich APAC Makes Wireless Screens Smarter with New Distribution Partner Airtame

APAC: Midwich APAC, a global distributor with over 40 years of unrivalled industry expertise has named Airtame as their new distribution partner. A wireless screen-sharing and digital signage platform, Airtame is making waves in the education and corporate sectors. With the ease of a single platform, Airtame enables users to participate in hybrid conferencing, screen sharing, and digital signage.

In a world that is always evolving, hybrid work has cemented its position in the workforce. Businesses can make use of Airtame Rooms, which provide a single solution applicable to a variety of services.

This gives consumers the freedom to switch between different conferencing services, such as Microsoft Teams or Zoom. Companies can hold more effective meetings with a smooth and successful experience, allowing them to concentrate on collaboration rather than managing the technology.

On the new partnership, Airtame vice president of sales, EMEA & APAC, Luca Malpiedi stated: "We at Airtame have seen significant global growth over the past few years. We are now excited to further support our customers and partners in Australia, New Zealand and Singapore through our partnership with Midwich APAC. Their specialist knowledge and experience in delivering high-quality AV Solutions combined with Airtame's ever-expanding product portfolio serves a very promising cooperation."

Midwich APAC is currently accepting orders throughout ANZ and SEA for Airtame solutions.

Midwich APAC/Airtame



MuShang Brings Virtual Production to Shanghai Using ROE Visual BP2V2 Panels

CHINA: A cutting-edge technology-equipped XR space has been created by MuShang in Shanghai. MuShang Advertising Co., Ltd. is committed to improving consumer experiences in advertising, photography, film and television production, among other industries. With more than ten years of experience in those fields, the business has established trusting connections with its customers by providing superior shooting solutions to meet their needs and marketing objectives.

The MUSHANG XR STAGE utilizes industry-leading equipment, including a large LED canvas made of ROE Visual Black Pearl BP2V2 panels driven by 2 x Brompton 4K Tessera SX40 LED processors. The infrastructure also includes Disguise vx4, vx2, and rxII servers running Unreal Engine, and Mark Roberts Motion Control high-speed cinebots.

The BP2V2 LEDs are ideal for this application due to their high frame- and refresh rates and low scan lines. The primary wall, which is 5 metres high and 12 metres wide, offers breathtaking visuals and fantastic in-camera performance. The screen integrates with all other cutting-edge technologies as a crucial component of the fully functional setup, enabling customers to realise a complete virtual production solution.

"With the increasing use of virtual production technology worldwide, we also see a growing demand in Shanghai. We want to provide the best possible technology to facilitate content production in our region," stated Henry Sha, the founder of Shanghai MuShang Ad CO., Ltd. "ROE Visual's Black Pearl BP2V2 is the premier choice in this type of display solution. The screens are perfect for TV & Film projects, advertising, and other types of creative shooting. The LED panels deliver aesthetic visuals matching our clients' high expectations."

Now that the stage is available, creative and high-quality virtual production content can be brought to life with realistic visuals and unforgettable experiences.

Grace Kuo, sales director of ROE Visual, was excited to bring the company's solutions to the extended reality stage: "Bringing our LED innovations to the MUSHANG XR STAGE offers a great chance for us to support the development of virtual production in Shanghai. It's such an exciting experience to take part in this advanced setup. We can't wait to see more future projects shot on the stage."

ROE Visual



Extron AV Systems Enhance Learning at VinUniversity Super Labs

VIETNAM: Vietnam's youth are being educated and given the opportunity to enhance their abilities at the non-profit VinUniversity in Hanoi. To teach students how to be proactive in mastering teamwork and soft skills across a wide range of careers, the institution incorporates novel training methodologies and technologies. Lecture halls, classrooms, labs, conference and multipurpose rooms, a medical simulation facility, and a technologically advanced library are among the campus buildings.

Building G at VinUniversity features a several cutting-edge labs in addition to numerous support rooms and conference rooms. A variety of topics, including engineering, robotics, anatomy, and chemistry, are supported by the three storeys of lab space. To meet VinUniversity's various needs, integration company Hoang Minh Investment Technology Joint-stock Company installed Extron products.

"We did our utmost to give VinUniversity the best solution in terms of features and cost," said Nguyen Truong Giang, vice director at Hoang Minh Investment Technology JSC. "Working closely with the administration, the professors, and the staff, we were able [to] create AV systems with Extron products that are both fully functional and comfortable for the university users to operate."

Two of Building G's largest labs are super labs which have an extensive number of displays and an independent Extron AV matrix switching and distribution system. Depending on the needs of the area, the AV systems can either use a DXP HD 4K PLUS 16x8 matrix switcher and extension over DTP or an XTP II CrossPoint 1600 modular matrix switcher. Wireless communication for the instructor and staff is made possible by Extron ShareLink Pro 500 collaboration gateways from any point within the labs.

To address acoustics concerns in the highly reflective lab surfaces, an Extron DMP 128 Plus audio processor is at the heart of each sound system. The ProDSP processor facilitates the blending of workstation microphones and live instruction with the programme audio and offers crystal-clear audio for streamed and archived recordings. The content streamed by SME 211 encoders can have various bit rates and resolutions. Additionally, the encoders offer independent stream control, which enhances system flexibility.

The Extron XTP, DXP, DTP, and audio systems provide all of the required features and capabilities while staying within the lab building's budget for initial outlay and scheduled maintenance.

Extron



(Clockwise) Linda Lee, Perry Celia, David Fuller and Ray van Straten.

Veteran Staff to Lead QSC Pro Audio Division

GLOBAL: QSC's new Pro Audio division has put a new leadership team in place that is primed to position the QSC brand for its next phase of growth, innovation and expansion in the global sound reinforcement market.

The new appointments include:

- **Perry Celia**, VP global sales and service
Celia takes the reins of the division's global sales and service functions after having served at QSC for over 14 years.
- **David Fuller**, VP product development
Fuller's 12-year tenure at QSC has included leadership roles such as senior director of international sales as well as entertainment product strategy.
- **Ray van Straten**, VP brand, marketing, and training
Straten joins the team as a 20-year veteran of QSC, having led the company's retail sales, marketing,

training, and brand functions, as well as previously serving as VP of its live sound business unit.

- **Linda Lee**, senior director, operations
Lee rejoins QSC with 23 years of progressive growth

in key operations and supply

chain roles, most recently as senior director of global supply chain and operations at Identiv.

"We are ecstatic about the new leadership of the Pro Audio division," stated Jatan Shah, president and chief operating officer, QSC, LLC. "Perry, David, Ray, and Linda are each exceptional in their areas and bring decades of experience to the team. Effectively navigating through our pandemic-influenced world necessitates that we cultivate our relationships with our customers and business partners; serving them to the best of our best abilities."

Shah also noted that the company "could not have asked for a better set of leaders to not only navigate through these challenging times but position the QSC brand to thrive and grow as we move forward in this exciting new phase of the QSC story."

Along with the formation of the QSC Pro Audio division, (which maintains the QSC brand name), going forward, the company's AV/IT business will operate independently as the Q-SYS division.

QSC



Some of the attendees of the demo.

Sennheiser Highlights the Future of Meeting Spaces with New Demo Room

SINGAPORE: On 7th June, Sennheiser opened its new demo room in Singapore, giving guests a glimpse into the future of meeting spaces. For their opening event, they partnered with QSC to showcase their latest solutions to more than 130 industry partners and end users and how products from both companies can work seamlessly together.

Located at its current office, the demo room is fitted with the Team Connect Ceiling 2 (TCC2) and the Team Connect Intelligent Speaker (TCISP) that was launched earlier this year. The demo room also features the



(L-R) John Oh and Petteri Murto of Sennheiser with Paul Lee of QSC.

Q-SYS PTZ Conference Camera and Sennheiser's SpeechLine digital wireless.

"We are really excited to launch this demo room as it gives our partners and customers an opportunity to experience how our solutions work in person. This is also our first event since the pandemic, and it's good



to meet our partners and customers again after such a long time,” said John Oh, Sales Director for Business Communication, Sennheiser Electronic Asia.

With the opening of this demo room, Sennheiser can now showcase a whole suite of its solutions in a customer-centric environment where product demonstration and face-to-face interactions can take place. This allows customers to decide for themselves what would best meet their needs. Sennheiser also shared that the demo room serves as a meeting space for colleagues on days without sales demos, making the space even more purposeful.

Sennheiser EW-DX

During the event, Sennheiser unveiled its plans for expansion of its Evolution Wireless Digital Family of radio microphones. The global announcement was made in conjunction with InfoComm 2022, which took place in Las Vegas, where the samples of EW-DX were on display.

Sennheiser’s technical application engineer, Kenan Phang presented a deep dive into the upcoming solu-

tion and how its advanced features, increased scalability, and enhanced monitoring and control make EW-DX a powerful and reliable system. He also explained the various applications in the education and corporate sector.

Sennheiser Consultant and SI Handbook

Besides product demonstration by both Sennheiser and Q-SYS, Sennheiser also announced the launch of its Consultant and System Integrator Handbook in the coming months. “The consultant playbook is created as a convenient tool to allow for easy comparison of Sennheiser’s products so that our partners can find a suitable solution within Sennheiser’s suite of offerings for their customers effectively and efficiently,” said Phang.

The consultant playbook will include information like Modulation Type, Frequency Band and an indication for audio quality, range and even budget, which will be a convenient tool for easy reference and comparison.

Sennheiser



Twin Town Resort Benefits from Australia's First L-Acoustics K3 installation

AUSTRALIA: The Showroom at Twin Towns Resorts is a renowned location in the New South Wales town of Tweed Heads. The location is aptly named because it shares a border with the Queensland suburb of Coolangatta on the Gold Coast, allowing revellers to ring in the New Year twice in one night by simply moving across the street.

For decades, vacationers from around Australia have come to enjoy the climate and the nightlife of the Showroom, making it a mainstay in the region's live

scene. In a typical week, the club's entertainment schedule caters to stand-up comedians, annual general meetings, tribute bands, or heavy metal performances.

While The Showroom's location may be ideal, the sound system was not. Over the years, the difficulty of establishing decent sound at the back of the theatre was frequently brought up by visiting mix engineers. Lachlan Donaldson, the manager of operations and production at Twin Towns, wisely took advantage of the club's downtime when the pandemic struck to improve its audio equipment. With a reduced promotional and marketing budget after cancelling all the club's entertainment and rebooking the acts for later dates, Donaldson believed they could allocate funds towards acquiring a new front-of-house PA system.



For the 1,000-person venue, the system would need to be user-friendly and address the coverage problems. It would also need to be adaptable enough to accommodate the venue's changing seating options, which include a sizable standing-only configuration with a flat floor or an alternative with both raised and raked seats. The demanding programme requirements of the numerous performers that frequently perform at the venue would also need to be met by the adaptable PA.

"I had two convincing arguments for the board," explained Donaldson. "First, a new PA will attract better quality acts. The second point is an OH&S argument and probably the one that stuck with the board the most. If we install a PA with broad industry acceptance, we won't have bands unloading their production gear, which greatly reduces our chances of a workplace accident on our premises." Donaldson's pitch appealed to the board's instinct to minimise workplace risk, and the green light was given for the upgrade, paving the way for the club to maintain its status as a viable, high-quality entertainment venue.

AV company **Norwest**, part of the NW Group, was invited by Donaldson to submit a loudspeaker design for The Showroom. NW Group CFO, Graeme Whitehouse, explained that they submitted two L-Acoustics system designs, and the one that The Showroom retained was based on the newly released K3.

Donaldson worked with the venue's board to calculate the advantages of a K3 system. "If a venue were wondering if they could afford a model like the K3, I would say, break it down: work out the cost of the PA per show over a minimum 10-year period. Work out how much you're saving by not hiring gear every week. Work out how much you can hire the new system for certain shows or corporate events. You quickly realise that the capital cost becomes very bearable," Donaldson noted.

Donaldson considers the project a long-term investment. "The K3 will become the new standard, and we wanted to be at the forefront of that. We want to be breaking boundaries," he continued. Donaldson then worked with Norwest to ensure the club's investment translated to excellent technical quality that harnessed the power of K3.

A pre-installation Soundvision plot for The Showroom illustrated the overall system response, giving even coverage throughout with ± 3.5 dB of variation across all audience seating. This effectively solved the back-of-the-room problem, ensuring the audio experience there was as dynamic and pristine as the front. Panflex variable horizontal directivity, along with A10i out-fills, were the solutions used to precisely control the coverage to match the geometry of the venue.



The installation consists of an array of 6 x L-Acoustics K3 on either side of the club's stage. Under the stage, 4 x KS28 subwoofers provide low-end rumble. Out-fill and side-fill are handled by L-Acoustics A10i boxes that also utilise Panflex technology to match dispersion to the room's geometry. 2 x A10i provide centre fill, while a single A10i on each side compliments coverage for far left and right seats. Two arrays of 2 x A10i each cover the small rear seating area at the back of the venue, allowing it to be disabled when not in use.

Stage front-fill uses the low-profile L-Acoustics 5XT coaxial point source speakers and provides complimentary coverage for the front rows of the audience. LA12X and LA4X amplified controllers drive the whole system.

Earlier this year, directors of the Twin Towns board attended a sold-out 'Two Amigos' show led by legendary Australian rock musician Glenn Shorrock and singer-songwriter Brian Cadd. The system was deemed a worthy investment for the board members, as well as for musicians, the technical crew, and the resort's management.

Donaldson believes that being the first L-Acoustics K3 install in Australia will elevate Twin Town's Showroom for years to come: "I don't think there's ever an excuse for using subpar gear in the music world because when people are paying for a live music experience, you have to deliver that to the best of your ability. Otherwise, you're not doing those paying patrons justice."

L-Acoustics

VuWall TRx 3.2 Allows Interoperability with Third-Party Devices and Enhanced Performance



VuWall TRx version 3.2 provides updates to its award-winning TRx visualization and video wall management software which adds a new plug-in for Genetec Security Center and an enhanced user interface and performance.

Built on an open, interoperable architecture, VuWall TRx version 3.2 unified visualization and comprehensive video wall management platform allows organizations to grow their pool of equipment as their needs evolve. Whether users are adding new video walls or information displays or expanding their AV-over-IP network with devices from different brands, TRx enables everything to function in the same environment with seamless compatibility. Most of all, it gives operators a central control system that keeps pace with the evolution of their AV infrastructure without reconfiguring existing settings when new equipment is added.

In addition to already supporting all standard protocols and featuring compatibility with many third-party solutions that include all SDVoE devices, IHSE, Adder, Milestone and NDI-compatible devices, the latest version of TRx is now officially certified by the Genetec Development Acceleration Program to run with Genetec Security Center.

By integrating with Genetec Security Center, customers have a comprehensive system for complete video wall control

where operators can manage and visualize IP cameras along with other content sources from a single easy-to-use platform. It allows control room operators to manage VuWall video wall controllers; change feeds and displays content directly from the Genetec Security Center interface without switching applications; and control the video wall system, including Genetec cameras and content from other sources such as web apps, maps, RSS feeds, HDMI devices and computers with intuitive, drag-and-drop operation.

In addition to third-party interoperability, TRx version 3.2 boasts improved UI reactivity and performance. With TRx, organizations can effortlessly manage an unlimited number of devices and perform multiple tasks simultaneously without slowing down. The system's ultra responsiveness guarantees an exceptionally smooth user experience.

[VuWall/TRx Platform](#)

ATEN Re-Envisions Control Rooms with 5K DisplayPort KVM over IP Extenders



The KX9970 KVM over IP Extenders are designed to enable real-time KVM over IP extension over long distances with 5K lossless video compression, zero-latency transmission, and colour depth up to 12 bits, making it suited for diverse control room applications, including broadcast centres, air traffic control (ATC), eSports applications, and more.

The KX9970 features transcendent 5K audiovisual performance, real-time KVM over IP data transmission over up to 10 Gbps networks, speedy peripheral data sharing, and much more. In order to meet the demands for professional TV broadcast post-production of high-definition video, the KX9970 provides 5K (up to 5120x1440@60 (4:4:4), 5120x2880@30 (4:4:4), and 4096x2160@60 (4:4:4)) image quality and colour depth up to 12 bits.

With eSports booming and beginning to rival traditional sports leagues in viewership, it's more important than ever to be able to broadcast impeccable coverage of global gaming events and tournaments where every

tiny detail is crucial to viewers. The KX9970's support for 1920x1080 @240 Hz / 2560x1440 @144 Hz allows broadcasting producers to seamlessly switch live between on-scene players and gaming feeds without experiencing any serious lag or interruption while gaming video is being streamed.

The KX9970T is a high-performance KVM over IP transmitter that allows connection to a DisplayPort computer and enables secure, remote, and uninterrupted access to the computer from a 5K DisplayPort KVM console connected to a KX9970R receiver over an Intranet or a dedicated LAN.

With its ability to display zero-latency and colour-accurate video on 2048 x 2048 monitors, the KX9970 can also improve work efficiency at mission-critical ATC centres. Additionally, in tandem with CCKM (KVM over IP Matrix Manager), the operator at each remote console connected to a KX9970 receiver can benefit from ATEN's Panel Array Mode which enables simultaneous viewing of video sources from multiple transmitters from 2x2 to up to 6x6 multi-view layout on one screen.

With the receiver console installed at a separate location from the transmitter within a standard IP network, mission-critical control room operations become more ergonomic, user-centred, and task-oriented, while remaining separate from any adverse environmental interference.

Other unique features on the KX9970 KVM over IP Extenders include

1. Native DP signal processing with colour depth up to 12 bits and support for HDR 10

2. Power/Network failover ensures constant availability for mission-critical applications

3. Panel Array Mode to maximize remote console efficiency

4. USB isochronous transfer enables USB camera and USB speaker usage between transmitter and receiver

[ATEN / KK9970R](#)

Vaddio Expands AV-over-IP EasyIP Ecosystem with Dante Networked Audio



EasyIP Ceiling Speaker D

Through its partnership with Audinate, Vaddio has developed premium products that easily integrate into new or existing systems and deliver high-quality audio. The new offerings include EasyIP Ceiling Speaker D, EasyIP AMP D, and EasyIP CeilingMIC/AMP D.

With the amplified EasyIP Ceiling Speaker D, users can effortlessly incorporate rich in-room audio into an

EasyIP system. The EasyIP AMP D powers passive speakers and brings the ease of Dante networked audio to any space. For even more convenience, the EasyIP CeilingMIC/AMP D features Vaddio's popular Dante ceiling microphone with a built-in amp for powering nearby analogue speakers with one PoE Ethernet connection.

This release signifies the company's dedication to the integrator community as these new audio products are plug and play in any Dante-networked audio ecosystem. The EasyIP Mixer features a Dante audio matrix that allows installers to combine Dante audio sources with EasyIP cameras, making it an easy production switcher. Finally, the AV Bridge 2x1 combines Dante audio with analogue video mixing functionality in a single device.

[Vaddio/EasyIP Ceiling Speaker D](#)

Key Digital Offers Multi-View Tiling with KD-MLV4x4Pro Seamless Matrix Switcher



Seven years after the introduction of the industry-staple KD-MLV4x2 multi-viewer, Key Digital has developed the KD-MLV4x4Pro 4x4 4K UHD HDMI multi-view tiling processor with seamless matrix switching. The advanced feature set of the KD-MLV4x4Pro is lauded as a complete solution for multi-source, multi-screen applications for bars and clubs, casinos and house of worship applications.

The KD-MLV4x4 offers seamless switching for uninterrupted screen transitions during independent source selection of any of the four HDMI inputs to feed any of the four HDMI outputs while in full-screen mode. Image layering allows stacked images with customizable priority settings per output. The four inputs can also be tiled in one of five pre-set layouts and fed to any output set to multi-view mode.

Custom-matrixed outputs can be created, allowing picture-in-picture display and user-mapped combinations of live content and graphics with selectable bezel sizes on each window. For security and other applications where on-screen source identification is desired, each source can be overlaid

with up to 16 characters of text with variable sizing and on-screen location settings.

The KD-MLV4x4Pro natively accommodates 4K inputs and outputs, along with independently selectable output down-conversion to 1080P and 720P for support of legacy displays and projectors. The four HDMI outputs are mirrored to RJ45 ports for signal extension up to 40 meters (50 meters at 1080p) using Key Digital's proprietary Ultra High Definition over Twisted Pair (UHDoTP) technology. The HDMI and UHDoTP outputs can be used simultaneously to feed up to eight displays.

To feed displays at a distance, four KD-EXMLVRx UHDoTP receivers are included with the KD-MLV4x4Pro, with Power over CAT (PoC) to simplify installation wiring. Each receiver also incorporates an HDMI output as well as bi-directional IR remote support with repeater inputs for the capture of remote signals for source control and repeater outputs for local control of displays.

The KD-MLV4x4Pro can be controlled from its front panel buttons, from the free Key Digital iOS app, by way of Key Digital Management Software Pro

(KDMS Pro) for Windows computers, through RS-232 commands, from TCP/IP control systems via open API, and using its built-in web UI.

Nine selectable built-in video test patterns expedite the setup and configuration of the KD-MLV4x4Pro. Multiple KD-MLV4x4Pros can be cascaded to run sophisticated video walls with imagination the only limitation.

Via the KD-MLV4x4Pro's independent audio matrix, audio output ports may be routed separately from the HDMI and UHDoTP ports. Audio from any source may be selected while in multi-view mode. Audio can be de-embedded with two-channel analogue audio output on a six-pin balanced/unbalanced output connector and two-channel to 5.1 digital output (Dolby Digital and DTS audio supported) available in TOSLink optical format for sound-bar support.

The KD-MLV4x4Pro supports an expansive list of content standards, including the HDCP 2.2 anti-piracy protocol; the HDR10 standard for high-dynamic-range video; and EDID management for display recognition. It also offers 8-bit deep colour support, and video resolutions up to 3840 x 2160p 4:2:0 at 60fps are supported on inputs with up to 3840 x 2160p 4:4:4 at 30fps supported on outputs. The KD-MLV4x4Pro has a full buffer system to manage HDCP authentication, EDID control handshakes and, for serial data optimization, TMDS re-clocking / signal re-generation.

The KD-MLV4x4Pro 4K UHD HDMI seamless matrix switcher is competitively priced at \$2,950.00 (MSRP) and is available now.

[Key Digital/KD-MLV4x4Pro](#)

Updated Dante Controller Now Available in Eight Languages



Thousands of audio professionals use the Dante Controller, a crucial configuration tool, every day to manage their Dante networks. Using the Dante Controller, audio professionals can name devices and

channels, route any Dante devices, keep track of their Dante network, and much more. Audinate, developer of the Dante AV over IP solution, has updated the Dante Controller v4.6 to offer millions of non-English speakers native language support. People from all over the world can now use Dante more conveniently in their own language to comprehend settings and messages. This will make Dante routing, clocking, and other Dante device-specific parameters more understandable and easy to use.

Built-in language support for the Dante Controller v4.6 includes English, Spanish, German, Chinese, French, Japanese, Portuguese, and Korean. It is free of charge and available at the link below.

[Audinate/Dante Controller v4.6](#)

Zytronic Touch Technology Infused into DISIGN's Ultra-Thin Double-Sided Interactive LCD Displays



Zytronic's Japanese partner and touch display integration specialist, DISIGN, recently developed its in-foverre super-thin, double-sided LCD display unit into an interactive touchscreen module. The rugged yet sleek units feature Zytronic's all-weather ZyBrid 15.6" multitouch sensors mounted directly in contact with the display's surface in conjunction with their proprietary ZXY500 projected capacitive controllers.

DISIGN acquired the in-foverre glass signage business from AGC Inc. in 2021 with an agreement to develop the technology further. This display solution successfully mitigates light reflection, which typically occurs at the interface of layered substrates because of their different refractive indices.

With a conventional touchscreen system, reflection can occur on the front and back of the touch sensor, and from the display surface, but with the innovative in-foverre structure, reflection only occurs from the

surface of the cover glass or touch sensor, significantly improving visibility (and this can be enhanced further by using anti-glare or anti-reflective treatments).

As the quick-service restaurants (QSR) kiosks are installed in public areas, each touch sensor is made from 4mm thermally toughened glass, delivering optimum impact resistance. They also have an antiglare etched surface that enables them to be viewed in

direct sunlight more easily. Combined with zero air gap, parallax and image visibility are greatly improved compared to conventional higher brightness touchscreen systems deployed outdoors. Together, this enables DISIGN to reduce the backlight brightness of the LCD and thereby reduce the power consumption of the QSR kiosk, saving operational energy costs and benefitting the environment.

One of the unique features of Zytronic's projected capacitive technology (PCT and MPCT) is its ability to accurately respond to touch, even when the user is wearing thick gloves, whilst remaining unaffected by rainwater or dirt on the screen surface. An additional benefit for the user and operator is that the flat, all-glass surface of the QSR kiosk's screen is very easy to clean.

[Zytronic/Multitouch Sensor Technology](#)

New HDMI Quad Input and Quad Output Modules for tvONE CORIOmaster Video Processors



The new HDMI quad input (CM-HDMI-4IN) and output modules (CM-HDMI-SC-40UT) allow expansive set-up across all three CORIOmaster chassis. This allows users to create enormous video walls, projector edge blends, and LED installations or to deploy switcher applications. The modules grow the maximum number of inputs on a 4RU CORIOmaster to 56, while the 1RU CORIOmaster mini can achieve up to 16 inputs or up to 20 outputs.

For the first time, it's possible to create huge video walls with the CORIOmaster mini, with 3x3, 4x4, and 5x4 walls being easily achievable. CORIOmaster micro now has up to eight inputs or eight outputs in a half-width 1RU chassis.

For 4K output applications, the recently released 4K60 output module (CM-HDMI-4K-SC-20UT) is fully compatible with the upcoming M412 firmware release, giving a smoother, more immersive video experience for up to 14 4K60 outputs. Other new output choices using this module include 4K60 output cloning or for

dual, independent, 4K30 outputs. tvONE's dual 4K30 outputs double the amount of 4K outputs available, to allow connection to up to 28 4K displays in 4RU, while the new cloning feature makes setting up repeat displays, duplicated side screens, and screen recording much simpler and more efficient to use.

In conjunction with the upcoming M412 firmware upgrade, the companion CORIOgrapher software has also been upgraded. Presets can now be specifically numbered, which makes programming any member of the CORIOmaster family even easier and quicker while removing automation set-up headaches. This development builds on the recently added layout only and specific window presets, and a cleaner look and feel for CORIOgrapher.

[TvONE/CORIOmaster mini](#)

V2 Indonesia Readies for the Future

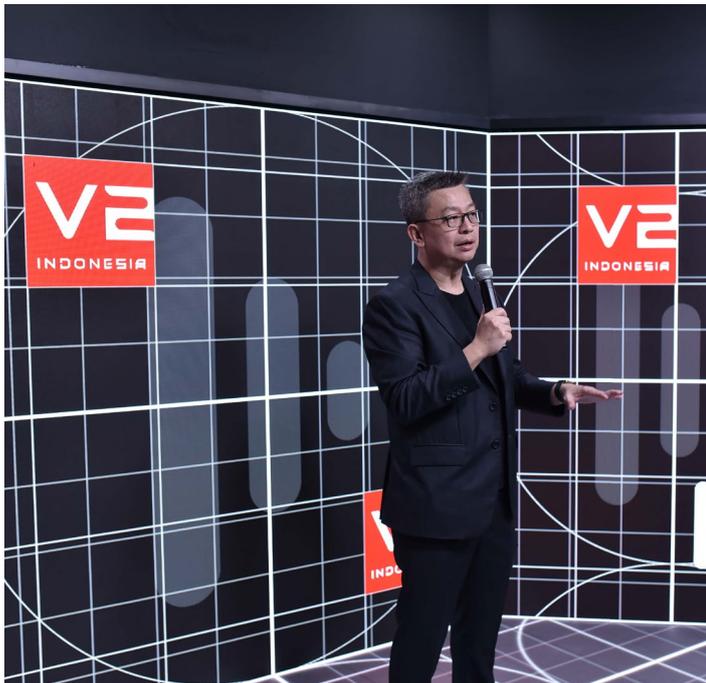


The House of Future (HoF), located at Plaza Indonesia, Level 3, is an Experience Creative Gallery Store for all technology needs, from audio-visual to future technologies (IoT, AI, VR, XR, AR, Metaverse & Robotics), targeted at consumers right up to commercial users. HoF is the brainchild of V2 Indonesia, a subsidiary of PT M Cash Integrasi Tbk (IDX: MCAS).

V2 Indonesia is a company that focuses on high-tech audio-visual solutions and has long prioritised the latest developments in innovation and technology in every activity. "V2 has always aspired to be a technology pioneer by importing and advancing current technologies from around the world. Because we want to be innovators, we needed a space that could help people experience, interact and even try [the technology] for their personal or business needs," said Rudi Hidayat, CEO of V2 Indonesia.



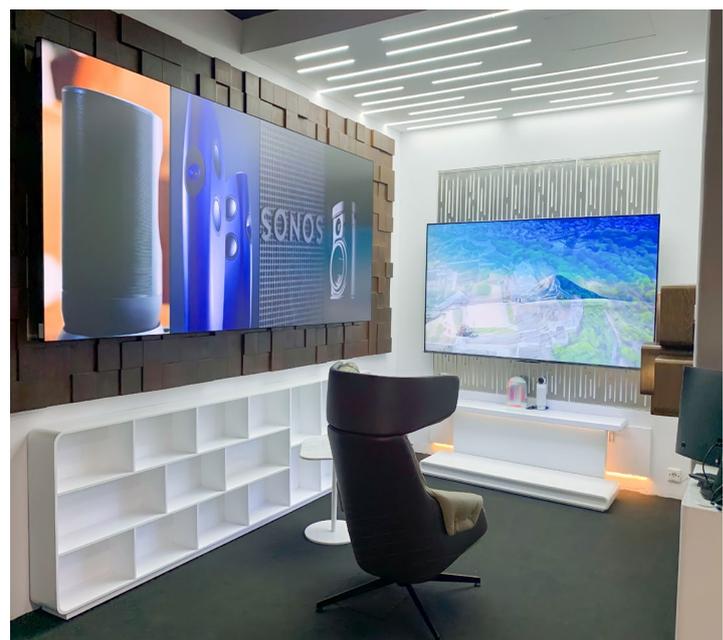
With the theme "Seeing is Believing", HoF presents a high-end and futuristic store appearance. Once inside, visitors are greeted with 3D LEDs that display realistic, imaginative 3D video content. V2 Indonesia has also equipped HoF with Artificial Intelligence (AI) from Intel which can detect and count the number of incoming and outgoing visitors. It is also equipped with a face recognition feature that can identify and confirm the identity of visitors through their faces.



Rudi Hidayat, CEO, V2 Indonesia showcasing XR.

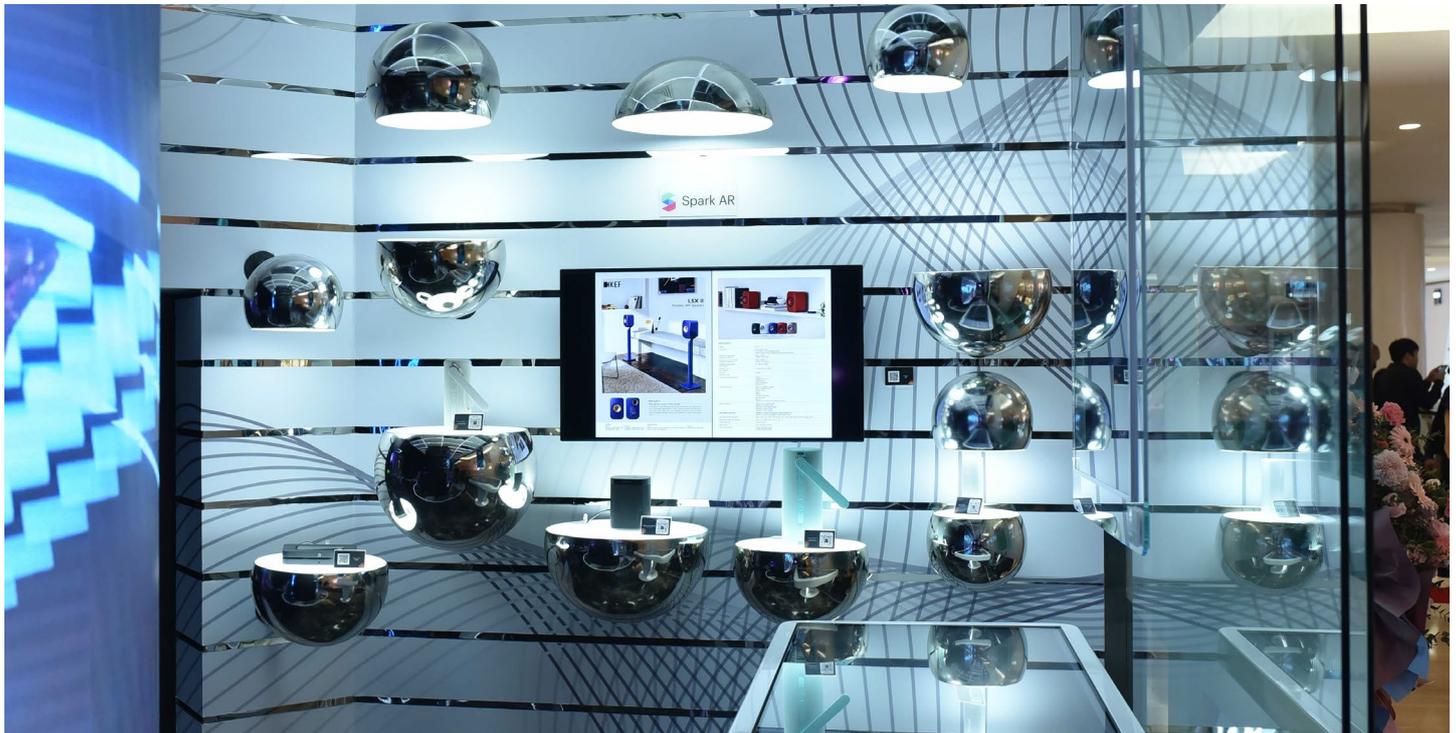
For visitors who want to experience the Metaverse world, HoF has prepared **Extended Reality (XR) and Virtual Reality (VR) zones**. V2 Indonesia has made a breakthrough by venturing into XR technology to support immersive hybrid events in the future with technology from disguise. In this space, customers can experience an extended reality (XR) experience that allows them to blend the virtual into a live production environment to create a fully immersive experience. At HoF, creators such as filmmakers, commercials and other audio-visual content producers are welcome to use the space to produce XR-based visual content directly and experience the outcome.

Collaborating with Meta, HoF also presents a **Horizon Work Room** to be able to conduct metaverse meetings using Meta Quest 2. "We will show clients and customers that this is real, and also to show them how they can have Metaverse meetings through VR. In the future, it will probably be more seamless like using regular glasses; if that happens, we will also update our latest technology," continued Rudi.



Horizon Work Room.

Other than that, a **Podcast area** within HoF can be used to create in-house content or introduce the latest technology from clients and partners. "We welcome podcasters and anybody who wants to showcase their technology, and we will broadcast their content on YouTube to demonstrate Indonesia's technological future. We want to highlight technologies that already exist in Indonesia, not just dreams," added Rudi.



Retail area with Spark AR from Meta

Furthermore, other technology rooms located at HoF include the **Retail area**, a particular room that displays modern advertising differently. IoT (Internet of Things) supports the technology in this room. RFID sensor digital signage and Spark AR from Meta to display Augmented Reality images in motions can also be experienced in this area.

Next is the **Listening area**; this room will give customers the comfort and experience of listening to music with wireless technology and the latest applications, supported by Dolby Atmos. The **Technology Lounge**, on the other hand, is a place where customers can get the best experience for remote-controlled LED display and enjoy VR games experience. Finally, the last room is the **Command Center** using Lighthouse technology, with the world's slimmest depth panel of 2.4cm and 1.5mm pixel pitch, where customers can understand face tracking & IoT technology experience from Intel. The experience of

meetings via the Horizon Workroom from Meta can also be experienced at the Command Center.

To create the best in experience with the latest in technology at the House of Future, V2 Indoneisa collaborated with several brands and partners. These included Meta, Intel, disguise, Visionaries 777, Digital Domain and 99 Virtual Race (99VR).

Digital Domain is the pioneer in creating transportive experiences. Throughout the last 29 years, the award-winning visual effects studio has beefed up its arm of virtual reality and virtual humans globally. "We're glad to join forces with V2 Indonesia at HoF to further pave the way into the Universe and the Metaverse," said Charlie Pai, Vice President of Business Development of Digital Domain.

"Leaning into cutting-edge technologies, we're certain this venue is about to fully enable audiences to embrace exceptional experiences."



Command Center

Visionaries 777, an interactive software solutions company from Hong Kong SAR, is also pleased to join forces with V2 Indonesia at HoF with its application 'Inspekly'. The application aims to improve operational efficiency by digitalising previously manual and time-consuming processes. This includes an agile approach for collecting inspection records, resulting in consistent data capturing strategies that will enhance site awareness through Augmented Reality technology.

Steven Cheng, Visionaries 777 Project Manager said, "The chance to work with V2 Indonesia provided an opportunity to improve our product for the APAC regions. We look forward to future collaborations with V2 Indonesia to deliver excellent tools for the local business. I'm incredibly proud of my team's dedication to this project and their pursuit to create and develop new technologies that can improve businesses across the regions."

99 Virtual Race (99VR) is a platform that encourages everyone to participate in sports as part of a healthy lifestyle. According to that vision, 99VR has committed to delivering a more exciting and immersive sports experience through Metaverse. "We are so glad and grateful for the collaboration with V2 Indonesia in this House of Future," said Stevie Go, Founder and CEO of 99 Virtual Race.

"We hope that HoF will be on top of people's minds when they want to experience, understand and implement technology. We will continue to bring up-to-date technology to HoF so that consumers, as well as organisations, can benefit from this space. In the future, we hope that V2 Indonesia can be a pioneer for every use of the latest technology in the country," concluded Rudi.

V2 Indonesia

Retelling the *Matrubhumi* Story with a Fortified National Identity

India's tryst with destiny is projected in three-dimensional glory on the massive walls of the Red Fort

by Ram Bhavanashi



FACTFILE

Project name: Red Fort *Matrubhumi* story

Project location: New Delhi, India

Project segment: Events

Design Consultant: Knownsense Studios

Systems Integrator: Modern Stage Service

AV Highlight: To bring to life the *Matrubhumi* story through 3D projection at the Red Fort.

Key AV Brand: Christie, Harman Professional, Pixera

Red Fort – an iconic symbol of India's national identity – is as gigantic place as its story is, entwined with the second half of India's medieval history. Spread over a vastly expansive area of over 100 hectares, with a characteristically red sandstone-made defensive wall stretching over 1.5 mile with varying heights, the seat of Mughal empire glory is a saga of over 350 years that is topped by Independent India's tradition of making it centrestage for celebration of two most important national festivals- Independence Day, and the Republic Day every year.



This UNESCO World Heritage Site, has recently added yet another glory- of projecting in 3D the “Matrubhumi” story on its massively spread frontal wall. *Matrubhumi* – or *Motherland* in English – is the story of India since the beginning of its antiquity and its progress into the future. Simply said, it’s the story of ‘India’s tryst with destiny’ retold, in sync with the celebration of *Azadi ka Amrit Mahostav* (75 years of Indian Independence).

New Delhi-based Modern Stage Services, and Ahmedabad-based Knownsense Studios – both known for creating multisensory experiences with audio-visual technology – had the rare pride of enlivening the *Matrubhumi* story.

An SIA exclusive:

The Ideation

Red Fort – a name that is part of the psyche for most Indians – is not just a place; it’s a grand structure of a saga. A seat of monarchical authority for over 200 years, and a modern symbol of India’s national identity,

the massive 1.50 mile strong walled fort assumed yet another great storytelling significance recently- the story of *Matrubhumi*, or the Motherland.

When the Ministries of Culture and Tourism in a joint initiative decided to create a grand story-telling event that presents in a nutshell all the glory the country characterized since the beginning of its antiquity, and its journey into the future, it appeared it couldn’t have had a better place and setting. For, the massive fort has been the venue of the country’s two most important national festivals – the Independence Day and Republic Day – celebrated on 15 August, and 26 January respectively every year.

Two- the very ideation of the event – *Matrubhumi* – is so unique that it projects country’s identity as a nation, as a race, a civilization, bequeathed over the millennia, and evolved from time to time, assimilating the newly flowing steams. It’s an encapsulation of the wisdom, valour, variety, and veneration that the country presented to the world that is born and grew ages after the country mastered it all.

Considering its physical setting, as well as its significance it occupies in India's contemporary history, it was, perhaps, the best venue to present what the country is all about for today's world.

As a matter of sheer stats, the initiative was to create a 30-minute event of 3D projection mapping detailing the legacy of India in all its radiance. The narrative commences with the ancient glory of the land as a womb of civilizations and dynasties; the birthplace of spiritual sages and saints; and the carpet of culture and traditions. It moves on to the turning points in history vis-à-vis the Freedom Struggle- highlighting the invincible spirit it characterized for centuries, and its transformation Post-Independence towards the Atma Nirbharta (self-reliance).

The (S)takes of the Story

The due diligence through the relevant ranks in the Ministries of Culture and Tourism saw the coming together of two of the most reputed brand entities in the multisensory experiences domain- Modern Stage Service, and Knownsense Studios, the systems integrator and content & design consultant for the project.



"The Red Fort is a world-famous landmark, and its main entrance – Lahori Gate – is of great significance as it was the spot where the Indian national flag was raised

for the first time on August 15, 1947, declaring the country's independence," says **Pratik Wadhwa, CEO of MSS World**. "It is, therefore, a great honour for us to be

involved in this remarkable projection mapping show," he declares. "We have pulled out all the stops to deliver a highly engaging and fascinating multi-sensorial experience."



The Knownsense Studios Team.

Says **Himanshu Ghosh, the Founder-Director of Knownsense Studios**: "We aimed at showcasing the story of India that all of us know, but in a very different perspective - a country that can grow from nothing to becoming self-reliant and supporting other economies in just 75 years, and has such a glorious history, can achieve so much more!"

According to him, the objective of the initiative was to revive India's history to breathe design into the visuals, incorporating recent achievements to convey the message of self-reliance, with inclusion of soulful music to instill the spirit of nationalism.

"The underlying message had to be the fact that India has come a long way since its independence."

While the vision and purpose made it truly exciting and prideful, the physical setting of the venue made it all

the more challenging. **One-** the surface is one of the roughest and toughest too, with as many as 223 feet long, and 180 feet high, apart from being a red and white sandstone structure posing dark and light colour challenges.

Two- the thematic nature of the show was in contrast with the texture and geometry of the venue; evolving and maintaining a perfect sync between the two was of paramount importance so that no layman can differentiate whether it was the play of multiple projectors, or the wall itself was delivering an epic experience.

Three- both the content, and the context needed a thorough research and understanding of the context before evolving a model.

Four- because the projection mapping was being done on the outdoors – on the facade of the Red Fort – the placement of projectors to capture the massive 223 feet long and 180 feet high wall was a real challenge.

According to the Knownsense chief, their team – in close association with the SI – had to make multiple trips to the venue, do thorough research through literature and other sources on one side, and multiple projection placement and colour tests on the other, before they could arrive and agree on a compelling story-telling script.

“Each and every word of the script was given a mental image during the script reading sessions,” states Himanshu. “As the visualization intensified, storyboards emerged with ideas and designs that could be incorporated,” he explains. “The idea was to convey the words through the visuals in such a way

that they could resonate with the audience’s minds and their imagination.”

Images were fitted in a sequence onto the 3D model of the facade to lend the seamless appearance that they were painted on, he elaborates. “After all, what matters is being able to strike a connection with our shared human past through these very heritage sites where history was engraved.”

The Audio-Visual Gear

Coming closely on the heels of the *Beating the Retreat* event, held at Vijay Chowk post-Republic Day, it was decided to have their trusted technology partners Harman Professional and Christie Digital for the audio-visual set-up at the Red Fort as well.

Evidently, the numbers and stakes were high on the high walls of the fort.

As many as 19 Christie D20WU-HS laser projectors have been roped in, to beam the content in a blended fashion on the Fort’s Lahori Gate side frontal wall. Considering the challenging dimensions of the venue, and the context, the install team had to mount the projectors with a wide colour gamut to reproduce real-world colours, in relation to the projection surface and in relation to the audience, whilst keeping in mind the power supply.

According to Pratik who oversaw the install process to its finest detail, the D20WU-HS projectors are housed in projection towers overlooking the Lahori Gate and surrounding walls. “Their compact, lightweight and omnidirectional capabilities provided us with a lot of installation flexibility, reducing the on-site



complexities,” says Pratik. “As a result, we were able to confidently deliver this one-of-its-kind, large-scale visual and cultural spectacle on time.”

Ranging in brightness levels from 7,000-20,000 lumens and resolutions including WUXGA, HD and 4K UHD, the Christie HS Series offers a powerful, reliable and cost-effective option for almost any high-use application. Setting benchmarks in brightness, colour accuracy, power requirements, and form factor, the HS Series pushes the envelope of what’s possible with 1DLP technology.

Audio component comprised Harman’s VTX V25 loudspeakers and G25 Subwoofers.

However, an interesting spec of the install at Red Fort is the deployment of Pixera Media Servers with custom hardware and software finetunements.

“It was all done by sheer dedication and excitement of the aura the event carried,” says Pratik. “We’re glad we were able to achieve it in perfect sync with the requirement.”

The show received such an overwhelming response from people that the organizers have declared that *Matrubhumi* will stay a permanent fixture at this venue for the next two years, so that visitors from India and beyond can also enjoy the captivating light and sound show.



Says an exultant **Rishubh Nayar, Sales Director for India, Enterprise, Christie:**

“We are delighted that the Christie HS Series has been chosen to illuminate the legendary Red Fort for this highly anticipated

cultural extravaganza, which also marks our 100th permanent projection mapping installation in India. We are immensely grateful to all our partners who stood by us steadfastly all these years and placed their trust in our products to deliver these awe-inspiring visual experiences.”

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