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Show Review:
InfoComm Southeast Asia

Feature:
Pro AV Market Watch 2023

Interview:
Kramer AV: A Cultural Manifesto of Huspah



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From the Show Floor at InfoComm Southeast Asia



PUBLISHED BY

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“

“Video over IP will be the technology that will continue with higher levels of deployment in 2023 and onwards. Having said that; current trends support the belief that Unified Communications and Collaboration will become a more ‘off the shelf’ procurement process, with lesser involvement of consultants and AVSIs.”

”

Kelvin Ashby-King

principal consultant, Clarity Consulting

As ISE beckons, we chat with Mike Blackman, managing director of ISE, about what we can expect in the 2023 edition. Talking about expectations, our Feature tries to shed some light on the Pro AV industry in Asia for 2023 - what are the challenges and opportunities, and what the AV industry needs to pay heed to. This being our last issue for the year, we wish everyone a joyful end to 2022 and an invigorating 2023. Thank you for your readership and support.



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YOUR SPACE. OUR PASSION



Making the World More Colourful



Absen KL3 LED display at the Shanghai Transportation Hub OXO city.



An impressive 50,000 installations of Absen LED displays are spread across the globe. The company is not sitting on its laurels but continues to push technology advancements with the mantra of wanting to make the world shine more

*and make people's life more colourful. SI Asia chats with **Luo Yanjun, board director and vice president of Absen**, in this exclusive interview.*

Please give us a brief about the company.

Established in 2001, Absen (SZSE: 300389) is the world's leading LED display products and service supplier. Absen's products are exported to more than 130 countries and regions in America, Europe, Australia, Asia, Africa, etc. They have been used in



Absen Shenzhen HQ.



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Absen manufacturing plant in Huizhou.

the Presidential press conference in China, CIIE, FIFA World Cups, NBA games and Times Square.

Delivering more than 50,000 installations, Absen produces best-in-class products for DOOH, rental & staging, commercial display, data visualization, conference and virtual production markets, with the export volume of LED products being Number One for 12 consecutive years.

With headquarters in Shenzhen and a manufacturing base in Huizhou, Absen now has more than 2,000 staff and 13 overseas subsidiaries and offices in the USA, Germany, Russia, UAE, Japan, Mexico, and Brazil, making its collective knowledge and expertise available to customers worldwide. The advanced automatic production machines, modernized laboratories and professional teams in management, R&D, production, sales and services enable Absen to secure stable product quality, scale expansion, standardized production and fast delivery.

Under the leadership of such a trusted brand, the Absenese have been devoting themselves to building it into a leading global brand providing LED applications and services.

What are the company's specialities?

We have two business segments, mainly manufacturing LED displays as a leading global LED display solutions and service supplier. Another one is the conference service industry.

What are some of Absen's key milestones?

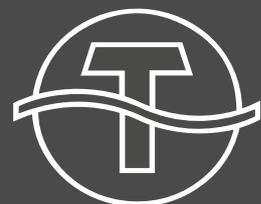
1996-2004: initial start-up stage

Absen was established.

The business direction was clear, and the original accumulation was completed.

2005-2014: high-speed growth stage

Absen started the exploration of the international market business took off, and overseas branches were established one after another.



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2014-2017: Exploration and development stage

Absen was publicly listed. The Huizhou intelligent manufacturing centre was put into production, and global business growth accelerated.

2018 to present: Restart-up stage

Rebuilt process-oriented organization based on advanced management systems and released the Absen corporate culture 4.0

Why are LED displays growing in popularity?

There are a couple of reasons. LED displays have enabled noise-free images and maximum vividness with ever-smaller pixel pitches and HDR technology. They feature a higher contrast ratio, a wider colour gamut compared to LCDs, and a longer service life than OLED displays.

The other reason is that High-End Small-pitch LED display panels can be seamlessly connected to large UHD screens of different sizes and shapes to meet various needs. As the main device of a modern digital system, full-colour LED displays play an increasingly important role in urban construction, intelligent security management, video conferencing, aerospace, High-end commercial display and many other fields.

Where does Absen see opportunities and why?

1) Virtual studios: xR Studios, such as those in Alvernia and Hengdian, have come into existence with the development of digital technology, making “LED screen x xR technologies” a powerful solution to replace the green screens. The traditional film-making process, including pre-production, shooting and post-production, is linear, which often leads to

a surge in workload due to its lack of flexibility. As a perfect solution to such a bottleneck, xR production brings endless possibilities for movies, TV programs, concerts, etc.

2) Immersive exhibitions: It's an immersive and visually striking space enabled by projection mapping and 3D technology. The immersive experience can better meet visitors' needs with well-rounded sensory enjoyment while endowing the exhibition hall with new vitality by adding a touch of technology so that every visitor can enjoy the exhibitions even when they are overwhelmed by the information.

3) Home theatre: the matured COB technology and the continuous optimization in pixel pitches and image quality have made LED displays applicable to more scenarios and brought various market expansion opportunities. In recent years, movie theatres have become a significant market entry point for small-pitch LED screen manufacturers in the film industry. The companies keep introducing small-pitch LED TVs and home theatres with higher resolutions and smaller sizes. These 100” or so models are perfect for watching movies, thus gaining popularity in the film industry.

What new technologies will impact the production of LED displays?

As Micro LED is ushering in an era of industrialization, chip manufacturing, packaging, and display installation will all be profoundly affected.

What is the future for LED displays in terms of technology and use?

- 1) Giving full play to the advantages of large, seamless screens with a focus on the application scenarios for displays above 100”.
- 2) Meeting the needs of XR, metaverse and other popular virtual spaces.
- 3) Moving from passive-matrix displays to active-matrix displays and developing ultra-small pitch products to meet consumer market needs.

Does Absen have a sustainability policy?

Absen advocates green, low-carbon, energy-efficient and environment-friendly production with sustainable development as the enterprise tenet. It has been honoured as “National High-tech Enterprise”, “Enterprises that Keep Contract and Value Credit in Guangdong Province”, and “Shenzhen Prestigious Brand”, and certified by ISO 9001 quality management systems, ISO14001 environment management systems, QC080000 Hazardous Substance Process Management System, OHSAS18001 Occupational Health and Safety Assessment Series. Most Absen products are qualified for European and American standards like CE, RoHS, ETL and EMC.

Which project has had the largest deployment of Absen LED solutions to date?

That would be the Shanghai transportation hub – the OXO city project where 1800m² of Absen KL3 displays were installed in October 2020.

How does Absen keep ahead in this very competitive space?

We will continue to promote domestic and international marketing to keep steady global growth. We will systematically implement our business plan in four dimensions, namely brand, channels, products and organization, to achieve our strategic goals. With cutting-edge technologies as one of our core competencies, we will maintain a good business reputation and promote a win-win business philosophy.

What is your hope for Absen’s immediate future, five years down the road and much longer term?

In pursuit of excellence, we are committed to providing the best products and services for our customers worldwide. We want to make the world shine more and make people’s life more colourful.

We will continue to maintain the integrity and lead the industry. Build a commercial civilization that promotes honesty, high quality, responsibility, and mutual success.

We aim to continue building Absen into a leading global brand providing LED solutions and services.

Absen



Barcelona Beckons with New Technology Zones and Conference Programmes



As Integrated Systems Europe (ISE) gears up for 2023, there is excitement on the ground. SI Asia speaks to **Mike Blackman, managing director, ISE** on what we can expect at the show.

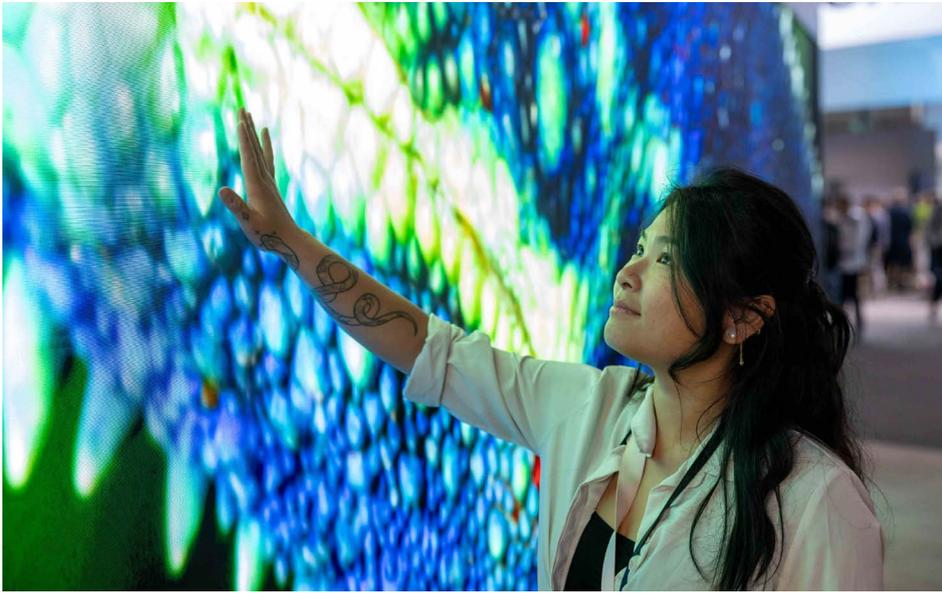
Though ISE did kick off its in-person show this year, there is a feeling that next year will see a return of more visitors and exhibitors and the return of the "enthusiasm" from past ISE shows. Your comment.

Following an enthusiastic response from the industry this year, ISE is returning with an even bigger show in 2023. Exhibitor space is already just under 52,000 sqm, which is over 30% larger than in 2022. With the

exhibition floor filling up and even more features than last year, it's a great sign that people are ready for ISE 2023.

The show floor is looking excellent already, with more than 800 exhibitors confirmed and more to come, leading names such as Absen, Blackmagic Design, Barco, Christie, Crestron, Google, KNX, LANG, LG, Logitech, Panasonic, Samsung, Shure, Snap One, Sony, and many more, will be on the show floor. It's shaping up to be a fantastic show.

There's definitely an exciting buzz around ISE 2023 - ISE is an essential part of the calendar for the AV industry. It is where globally important brands launch products, where people come to see, hear, and experience the products, services and solutions that are transforming attractions, retail, hospitality, education, the corporate environment, live events and so much more. It is a chance to meet people, do business and make connections that deliver real business benefits. And of course, it is a place to come to be inspired, to learn and develop skills.



What can we look forward to at ISE 2023?

As well as leading names in the industry exhibiting, there's plenty to experience at ISE 2023.

Once again, we are using Technology Zones to group together exhibitors with similar technologies; this approach makes it easier for attendees to find and compare the solutions they are looking for and saves them time. The Technology Zones are:

- Unified Communications (Hall 2)
- Education Technology (Hall 2)
- Residential & Smart Building (Hall 2)
- Multi Technology (Halls 3 & 5)
- Digital Signage & DooH (Hall 6)
- NEW Content Production & Distribution (Hall 6)
- Audio (Hall 7) and NEW Audio Demo Rooms (Hall 8.0)
- Lighting & Staging (Hall 7)

New to ISE 2023, the **Content Production & Distribution Technology Zone** in Hall 6 will highlight technologies and solutions used in content production and distribution. An additional 70 exhibitors can be

found in the other halls reflecting this as a growing market sector for AV systems integration professionals. Also new are the **Audio Demo Suites** in Hall 8.0, with exhibitors including Martin Audio, Holoplot, Void Acoustics, AED and d&b audiotechnik.

Make sure you visit the thriving Congress Square area, right at the heart of the venue. It is a bustling area packed with innovations and

interesting booths including the Catalonia Pavilion, the Barcelona City Council, the inspiring Discovery Zone, ISE's Influencer & Impact Lounges, the International Showcase as well as a dedicated networking area.

Not to be missed! We're excited to introduce our opening Keynote Speaker for ISE 2023, **BK Johannessen, Unreal Engine business director for Broadcast and Live Events at Epic Games**. The keynote titled "All Paths Lead to Real-Time" takes place at 17:15 on Tuesday 31 January in the Conference Suite CC4.1. As industry after industry adopts real-time visualisation technology, Johannessen will discuss how content creators are applying innovations from the games industry to their projects - from cutting-edge broadcast virtual production studios to real-time graphics for media & entertainment, live events, architecture, and more.

We'll also be offering a comprehensive four-day conference programme, as curated by ISE co-owners CEDIA and AVIXA, running alongside the show. The highly anticipated conference agenda will consist of:



- Smart Building Conference
- Digital Signage Summit
- Control Rooms Summit
- Content Production & Distribution Summit
- Smart Home Technology Conference produced by CEDIA
- Education Technology Summit
- Smart Workplace Summit
- Live Events Summit

This year conferences will take place away from the bustle of the show floor. Located in two CC Suite rooms above the show floor, the new space provides a dedicated area for absorbing high-impact panel discussions and thought-provoking keynotes.

What are your hopes and aspirations for ISE 2023?

This year, we're really focusing on 'your immersive experience', where we'll be taking visitors' immersive experiences to the next level at ISE 2023 with state-of-the-art technology from leading names in the industry.

Over the years, ISE has grown in both physical space and in its offerings to visitors. We've been focusing on expanding our audience to include various market

sectors such as live events, venues, education, retail, and many more, to make ISE an inclusive experience. We're excited to see this reflected more on the show floor and through our conference programme.

What would you recommend for those visiting Barcelona for the first time?

The vibrant city of Barcelona is known for its beautiful architecture, glorious beaches, enticing gastronomy and much more, so as well as a rich programme of content for ISE 2023, there's plenty to explore outside of the show. We'll be encouraging visitors to explore the city with a number of activities happening during the week and into the weekend, using the power of AV, systems integration and lighting. Llum BCN, festival of the light arts, takes place from 3 - 5 February and we are delighted to be headline sponsors, so explore the city and be inspired!

Use our code **systemsintasia** for free registration to ISE 2023. Integrated Systems Europe, ISE 2023, will take place at the Fira Barcelona Gran Vía on 31 January – 3 February 2023. For more information, please visit www.iseurope.org

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Comparison Chart of
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Model	VWC2-M4	VWC2-HPro	VWC2-TPro	VWC2-B	VWC2-ROC
Structure	Modular design	Modular design	Modular design	Fixed chassis	Fixed chassis
Max Resolution	4K30	4K60	4K60	1080P	4K60
Color Depth	8bit	8bit	12bit	8bit	8bit
Scale	Up to 168x inputs, and 144x outputs	Up to 168x inputs, and 144x outputs	Up to 148x inputs, and 80x outputs	4x4, 4x8, 8x8, 4x12, 12x12	4x4, 4x8, 4x12
Control Method	Web, App	Web, App	Web, App	Software, APP	App
Audio	Not support	Support	Support	Not support	Support
HDR	Not support	Not support	Support	Not support	Not support
Live Preview	Support	Support	Support	Support	Support
Background Image	Support	Support	Support	Not support	Not support
Scrolling Text	Support	Support	Support	Not support	Not support
Banner	Not support	Support	Support	Not support	Not support
IP Stream	Support	Support	Support	Not support	Not support
Embedded LED Sending Card	Not support	Support	Support	Not support	Not support
EDID	Support	Support	Support	Support	Support
Port & Card Backup	Not support	Support	Support	Not support	Not support
Cascading to Expand	Support	Support	Support	Not support	Not support

Kramer AV: A Cultural Manifesto of *Huspah*



For over four decades, the audio-visual world had seen Kramer. What it did, what it stood for, and what chutzpah it characterized. The AV world had been seeing too the new Kramer, what it's been resonating and rolling out as part of its 'Go-to-Market' vision. The Tel Aviv-headquartered AV major had recently opened its latest and fourth R&D centre in Noida, India, as part of the same mission, nay, passion.

The company CEO Gilad Yron was in India for the event, and SI Asia's Ram Bhavanashi caught up with the energetic and enthused chief he appeared to be. Excerpts:

SI Asia: It's been roughly 18 months since the time you took over the reins at Kramer's transformational journey. How much transformation you think you have been able to bring about? and in what direction?

YRON: First of all, I would want to stress a bit on the term transformation. Unlike revolution, there is a lot of respect to the legacy and history to this term. With regard to this, the biggest challenge is to analyze the amazing assets that Kramer has created in the last 40 years, and to take them together with the new intent and direction into something new which is a combination of legacy and outlook for the future.

We are very much on track; we have a three-year transformation strategy in place. We call it- learning and planning; transforming; and scaling up. So, we're on track in most dimensions. There are a couple of dimensions that any transforming organization will need to address, and one of them is the customer, which we're addressing by our 'Go-to-Market' strategy.

There have been some major changes in this 'Go to Market' strategy, and an important aspect of this initiative is bringing in some key geographies, new leadership. Kirti is one of them. One of our bright leaders, she has brought new spirit and energy to the team. So, by bringing new blood to the leadership ranks, we are changing completely the regional structure. While the main company is centred around the headquarters, it's about shifting the centre of gravity towards the regions, or the customer in the main.

So, we established new regional centre here in Asia, as well as globally. As you have known, Kramer today is being led by three Presidents from as many Go-to-Market regions. Marc Reymond here in Asia, Roni Klein in Europe, and Amit Anickovsky leading in the Americas. But more than that, we realize we are maximizing enough the potential of the market. We want to make sure that we will become the vendor of choice- not for some of the deals, but for every deal.

Having said that, we do reckon it is easy to say, not so easy to achieve. Because we need to ensure we are addressing the customer needs from multiple fronts. Being a product manufacturer, we need to ensure that our product portfolio addresses most of the customer's needs. We need to ensure we are part of the ecosystem; we know that we're not alone in this environment, which is why we need to ensure we have the best-in-class solutions and support.

We also need to ensure we're moving from selling low-cost transactional deals – as have been some cases, not all of them – to high value sales, and be a consultant for the client. This is where our transformational initiatives on go-to-market happens.

In order to complement that, we need to transform the other parts of the organization. As we spoke about the ecosystem, we recently started to enrich and expand our ecosystem. We signed agreements for partnership and co-certification with Jabra, Sony, Logitech, and others to further our vision in this direction.

Secondly, that we're a products and solutions company, we create differentiation and value-adds through technology. For the last 18 months or so, we have been investing heavily in our R&D to accelerate our initiatives not only in software development but also on our infrastructure layer.

SI Asia: We're given to a perception that there in an increased degree of empowering regional leadership ranks outside Israel. Would you please qualify that to a reality level?

YRON: While we're proud with our Israeli legacy, we are also humble enough to admit that not all the wisdom sits in Israel. With that understanding, and given our

global vision for acquisition of competencies both for pushing our R & D initiatives to develop newer and better products as well as address the needs of more and more customers with better efficiencies, we needed these measures.

Having said that, it is important to understand that Kramer has one R & D- regardless of its physical locations. It is all orchestrated by the same strategy, same vision. There is nice syncing among the four different physical locations that we have now – one each in Canada and the USA, and now in India, apart from the one parent R&D in Israel – they all are part of one R&D.

SI Asia: About shifting the leadership gravity to regions- can it be taken a a plain departure from what was seen as a long-trusted path of the erstwhile Kramer?

YRON: Partly yes. I talked about scaling up the business. We cannot scale up the business sitting in Israel. For me, having spent almost four decades in front of customers, it is important to understand that regional heads will have a better understanding of the respective markets than for those sitting in headquarters. Clearly, Kirti here in India will have better insight into Indian market than me, or someone sitting in Israel. So, she needs to have the requisite power to take critical decisions relevant to this market. Similarly elsewhere.

I'm a great believer in bringing the right people to give them the freedom to operate to excellence. I'm spending most of my time to ensure we have right people to take the decision and they can lead.



The Lotus Board room in the Noida office.

SI Asia: How do you look at the legacy of the erstwhile Kramer? In what many/few ways the new Brand Kramer has benefited from it?

YRON: I think Kramer has been famous for being the one to walk the extra mile. This extra mile is not trivial. It truly stays and strives on the culture that the company has institutionalized. Not only the slogan, the marketing and interpersonal interactions, it's been made part of the company culture where we put the customer at the centre. This is something that we need to cherish, foster and enhance.

The question is how to do it, particularly when you are scaling up your business. It may be easy to do, if it is a family-owned business, or small time. But for a global company like Kramer, it is important to carefully evolve that vision. So, part of the change that we did was to clearly draft and articulate our cultural manifesto. So, Kramer – across the globe – speaks the same

language and value system. A value system that puts the customer at the centre.

In Hebrew, there is a word called *huspah* (chutzpah in English) which is today a global term. In a way, it means, if someone closes the door, you will open the windows, and if someone closes the windows too, you will knock down the walls- this is Israeli *huspah*. This is the kind of value system that we are trying to encourage and ensure it becomes our culture across our locations and it reflects in our approach towards customers.

SI Asia: With 1000+ products & solutions on the inventory, what kind of challenges you see in realizing this vision?

YRON: I see a three-dimensional challenge. The go-to-market and our ability to bring our products and solutions to the customers; the products and technology focus – you know we're the OEMs and not

distributors – and the most important thing though is the people and culture that we have nurtured, and want to maintain as we grow.

In the last 18 months, we recruited 200 personnel. It is very very unique, for an AV company. It does bring both benefit and challenges- the work culture, sense of belonging, professional growth et al. This is my challenge. On the technology side, how to bring the most innovative products; on the culture front, how to transform the company to a new culture which is even more customer-centric; and on the go-to-market front is truly how to sharpen our skills in way that we serve our customers in the best way.

SI Asia: How much distance you believe you have travelled in the direction?

YRON: Vision is never static; it's a constantly on-going journey that will never end. We do have a clear plan which is not a day, or year thing. We're on our plan. There are always some bumps and challenges, but in general, I would say, I'm very very pleased and happy with our progress. The most heartening thing is our financial health. Even in the economically stressful period, we have grown stronger and stronger. I'm also seeing the improvement in every part of the organization.

With regard to India, it's a huge endorsement of our commitment to Indian market. And this investment and initiatives will continue. It's part of our strategy to shorten the distance to the customer on all fronts. It's much larger than the go-to-market vision. If I can sync and put in one room, the R&D developer, the software engineer, alongside our technical support and sales, there is a clear flow of information from the customer

upto the desk of the engineer who writes the codecs for the particular need. That would be amazing.

The synergy that it will get by putting both the sales and R&D personnel in the same room will be amazing.

SI Asia: Does this R&D focus only on the software part? Or any hardware manufacture plans on the anvil?

YRON: Not in the near future. It's a process from a country perspective too. This is only the first step, and we have a long way to go. If I look into my organizational structure, as much as 70 per cent of our personnel are on software functions. It is a major part of our growth. While we are very strong in hardware as it is, but most of the product magic will happen on the software competence and innovation.

SI Asia: What is the next biggest thing that APAC AV, and Indian AV can expect from Kramer?

YRON: In terms of product, we will have to wait till the ISE 2023, as we will have some six to seven new product announcements at the event. That would be our platform of product announcement.

In terms of India, 2022 was one of the best years for us. We see a major momentum for our business, largely due to the amazing execution of jobs by our team. We also see a higher coalition between the developer teams and customer needs. Given the convergence momentum taking to the current market moment towards more and more hybrid offices creating huge opportunities for our growth.

Kramer AV



Kramer CEO & Team at R&D Centre launch.

Kramer Opens Research & Development Centre in Noida

INDIA: Kramer, the leading audio-visual experience company, announced the opening of a new R&D (research and development) centre at Noida, India. This is another step in its global expansion and strategic investment in new software products and solutions

The new R&D centre is an extension to its global R&D organization with offices in Israel, the USA and Canada. Kramer has invested in a state-of-the-art 1,000 square metre office including an R&D lab, sales centre and advanced meeting and collaboration spaces.

The centre will be driving the development of applications and software solutions in the UCC space, a sector where Kramer is seeing huge growth and interest from its global customer base. This is being driven by the hybrid models of working now commonplace worldwide, and the need for

high quality, secure audio and visual collaboration solutions. The company will be recruiting locally for a number of software development positions.

An audio-visual pioneer with over 40 years of experience and more than 20 offices worldwide, Kramer wants to create immersive experiences that transform the way people engage. Based on an open design, Kramer's solutions work with most technology brands, with a specific focus on the education, government, defense, and enterprise sectors.

"We invest a double-digit percentage of revenue every year in innovation. As part of our goal to build strong R&D capabilities around the world, India offers a huge opportunity in terms of talent and extending our geographical reach," Gilad Yron, CEO at Kramer, who inaugurated the centre, said on the occasion. "We're excited about the potential our Noida R&D centre brings to expand our offering in the UCC space as well as other software centric products. Shortening the distance between our customers and the product development is an important pillar of our strategy which can be seen in every R&D centre we have. The Noida R&D centre follows the same direction."

Dorit Bitter, VP of R&D at Kramer, added: "The 'physi-digi' world we live in requires innovative solutions that drive productivity and collaboration, both virtually and in person. Kramer's vision is to meet this demand by creating technology that powers the world's most intuitive end-to-end audio-visual experiences. Developing software applications, particularly to support the UCC sector, is a top priority, and we're confident that our new R&D center in Noida, India will help us to remain a leader in this field."

Kramer AV

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In just two years, the world has been epically transformed. Businesses are readier than ever before to embrace new technologies and opportunities. The technology industry is introducing new products and solutions at a faster pace. Cutting-edge innovations are constantly being developed, perpetually redefining the future marketplace. And Beijing InfoComm China is where the world meets to discover it all.

This year, the action begins not just at the Show. Purposeful solution-seekers can search up, engage and book meetings with relevant exhibitors even before the event. Cut to the chase and dive straight into deeper, more meaningful conversations at the Show. Spend valuable time saved exploring other products and solutions on the show floor.



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Metatech Installs Next-Gen L-Acoustics KARA to Battle Reflective Wall Surfaces in Church of God

PHILIPPINES: Located about 30 kilometres from the Philippine capital of Manila, Dasmariñas City has seen explosive growth in recent decades. Founded in 1990, the Dasmariñas Church of God (COG) serves as a beacon of hope and light for both the local population and the wider Manila metropolis. Originally housed in a small rural complex, COG's growth led the worship team to build a dedicated five-storey Generation Blessing Building in the heart of Dasmariñas to serve their current 15,000-plus congregation better.

COG reaches out to parishioners and locals with an open-all-week plethora of offerings including a fitness centre and sauna, a café, a dance studio, a photography studio, music classes, and more. But the

heart of COG's ministry is the eight worship services offered every Sunday in the main, 2,000-capacity hall and an overflow, 600-capacity smaller hall. Altogether, COG welcomes over 20,000 people on any given Sunday. To ensure the ministry's message is communicated clearly, the church required both halls to be equipped with dependable audio systems.

"We want to give the congregation and visitors a great worship experience, an experience in which they will hunger to come back for more," said head pastor Dr Anthony Velasco of COG Dasmariñas. "Our work is to share the Gospel of Jesus Christ with the lost in the city. The main hall is one of our avenues to accomplish this mission. Through the performance of live worship songs, vocal clarity and full-range music from backing band are top priorities."

L-Acoustics certified provider distributor for the Philippines, [Metatech](#), has been servicing the church's audio, video, and lighting needs since 2012. Metatech worked with COG to address poor acoustics due to reflective wall surfaces. At that time, they installed a combination of acoustic treatment and a sound system based on L-Acoustics Kara.

Earlier in 2022, Metatech was once again tasked with upgrading the audio system in both the large and small sanctuaries. COG chose to upgrade the first-generation Kara to Kara II with the addition of Panflex. horizontal directivity to better focus sound on the audience area only, avoiding unwanted reflections from venue walls. "The upgrade was quick and budget-friendly as we could upgrade COG's park of Kara to Kara II using upgrade kits," said Wayne Gutor, L-Acoustics product manager at Metatech.

Using Soundvision to predict SPL and coverage throughout the room accurately, Metatech, as well as

application engineers from L-Acoustics, designed a Left / Right system for the main sanctuary composed of two flown arrays of 8 x Kara II each, with 3 x SB18 subwoofers flown behind each array. A ground stack of 2 x SB28 subwoofers at the centre stage provides low-frequency extension L-Acoustics 8XT coaxial boxes are placed along the stage for front-fill, while 4 x 12XT boxes are installed beneath a balcony ceiling. 6 x 12XT act as monitors for stage performers and the entire system is driven by 5 x LA8 and 3 x LA4X amplified controllers. Metatech configured the system and conducted one-on-one training for the church's technical team.

"Our objectives for the Church of God's mission are met with this new system. The current and future members of our congregation will be able to experience a life-changing worship service that they will never forget. L-Acoustics has helped us to achieve this with the high-quality sound system playing a major role in our everlasting mission," praised Velasco. "Along with positive feedback from members of our congregation, sound engineers from other churches have visited us and benchmarked the sound of the L-Acoustics Kara II system in our main hall as a point of reference in terms of quality. My team and I are greatly humbled.

L-Acoustics/KARA II

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David Wong (Generation AV) and the DLPro team

HH Electronics Continues Expansion of Asian Distributor Network with Vietnam and Cambodia

ASIA: Part of the Headstock Group of companies, audio systems manufacturer HH Electronics has been actively growing its distributor network throughout Asia during the past year.

In partnership with Generation AV, the company continues to increase its presence and activity within the market and is highlighting the appointments of **Fast Technologies** in Cambodia and **DLPro** in Vietnam as proof of its ambition to build a firm footprint in the region.

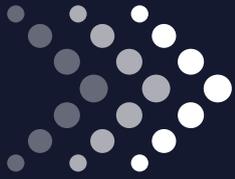
Commenting on Fast Technologies' appointment as the official HH partner for Cambodia, CEO Sounin Chan commented: "We are excited to be chosen by HH as its distributor. The UK-designed product range is of the highest quality and is very competitively priced for the Cambodian market. HH Electronics' products will be a great asset for our dealers and system integrators in the fixed installation and

MI retail markets. We have great confidence in the products and look forward to building the HH brand in Cambodia."

In Vietnam, DLPro's CEO, Sau was equally happy to partner with HH: "I'm very pleased to be granted the rights to distribute HH Electronics' products in Vietnam and am proud and happy to be a part of the HH family. I strongly believe that HH is a very promising brand for Vietnam's AV market."

Ian Wright, Director of Global Sales for the Headstock Group, does not doubt the value of the new partnerships: "We've only been working with these fine companies for a relatively short time, but they've already done incredible work to introduce the HH brand to their respective markets. Both have met with strong and positive responses that have seen immediate results. Multiple projects in both countries now feature HH products in their designs, giving us cause to believe we have a very bright future in Cambodia and Vietnam."

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Martin Professional Transforms Commercial Building into Luxurious Office Space

SINGAPORE: Built over 20 years ago and nestled within Singapore's central business district, 61 Robinson is a 20-storey commercial building that features ornate classical architecture with an art-deco-inspired marble façade.

To modernize and reinvigorate the space, the owners of 61 Robinson wanted to remodel the lobby and convert the fifth-level parking garage into an office building. The renovations, therefore, required a lighting system that both accentuated the structural alterations and complemented the building's existing features. To meet these requirements, the LuxLight

team and lighting consultants implemented solutions from the Martin Exterior Wash and VC-Dot Series, as well as P3 Series controllers and software.

With sleek, modern designs, the Exterior Wash 100 and Exterior Wash 200 provide 1,800 lumens and 6,500 lumens, respectively, while also complementing the building's contemporary aesthetics. Additionally, both lights feature six different beam angle options as well as snoot attachments for a wide range of lighting options, from widespread washes to focused beams.

Along with the Exterior Washes, the installation team utilized Martin VC-Dot 4 string-based video lights to ensure versatile and striking LED video effects throughout the space. From facades and backdrops to stage lighting and art installations, the VC Dots provide 61 Robinson with ample creative possibilities thanks to their flexible installation, pixel-level colour control and long lifespan.

For the backend, the Martin P3PowerPort 1000IP with advanced imaging technology offers simple and responsive control of the Dots for bright, impactful visuals that translate both indoors and outside. Martin P3 System Controllers feature advanced calibration and colour-matching between fixture types, offering several ways to manipulate the light fixtures that cover 61 Robinson’s marble façade.

Overall, the system delivers optimal lighting and enhances the building’s beautiful roof design. Both the dynamic effects and easy-to-use controls grant 61 Robinson staff the freedom to change the building’s appearance according to special events or festive occasions.

A spokesperson from 61 Robinson thanked the installation team for their creativity and care during the project from start to finish. The project owners were thrilled with the cutting-edge lighting solutions from Martin Professional.

“61 Robinson now boasts an iconic façade with visually appealing lighting effects, boosting the night-time view of Singapore’s downtown area,” said Amar Subash, director of Channel Management and Audio Solutions, HARMAN Professional Solutions, APAC. “We would like to thank LuxLight Pte Ltd and Socialight Creative Lighting Studio for the opportunity to collaborate on this very iconic project.”

Martin Professional

ET2000-G VS ET4000



Model	ET2000-G	ET4000
Chassis	2U	4U
Memory	16G	32G
Storage	250G High-Speed Solid State Drive	250G+500G High-Speed Solid State Drive
Graphics Card	T400	MPG2200/HPGA4000/HPGA5000
Loading Capacity	2* 4K2K@60HZ	4* 4K2k@60HZ
Decoding Ability	1* 8Kx2K@60Hz or 2* 4Kx2K@60 Hz DXVA + Software Decoding	1* 8Kx4K@60Hz or 4* 4Kx2K@60Hz DXVA + Software Decoding
Layer Specifications	3 Mixing Layers + 1 Audio Layer	8 Mixing Layers + 1 Audio Layer (Expandable Unlimited Layers)
Hot Backup	Not Support	Support
Cascading	Not Support	Support
Third-party Control	Support	Support
Visual Control on Pad	Support	Support
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Kramer Joins GPA Global Partner Program to Deliver Future Technologies Worldwide



GLOBAL: Formerly known as the Global Presence Alliance, GPA delivers infrastructure, support, and guidance to regional business units. With offices in 164 cities across 50 countries, GPA's global partner program is strictly managed to ensure only the top global vendors who deliver worldwide standardization to customers are part of this elite program.

Kramer's selection to the partner program rested on its shared values with **GPA**. Both organisations are committed to helping end-users effortlessly connect, collaborate, and create, believing that audio-visual technology can amplify the human experience and help people reach their potential.

Global enterprise customers acknowledge they need a global AV/UC strategy with standardized solutions delivered using Global Program Management. With dedicated global program managers under the guidance of a director of Global Program Delivery,

GPA has the expertise, tools and processes in place to deliver and support global programs. Recognizing the importance and value behind this, Kramer will work with GPA teams to deliver solutions that meet customer needs in these times of supply chain uncertainty.

Byron Tarry, CEO of GPA, is excited about the GPA Partner fold, "Our partner program is about not only aligning and optimizing to deliver upon our GPA global delivery consistency promise today but also in finding partners that celebrate GPA's core values like trust and passion as a foundation for building what might be tomorrow. With a clear and renewed vision of their path and position within the collaborative enterprise workplace of the future and a firm belief in GPA's capacity to partner with them in achieving that, we're excited to welcome Kramer into the GPA Partner fold to travel that journey together."

With a strong relationship with GPA business units locally in the market, Kramer has been increasingly working with the GPA regional teams and global customers. Thus, the organizations needed to align to better support customers and maintain consistency with global delivery.

CEO of Kramer, Gilad Yron concluded, "Becoming a part of the GPA community is a huge honour for Kramer. Building on many of the existing relationships we hold, we are committed to working with the regional business units to bring innovative and advanced technology and solutions that power creativity, collaboration and engagement. We are confident that our open design, end-user focus and products, services and training that make us an all-round choice will bring advantages to customers and support the overall success of the group globally."

Kramer

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Friendship Theatre Embraces d&b Soundscape in First-Ever Vietnamese Installation

VIETNAM: Hanoi's Friendship Theatre has become the first performing arts venue in Vietnam to install a d&b Soundscape system. The package comprised the DS100 Signal Engine with the En-Scene algorithm to provide accurate source localization and XSL line arrays paired with V10P point sources for a 180° frontal system.

The theatre, housed inside the Cultural Friendship Palace in central Hanoi, is one of the city's cherished historic landmarks and hosts a diverse mix of local and international productions including classical, dance and other cultural performances. The main space is the 1100-seater, two-level Great Hall.

d&b distributor-partner Stage Professional initiated discussions about the installation of the d&b XSL loudspeaker system, an upgrade from the theatre's existing V-Series, back in 2019 following a fire at the venue. After the reconstruction and renovation of key areas, the project progressed in collaboration between Stage Professional's director, Dinh Viet Hung, the owners of the theatre and d&b Asia-Pacific's education and application support specialist, Royston Tan.

"The team at Friendship Theatre was interested in d&b Soundscape to offer special shows, or visiting productions an immersive audio option," explained Hung. "It needed to be a high-quality sound system that could be switched from the more traditional left-right stereo set up to a Soundscape experience simply and enable the audience to perceive accurate imaging wherever they were seated within the venue.

"Additionally, the theatre also required a true cardioid loudspeaker solution to reduce noise on stage and deliver crystal clear sound out front. The d&b XSL and Soundscape package that we have specified and installed has facilitated all of this."



© Stage Pro VN

Within the Great Hall, 8 x XSL8 and 4 x XSL12 loudspeakers have been installed with 4 x V-SUB subwoofers on low-end duty. These are augmented by 6 x V10P loudspeakers and 6 x 4S for front fills, with a further 6 x 44S loudspeakers as delay fills. At the heart of the system is the DS100 Signal Engine and the system is powered by D80, 10D and D6 amplifiers. Stage Professional Vietnam supplied the d&b equipment. The installation and commissioning team included d&b's Royston Tan, mix engineer Ngoc Vutuan and system engineer Nguyễn Thiết from Fantasies Show Light Vietnam.

"The compact XSL speakers disappear in the room, which is fantastic," continued Hung. "It also no longer matters where you sit within the theatre – with its approximately 700 seats on the first floor and 400 on the upper level – as the sound image can be heard accurately, everywhere. Audiences don't generally know about the new technology, but they are certainly

having new experiences listening to it because they can hear the sounds in the same place that their eyes can see it coming from.

"The owners of the Friendship Theatre are very happy with the sound; they now have better value in each show and are becoming well known as a leader of new theatre technology in Vietnam."

Royston Tan added, "Soundscape has brought a whole new dimension of audio production quality to the theatre. En-Scene allows mix engineers to easily convey a sense of width and depth of the soundstage to the audience. Integrated with show control software like Figure 53's QLab, show automation and movement cues can also be achieved seamlessly in real-time. Since the DS100 Signal Engine is also a matrix, the system was configured to be able to switch between stereo and soundscape operation modes and cater to different production requirements."

d&b Soundscape



EAW Ensures Speech Intelligibility and Even Sound Coverage at High-Energy Esports Centre

CHINA: Hangzhou Esports Center, the first professional electronic sports (esports) venue in China, recently opened its doors to esports professionals. The starship-shaped venue is the perfect fit for the futuristic and science-fiction feel of esports, but due to the large event space having a long reverberation time, it was a challenge to find an audio system that could achieve the extremely high requirements for esports competitions.

Tasked with providing the overall solution for the Hangzhou Esports Center project, Zhejiang Dafeng Industry Co., Ltd., along with AV distributor and provider, EZPro, designed and delivered a comprehensive PA system utilizing a range of products from Eastern Acoustic Works (EAW).

The venue's new PA system consists of 36 x EAW KF810P line array systems, 12 x EAW SB818PIF single 18-inch subwoofers, 6 x EAW SB180zP compact high-output subwoofers, and fill speakers from EAW's catalogue. The system was also designed with EASE4.4 and EAW Resolution sound field simulation software.

The 36 x EAW KF810Ps are divided into six groups of six to achieve even sound coverage throughout the esports centre, while the SB818PIF single 18-inch subwoofers are hung above each group of the full-range line arrays to extend the lower cut-off. All the

loudspeakers are centrally hung above the four-side LED funnel-shaped screens inside the venue.

Additionally, on the ground are 6 x EAW SB180zP subwoofers to provide surging low-frequency energy to enhance the intense atmosphere of esports competitions so the players can accurately hear the returned audio signal and response in time. Fill speakers are hung below the LED funnel-shaped screens to cover the infield, and 6 x portable monitor speakers are provisioned for the stage.

The new PA system not only met the first-class standards for the stadium but was able to fully express the exciting atmosphere in the venue and has been

highly praised by organizers and players. System designer Li Zule, Zhejiang Dafeng Industry Co., Ltd., shared that "EAW's KF810P worked great for our large events, providing excellent, uniform coverage and accurate control."

The Hangzhou Esports Center will also host the 19th Asian Games Hangzhou Esports Competitions, set to take place in 2023.

EAW/KF810P



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Renkus-Heinz Revitalizes Enchanting Rooftop Bar

THAILAND: Standing more than 40 stories above the bustling city of Bangkok, Thailand, Kimpton Maa-Lai Bangkok rooftop bar provides ethereal gardens, live DJs and stunning views. With an abundance of ambient noise from the lively city below, Kimpton Maa-Lai Bangkok relied on Renkus-Heinz to be formidable against the threat of inclement weather and foster an entertaining space for guests while not distracting guests from the architectural beauty of the space.

Kimpton Maa-Lai Bangkok is named for the maa-lai flower bouquet, a traditional gift given to guests in Thai culture. The stunning boutique luxury hotel mirrors

the beauty of both the bouquet and the city. With an indoor/outdoor rooftop bar, guests can enjoy intimate conversations and breathtaking views in the same space. Working with Bangkok-based AV integration firm **Vichai Trading 1983** and AV consultant **Atkrist Co., Ltd**, Kimpton Maa-Lai Bangkok upgraded the rooftop bar's audio, visual and control systems.

"In the early stages of design for Kimpton Maa-Lai Bangkok, it was important that the AV equipment blended well with the elegant architecture while also meeting the hotel's audio requirements," AV consultant at Atkrist Co., Ltd., Wansamkan noted. "Renkus-Heinz provided a weatherized, aesthetic and high-fidelity solution for the rooftop."

To meet the design and AV requirements of the venue's rooftop bar, Bar.Yard, 8 x TX81 Compact Two-Way Complex Conic loudspeakers, 8 x TX62 Two-



Way Complex Conic loudspeakers and 2 x TX112S 12-inch subwoofers from Renkus-Heinz have been installed. The combination of loudspeakers and high-performance subwoofers provides excellent sound for the sky-high experience.

“For Bar.Yard, we needed a sound system that was acoustically strong but also partial to aesthetic appearance. The Renkus-Heinz weatherized T Series loudspeakers were the ideal fit for the rooftop as they didn’t sacrifice power for size or appearance,” detailed Thitikorn Sopchokchai, assistant managing director at Vichai Trading. “The loudspeakers blend in flawlessly with our gardens and create a sound barrier throughout Bar.Yard, reducing the music pollution to the outside while at the same time blocking the noise from the streets below.”



The weatherized versions of the T Series loudspeakers were necessary for this location. The loudspeakers are protected from rain, sun exposure, harsh elements and insects, enabling Kimpton Maa-Lai Bangkok to rely on the technology for years to come without costly replacements. The easy-to-install Renkus-Heinz equipment sits amongst the rooftop gardens, adding to the well-rounded guest experience as each installation keeps aesthetics and design in mind while delivering an impeccable performance.

“The combination of sheer power and the low-impact design made the T Series the perfect addition to Bar.Yard,” added Karan Kathuria, director of sales and business development at Renkus-Heinz. “With this install, Renkus-Heinz gives a new life to the top of the Kimpton Maa-Lai Bangkok, transforming an already beautiful rooftop into the most desirable bar in the city.”

Renkus-Heinz



Adam Hall Group Gains Experienced Distribution Partner in Suara Visual Indonesia

INDONESIA: Adam Hall Group has appointed **AV integrator Suara Visual Indonesia (SVI)** as its exclusive distributor in Indonesia. With immediate effect, SVI will take over the exclusive distribution for the solutions of the Adam Hall brands LD Systems, Cameo and Palmer.

“We are very excited to be part of the Adam Hall family”, said Setiawan Winarto, CEO of SVI. “As Indonesia bounces back from the pandemic... [we] look forward [to working] together with our more than 400 partners and system integrators to cover lots of new opportunities in B2B and B2G projects across Indonesia with LD Systems, Cameo and Palmer.”

Founded in 1982, SVI offers a wide range of manufacturers, products and services to customers in the touring, broadcast, retail, hospitality, corporate and more sectors. In addition to international sales activities - including for Samsung Professional Display - SVI is also responsible as an integrator for the planning and implementation of numerous installation projects in Indonesia.

Glenn Lin, business development manager for Adam Hall Group Asia Pacific, added: “With SVI, we are gaining a real big player that perfectly covers the diverse Indonesian market with its large portfolio and experienced team. In this way, SVI will optimally support us in positioning the LD Systems, Cameo and Palmer brands even more internationally. We are looking forward to future cooperation and the first reference projects in Indonesia.”

Adam Hall Group



(L-R) Peter Chan with CK Lum

Lighthouse Technologies Limited and HIKA Sign a Non Exclusive Distribution Agreement

MALAYSIA: Lighthouse Technologies Limited (Lighthouse) and Hitecindo Kharisma (M) Sdn. Bhd. (HIKA) have signed a distribution agreement to better promote and expand Lighthouse's products and services in Malaysia.

This partnership further reinforces Lighthouse's commitment to collaborating with local renowned

distributors to provide the best solutions and create value for customers. As a visual communication specialist, HIKA provides the most appropriate solutions to customers, including display solutions for control rooms, immersive visualization, visual presentation, digital signage and etc. Such an extensive range of display solutions experiences makes HIKA an ideal partner when expanding business in Malaysia.

"We are very pleased to partner with HIKA as their team's technical and commercial expertise is unparalleled and will be advantageous in Lighthouse's development and growth in Malaysia. We look forward to delivering better products and services to customers in Malaysia together," said Peter Chan, CEO at Lighthouse.

"We are very proud to have been chosen by Lighthouse to be the partner in Malaysia," said CK Lum, CEO at HIKA. "The Lighthouse brand is synonymous with quality and very much aligned with our mission to deliver the best possible solutions to our customers."

[Lighthouse Technologies](#)

[HIKA](#)



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Powersoft to Add Spark and Sizzle to Nan Shan Plaza's New Year Fireworks Countdown

TAIWAN: The second tallest skyscraper in Taipei, Nan Shan Plaza is equipped with ceilings as high as 8.5m and occupies a total of 56sqm but, features no beams or support columns, creating a challenge to any sound design proposal.

With the prestigious space earmarked by Taipei City Government to host an event cooperative to the New Year fireworks countdown, the challenging space required a sound system that was compact and stable and offered excellent sound performance. Imagepro System Technology Corp., Ltd. signalled Powersoft amplification.

Working hand-in-hand with audio installation company **Imagepro** and the Plaza's project leader Wen-Shan Tseng, Victor Shih of Powersoft's distributor in Taiwan, **Seapower Technology Co Ltd.**, planned and designed a discreet sound system following the requirements of the space, built around the efficiency of just three Powersoft amplifiers, controlled by Powersoft's ArmoníaPlus software.

In just two months the team created an audio environment with in-depth but simple controls that delighted the customer. The event management team within the Taipei Nan Shan Plaza, are, "very happy with the high quality of the Powersoft products and the excellent sound performance."

The main PA, serving the exhibition hall, is comprised of a L/R pair of Peavey VR-112 line arrays featuring four cabinets per side, each flown with a VR-218F sub. This high output array was matched with a single Dante-enabled Powersoft X8 amplification system. As

Imagepro's Yung-Chin Hsu explained, "We considered only the Powersoft X8 for this position...Providing eight channels of up to 41,600W output power under the impedance of 2 Ohms: this is amazing efficiency that only Powersoft can reach so easily."

Transforming the multi-functional space from an art exhibition hall into an arena with more punch, a further 16 x Community DP8 pendant speakers are ceiling-flown. Powered by a Powersoft Quattrocanali 2404 DSP+D four-channel matrix amplifier, this supporting audio system can be mixed in with the main system for flexibility and high-quality added reinforcement for press conferences and larger events.

With stage monitoring also accommodated and powered by a single Powersoft M-Series M50Q DSP+ETH system, the exhibition hall scales up in its ability to host world-class exhibitions and concerts. Performers and audiences will "enjoy the highest quality of audio" no matter the size or scale of the event, thanks to the overall sound quality animated by Powersoft amplification as well as the flexibility and control inherent to the Powersoft systems.

Powersoft audio control systems feature patented SRM (Smart Rails Management) technology which

maximises efficiency and drastically reduces power consumption in any load and usage conditions. Whilst Powersoft's X Series leads the way in amplification with its innovative integration of a worldwide compatible power box and a full-feature DSP, Quattrocanali stands equally from the crowd, offering the lowest thermal dissipation in the industry, reducing the need for external cooling devices.

With the advanced DSP capabilities of the amplification linking seamlessly with Powersoft's ArmoníaPlus software, the operator is granted in-depth control and monitoring of the full audio path. With Armonía, the ability to tailor the sound and manage the system is possible from a remote, decentralised location.

However, within the venue, the easy-to-use Powersoft's Armonía interface ensures the simple transition to different audio setups, allowing non-technical operators to easily switch to the right audio configuration determined by the style and size of event; a feature that ensures all events, including the upcoming New Year countdown fireworks, will sizzle and spark.

Powersoft



Powersoft Quattrocanali 2404 DSP+D four-channel matrix amplifier



Marshall POV Cameras Offer Near-Zero Latency for eSports Tournaments

AUSTRALIA: As Australia's biggest video games venue, Fortress Melbourne is home to the largest permanent esports structure in the Southern Hemisphere. Alienware Arena hosts professional and amateur tournaments for a variety of games that are broadcast online to audiences around the world. It has a permanent stage with 12 top-of-the-line Alienware PC stations and a retractable grandstand with 220 seats for live LAN events.

Chris Stewart, Fortress Production and Broadcast manager, oversees capturing and delivering engaging live streams. Stewart is depending on the Marshall Electronics CV506 POV Camera, distributed locally by Corsair Solutions, to give audiences an immersive experience along with the player reactions.

"In esports, you often face limitations around space and positioning that you don't typically encounter with traditional sports," said Stewart. "We have all our players on stage, close together, so it is crucial that the cameras we use can fit within the constraints of the small environment. Additionally, POV cameras are, by their nature, required to be either on top of the desk the player is sitting or right beside it, so any gear we use must not interfere with the players' space. That's where Marshall and the CV506 come in."

Every week at Fortress Melbourne is unique in terms of the games and competitions that are held. "Our cameras need to be flexible in how they can be used. As an example, aside from a typical stage setup, we have used our Marshall cameras to facilitate a wider, down-the-line shot of the team – where the audience is given the perspective of the side profile of the team for celebrations and so on. Additionally, we used four Marshall CV506 cameras recently in an F1 22 racing competition; we had four racing rigs to capture the best lap times on a track, and the cameras served as a way for the audience in the venue to see the participants as they raced as well as being fed into our replay system to provide instant replay of players' reactions as they set new times."

In a situation where live streams must display both gameplay and POV cameras side-by-side, it is key that the camera is synchronized to the gameplay as closely as possible. According to Stewart, "Many other possible solutions have limitations such as delay on output, limited number of outputs and so on, but the Marshall cameras not only offer near-zero latency via SDI output but also provide additional outputs, such as an HDMI feed. This workflow provides exceptional capabilities for the live environment while also allowing the cameras to be used in a more casual setting with no additional labour needed for setup."

The CV506 miniature Full-HD camera utilizes a high-performing 2.5-Megapixel sensor to capture crisp HD video streams starting at a wide-angle 85° and up to 1920x1080p resolution at 60fps. A threaded miniature lens mount offers a wide range of prime and varifocal lens options, all of which deliver detailed shots while maintaining an ultra-discreet miniature POV perspective. The CV506's straightforward design and ease of use make it an affordable option for a wide variety of live broadcast applications including sports coverage, live music, auto racing, production and more. The CV506 offers remote adjustment and match capability, allowing users to adjust colour matrix, white balance, black balance, exposure, pedestal and more from a distance using the Marshall RCP, Camera Control Software, and 3rd party controllers including Cyanview CCU, Skaarhoj and others.

Recently, the CV506s shone at a major esports tournament for the Counter-Strike: Global Offensive game: "Fortress OCE Masters: A Blast Regional Qualifier." Highly impressed, Stewart shared, "The competition had four teams flying to Melbourne to participate and play on stage. The tournament was broadcast both locally and sent to a global channel where it was redistributed around the world. Our Marshall cameras got a heavy workout for this. Any time our observers switched perspectives on who was watching, so did the POV cameras that were positioned in the corner. This allowed the audience to see the face of the player who they were watching on screen. Once again, the CV506 excelled and was ideal for this application. We love our Marshall cameras."

Marshall Dealers

Analog Way Signs Exclusive Distribution Agreement with Jiangsu R&J Electronics

CHINA: Analog Way has announced that Jiangsu R&J Electronics is Analog Way's new distributor in China. Jiangsu R&J Electronics Co. Ltd specializes in R&D, sales, and rental of broadcast equipment for use in live production. The company is also actively involved in live sports, eSports, entertainment and recording.

"Analog Way has a powerful processing system that integrates video and audio, allowing users greater flexibility in many scenarios in XR and AR environments," enthused Zhu Rong Jun, managing director of Jiangsu R&J Electronics. "Adapting to the current market's needs, we plan to promote the production of 8K and XR in the Chinese market to provide the best solution in the broadcast, film and media industries."

To further support Jiangsu R&J Electronics, Analog Way will provide technical support to help train their in-house engineers and set up a service centre to cater to any future servicing requirements.

Analog Way's vice president for Asia, Guy de Souza concluded, "We are delighted to partner with Jiangsu R&J Electronics, and we are excited about the opportunities that lie ahead of us in China."

[Analog Way](#)



Event Opening Address by Amar Subash

Harman Connect Day 2022 Addresses Growth Opportunities in the Industry

VIETNAM: The first HARMAN Connect Day 2022 took place at the InterContinental Hanoi Landmark72 hotel. The event welcomed hundreds of guests representing dealers and SIs that offer solutions for professional audio, video and lighting systems in Vietnam. There was a series of product demonstrations showcasing the latest technologies from HARMAN brands like JBL and AMX catering to a wide range of industries such as government, education, live entertainment and hospitality.

“Now that MICE and live entertainment are back in full swing, we felt it was the perfect time to host the HARMAN Connect Day 2022 in Hanoi and showcase many of the new products that we launched during the past two years,” said Amar Subash, VP and MD of HARMAN Professional, Asia-Pacific and India.

HARMAN concentrated on product training in Vietnam throughout the pandemic while establishing a broad distribution network of skilled business partners, HARMAN’s channel sales director for APAC, Nick Screen, revealed HARMAN’s post-pandemic growth plan involves investing resources in Southeast Asian countries, with Vietnam as a key focus market. Two projects recently equipped with HARMAN audio solutions include C.P Group’s office in Bien Hoa 2 Industrial Zone, Dong Nai province and the five-star Hyatt Regency Nha Trang hotel.

The company has also announced that in the next five years it will continue to grow across Vietnam’s 64 provinces, to fill in the gaps, and effectively collaborate with local providers to offer optimal products and timely support to their customers when needed.

While many manufacturers are still facing challenges in delivering their products due to the supply chain disruptions caused by Covid-19, HARMAN has caught up with the pre-pandemic supply capacity. Amar added: “Being a subsidiary company of Samsung definitely puts us in a better position when it comes to negotiating with our supply chain. We are also prepared to invest in spot buys and air freight of microchips and raw materials to our production facilities, when necessary.”

HARMAN is anticipating the need for more infrastructure upgrades and development opportunities in Vietnam given the positive market indicators such as the GDP growth forecast to increase from an estimated 2.6% in 2021 to 7.5% in 2022. Moreover, the upcoming festive season is expected to provide an additional boost to the economy.



Product Strategy

Maintaining steady investment in research and development, even amidst a pandemic, has led to HARMAN refreshing a big part of its professional products portfolio over the last two years. The global manufacturer started with Martin Lighting launching the MAC Ultra, which has now become their flagship fixture.

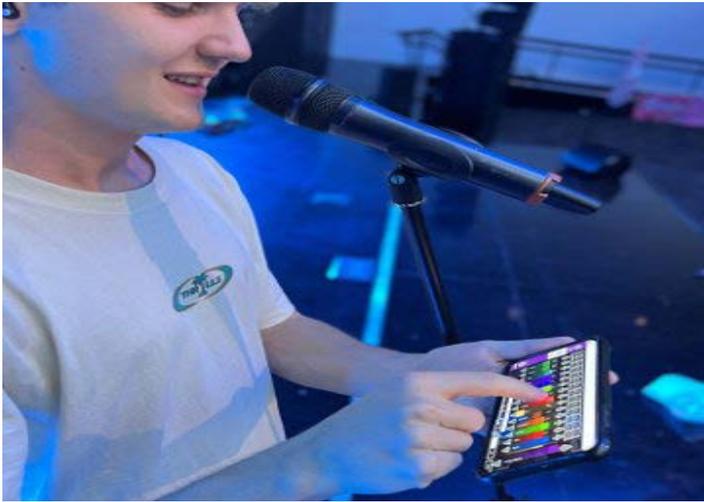


Following that, HARMAN's focus switched to the JBL portable PA category, refreshing the EON One all-in-one column PA and expanding that range with the PRX One column PA. The company continued on this growth streak by launching the next-generation models of two of their most popular loudspeaker families – the EON700 Series and the PRX900 Series.

For the tour and performance audio sector, HARMAN launched the JBL SRX900 and the A6 completing the JBL VTX A Series, just in time for the return of concerts and large-scale live performance events. The JBL Install category also saw new models being added to the Control Contractor Speaker series, with more announcements expected in early 2023.

HARMAN will now be shifting its focus to its video and controls portfolio. The company has announced new products to be released by its AMX brand before the end of 2022.

HARMAN



Captivate AV Empowers King's Church with KLANG and DiGiCo Integration

AUSTRALIA: King's Church has teamed up with Captivate AV to enhance its worship experience with KLANG's immersive in-ear mixing system coupled with DiGiCo S-Series consoles. Boasting several key locations across Australia's Gold Coast, King's Church encompasses a growing community of connected worshippers that regularly assemble for a variety of services and events. With a vast congregation, including multiple associated school campuses, the church is well-versed in employing high-tech AV solutions to amplify its message.

Endeavouring to offer its followers a technologically progressive experience, both in-person and online, King's Church produces podcast and web-stream services, while delivering potent live worship sessions through song and the spoken word. Recognising seamless audio production as a core component

in delivering the impact it wants, the church's team enlisted industry expert, Captivate AV, to help optimise its AV capabilities.

Chris Lang, Captivate AV's managing director, spearheaded the leap to KLANG IEM technology in a move that has been extraordinarily well-received by King's Church's worship leaders, students and global worship director, Ashleigh Rogers.

"Our church incorporates schools, meaning we have very mixed, multipurpose use spaces. From services to musicals, the sound system is used a lot – almost every day of the week for different things," said Ashleigh, as he reflected on the upgrade. "Now, thanks to our DiGiCo and KLANG setup, we experience significantly better time efficiency and the in-ears have given musicians and singers the confidence to hear exactly what they need – they can simply adjust everything themselves. Having KLANG has massively improved our audio experience and worship quality, I don't even think it's comparable to before!"

Effortlessly augmenting the existing worship setups, KLANG offers each performer a personal 3D soundstage, allowing for natural and intuitive monitor mixes with pristine sonic quality. The system also takes advantage of the interrelated KLANG and DiGiCo ecosystems, with DiGiCo's DMI-KLANG (https://digico.biz/dmi_cards/dmi-klang/) expansion card bringing a generous host of 3D IEM control capabilities to their Quantum and S-Series consoles. Based on ultra-fast FPGA architecture, DMI-KLANG enables the creation of 16 immersive, 3D in-ear mixes of 64 input channels. An extremely powerful counterpart to the ultra-compact S-Series consoles, DMI-KLANG is capable of granting each performer a completely tailored auditory experience.

Lang expanded on this synergy as the ideal solution for King's Church: "We currently have three campuses across the Gold Coast region with DiGiCo S-Series consoles. Before KLANG, one campus was using foldback wedges for frontline and an older style personal monitoring system for backline. The other campuses were doing IEM mixes straight from the console. Once DMI-KLANG was released, we began installing them across the campuses along with additional wireless stereo IEM kits."

KLANG offers musicians meticulous control over their IEM mix via the KLANG:app, providing a matchless dimensionality to performance monitoring. Musicians can simply choose where each instrument, playback source, and other performers are positioned around their heads, enriching the listening experience with a sense of proximity and directionality.

Delighted by the spatial authenticity offered by KLANG, King's Church worship leader and drummer, Callum, described the way he employs the app and 3D IEM features: "Using KLANG really helps to position everything that you're hearing, to give you that very authentic, open ambient noise from the drums. Depending on what drum I'm mixing, I will generally position each part in the app similarly to an overhead position. This creates a very clear, realistic sound for those drums in my in-ears. Having the 3D option creates a realistic environment when playing- and creates this feeling of being in amongst the rest of the instruments and the other band members, whilst still maintaining the clarity of my own instrument in the mix."

With the power of the KLANG:app, bass player and music director, Adrian, makes the most of KLANG's 3D soundstage. He highlighted the ability to easily

discern individual instruments as a major advantage over traditional monitoring methods: "It's really good being able to hear specific instruments a lot better than before. Having the ability to choose a position for each instrument and vocal in the 3D mode is fantastic. It's great being able to isolate each element, to pinpoint who I need to turn up or down – especially when trying to lead as a Music Director."

Speaking about the benefits of a 3D soundstage, worship leader, Isaiah, noticed an improved connection with the worship congregation as a key point of difference when using KLANG.

"It's so much easier to hear what is actually going on," he stated. "The sound of all the individual instruments becomes very clear with the 3D capabilities. I've been able to distinguish every instrument and my voice, along with the other vocals. It's much easier to interpret than when using on-stage foldback, so it's really helped flow with the team, being able to lead properly, while hearing the Music Director, and also being able to connect with the congregation on a different level! My experience with the 3D in-ears has been incredible, I definitely recommend it."

Giving rise to a renewed sense of enthusiasm amongst the performers bringing worship to life, the KLANG IEMs, coupled with DiGiCo's S-Series, has made an undoubtedly positive impact on the King's Church community.

Selected and maintained by Captivate AV, KLANG stands as an "ideal component" in enriching Houses of Worship, with Ashleigh singing its praises, "We now wouldn't live without it and could never go back. It's been amazing!"

[KLANG/App](#)

Analog Way Picturall Series Now Provides Graphics Templates and Projector Calibration



The new software release 3.5 for Analog Way's Picturall series of media servers integrates Softpix's SPX real-time graphics solution and supports VIOSO camera-based projector calibration to enable panoramic cylinder projections or immersive projection domes.

The integration of Softpix's SPX real-time graphics solution into Analog Way's Picturall series provides users with a wide range of ready-made graphics templates, allowing customers to easily show and edit graphics and text on both live shows and fixed installations.

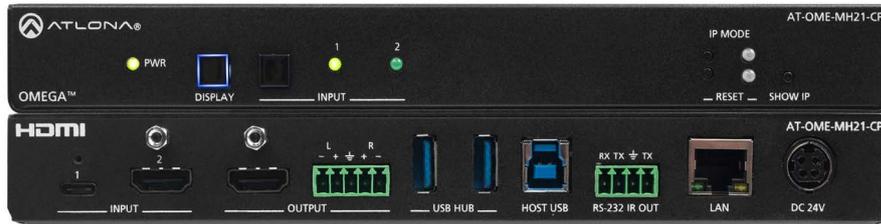
SPX integration comes with a special template pack consisting of about ten templates, including name straps, news tickers, countdown clocks, sponsor carousels and other essential graphics. The templates' colours and fonts can be themed with CSS style sheets to act as a great resource for any production.

Customization is possible for specific projects and very complex interactions with third-party systems ranging from a customer's Intranet and dynamic statistical graphs to traffic control systems.

The integration of VIOSO calibration tools allows for easy support of complex multi-projector installations and automatic recalibration of projector alignment using one or more remotely controlled cameras. Combined with the power of the Picturall media servers, it will now be possible to easily drive immersive 360° projection domes or complex panoramic cylinder projections from a single media server.

[Analog Way/Picturall Mark II Media Servers](#)

Atlona Expands Omega Series with USB-C and HDMI Inputs Plus USB Data Connectivity



Atlona has added another versatile yet cost-effective new switcher to its extensive Omega Series of AV integration solutions for modern presentation, collaboration, and video conferencing applications. Available immediately, the AT-OME-MH21-CP features HDMI and USB-C inputs, advanced integration capabilities, USB-C device charging, and a built-in USB 3.0 hub for video conferencing peripherals or touch displays.

The OME-MH21-CP combines all of the functionality of Atlona's popular AT-OME-MH21 switcher with the ability to charge devices such as laptops, tablets, and mobile phones through the new switcher's USB-C port.

The OME-MH21-CP's inputs and output are HDCP 2.2 compliant and support 4K, 60 Hz, 4:4:4 video as well as HDR. High-quality 4K to 1080p downscaling is available when the switcher is connected to an HD display. Meanwhile, the OME-MH21-CP's USB-C input provides direct AV interfacing with recent laptops and mobile devices plus data connectivity to the integrated USB 3.0 hub, along with the aforementioned device charging ability. The USB-C connection combines

with the switcher's two USB type A ports and USB type B interface to support up to two host PCs plus two peripheral devices such as microphones, speakerphones, cameras, soundbars, or interactive displays. This is ideal for software-based video conferencing applications, enabling easy switching of video and USB together between host PCs.

The OME-MH21-CP also offers integration and user convenience features including automatic display control, audio de-embedding, and automatic input selection, which intelligently switches between inputs when sources are added or removed for touch-free operation. Like other Atlona Omega switchers, the OME-MH21-CP can be configured and monitored remotely over a LAN or WAN through the Atlona Management System and is backed by a 10-year limited product warranty.

[Atlona/OME-MH21-CP](#)

C2G High-Speed HDMI AOCs Engineered for High-Interference Environments



Available in 12 different lengths from 15 ft (4.5 m) up to 300 ft (91 m), C2G's new Performance Series High Speed HDMI Active Optical Cables (AOC) were created for applications requiring high-speed HDMI features and video resolutions up to 4K (4096 x 2160) at 60 hertz. Examples include classrooms, meeting rooms, and other commercial applications, as well as high-interference environments such as data centres, surgical theatres, or manufacturing facilities, where high-resolution and consistent displays are critical.

The series features support for HDMI 2.0, a plenum-rated jacket, integrated finger grips on the connectors for easy insertion and removal, a gripping connector shell for two times greater port retention, gold-plated connectors for increased electrical conductivity and enhanced durability, and directional cable with source connector labelled and tagged to easily differentiate from the labelled display connector.

C2G's Performance Series High Speed HDMI AOCs also feature a thicker wire gauge and Kevlar, improving the cable's pull strength and overall structural integrity. The shielding in these cables optimizes the EMC,

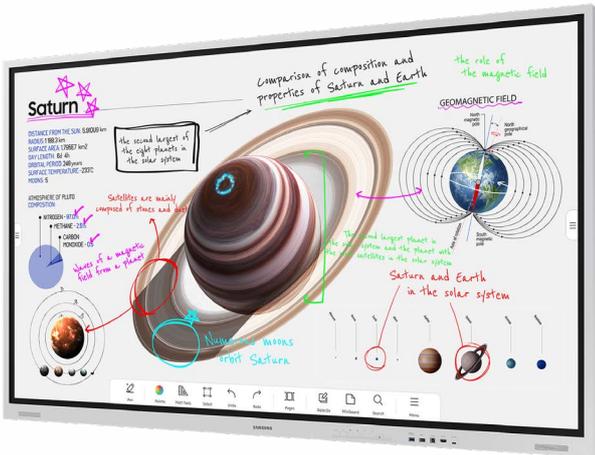
preventing unwanted electromagnetic interference and electrostatic discharges, thereby contributing to the long-term reliability of the connected system. The cable jacket meets the fire code requirements for installation within plenum spaces, like a dropped ceiling. The AOC draws power from the HDMI source device. If additional power is needed, an integrated USB-C power pigtail is included on the display end to offer an external power option to maximize compatibility. The use of HDMI 2.1-grade components in the cable confidently improves the operation of HDMI 2.0 applications — enhancing video experiences with higher resolutions, increased speeds, and sharper images at distances far beyond traditional HDMI cabling.

Extensive compatibility and verification tests have been done with various source devices and displays to validate that these HDMI AOCs will withstand real-world applications and scenarios. HDMI AOCs can only run in one direction. The connectors have moulded labelling for source and display, so there is no confusion with this directional cable. The source connector end also has a tag on the cable as an extra reminder.

These cables are backed by a lifetime warranty rather than one to three years. This lifetime warranty is a C2G initiative designed to offer peace of mind, which is especially important in commercial installations where durability and reliability are crucial.

[LegrandAV/C2G AOC](#)

Samsung Flip Pro WMB Series Brings Collaboration to Next Level



The new 2022 Samsung Flip Pro, available in 55, 65, 75 and 85-inch models, is perfect for students and professionals to enable high-quality collaboration with real-world writing and drawing experiences with pen and brush modes, integrated video call apps, multiple connectivity and wireless screen sharing.

The Samsung Flip Pro features a pen and brush mode that offers a realistic, smooth writing and drawing experience with touch technology of 26ms (when using single touch). The Flip Pro enables multi-touch for up to 20 people for enhanced interactivity. Erasing is easy with a swipe of the finger or palm. There is a quick tool and palette menu, plus a toggle button that gives access to the new note layer UI.

Multiple connectivity options are provided – HDMI, USB, USB Type-C, Display Port, OPS Mount (only for 75 and 5 inch models). Users can also connect to any network or other devices through LAN Port and Wireless screen-mirroring.

The 3-in-1 USB C connectivity enables screen mirroring, touch control and external device charging. The OPS Mount on the other hand enables educators to use their third-party education solutions, allowing them to deploy school information systems (SIS), learning apps and tools.

Up to 50 devices can be simultaneously connected to the interactive display wirelessly via the integrated SmartView+. In addition it enables multi-view of up to four screens onto the Flip Pro. Flip Pro is also integrated with AirPlay 2 that allows users to present on the big screen.

The integrated Workspace function secured by Knox, enables Flip Pro users to access remote PC, network drive and other third-party applications, making it efficient and safe for users.

Video conferencing is supported on Flip Pro based on the WebRTC(Real Time Communication) API, supporting apps such as Google Duo without the need for additional solution compatibility. The Webcam however has to be purchased separately.

Flip Pro offers powerful 4-channel 40-watt speakers front and backside to enhance listening experience. Users can also easily access functions and hotkeys in the 75 and 85-inch models, which is located on the front panel.

[Samsung/displaysolutions](https://www.samsung.com/india/displaysolutions)

Biamp TesiraFORTÉ X 400-based Conference Bundles Feature Automatic Deployment with Tuning Technology



Biamp has launched two new conference room audio bundles that have been certified for Zoom Rooms, enabling customers to enjoy a complete Biamp audio solution in medium and large spaces. Each solution includes everything required for an extraordinary conferencing experience and is conveniently packaged for purchase as a bundle.

Biamp's newest certified Zoom Room bundles contain a TesiraFORTÉ X 400 processor, Parlé Beamtracking microphones – which track conversations from around the room, enabling remote participants to feel just as present as those in person – Desono C-IC6 ceiling loudspeakers, Biamp's PoE-powered amplifiers, and all necessary mounting accessories and category cabling to complete the installation in medium or large rooms.

With each bundle, installers benefit from automated system deployment and configuration made possible

by Biamp Launch, which identifies and configures every device in the system, performs a tuning cycle, measures acoustic characteristics of the room, applies recommended signal processing, echo cancellation, speaker tuning, noise reduction, and Zoom Rooms settings, then generates a dashboard highlighting performance settings before-and-after optimization.

These bundles offer customers and installers the advantages of a complete Biamp solution that extend far beyond superior audio, including minimal cable requirements with zero termination, zero network setup, automated EQ, and more. Biamp bundles are thoughtfully designed for plug-and-play installation, resulting in significant time savings for integrators, and an exceptionally consistent, high-quality audio experience for users across all conferencing spaces within a building.

[Biamp/TesiraFORTÉ X 400](#)

SkySoft Joins VuWall Ecosystem with Integrated Recording and Playback Capabilities



VuWall has partnered with SkySoft-ATM, an innovative solutions provider for air traffic management and control rooms, to enhance control room operations with a comprehensive and integrated video wall solution. SkySoft's recording and playback solution is now compatible with VuWall's TRx Centralized Video Wall Management Platform. This integrated solution empowers operators with complete video wall management and control, recording, and playback for post-action review and incident analysis.

SkySoft's software enables organizations to record the content of a video wall of any size, thanks to its modular and scalable architecture. This aligns perfectly with VuWall's approach to visualization systems. Together, the companies solve the challenge of recording the huge number of pixels of a video wall with full synchronicity.

In modern control rooms, a constant increase of live visual information and data streams come together. Operators must collaborate on a variety of systems where they are able to act and react in real time. But

when decisions must be made within seconds, sometimes operators need to have a second look for a post-action review. SkySoft's software features encrypted storage of video and audio data, with export capabilities;

integration with third-party video and audio sources; and an intuitive, easy-to-use replay user interface. Together, SkySoft and VuWall, bring a complete and interoperable visualization solution to control room operations that is secure, scalable, and user-friendly.

The integrated solution is designed for mission-critical operation centres (NOC, SOC, EOC) within government and defence, public safety, cybersecurity, transportation, energy, and utility markets. Users can benefit from a seamless visualization experience that includes recording content from video walls or desktops that are powered by VuWall's video wall processors and managed by VuWall's TRx centralized software platform. SkySoft ensures synchronized recording and replay of video walls, operator workstations, voice communications, and audio. Replay is available within 60 seconds, without interrupting any current recording. Typical applications include incident forensics, training and simulation review, process analysis, and improvement.

VuWall and SkySoft-ATM Partnership

Epic Games Enables Easier and Faster 3D Content Creation with Unreal Engine 5.1



Unreal Engine 5.1 is now available, building upon the groundbreaking feature set introduced in UE5 to enable even easier and faster 3D content creation. A range of stress-tested new features and improvements in 5.1 make Unreal even more robust, efficient, and versatile for creators across all industries.

Games

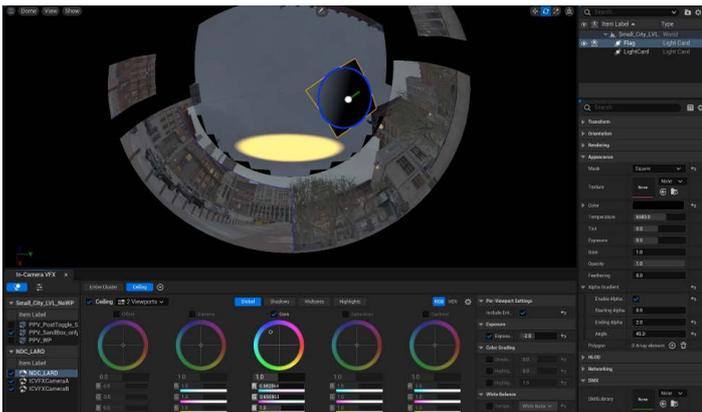
As over half of all announced next-gen games are being created with Unreal Engine, developers can now take advantage of updates to the Lumen dynamic global illumination and reflections system, the Nanite virtualized micro polygon geometry system, and Virtual Shadow Maps (VSM) that lay the groundwork for games and experiences running at 60 frames per second (fps) on next-gen consoles and capable PCs. These improvements will enable fast-paced competition and detailed simulations without latency.

Additionally, Nanite has also added a Programmable Rasterizer to allow for material-driven animations and deformations via World Position Offset, as well

as opacity masks. This exciting development paves the way for artists to use Nanite to program specific objects' behaviour, for example, Nanite-based foliage with leaves blowing in the wind.

UE 5.1 also adds several features to improve efficiency for developers of games and other large-scale interactive projects, helping teams be more productive. For instance, Virtual Assets decouple the metadata from the object data, enabling developers to sync only what they need from source control systems such as Perforce—resulting in smaller workspaces and faster syncs for developers who don't need access to the full object data. The new automated Pipeline State Object (PSO) caching for DX12 simplifies the process needed to prepare a game for shipping in DX12. And lastly, on-demand shader compilation compiles only the shaders needed to render what is seen on screen while working in the Unreal Editor, which can result in significant time savings and increased interactivity.

For developers building massive open worlds, this release also delivers additional functionality and improved workflows. World Partition now supports Large World Coordinates, enabling the creation of massive open worlds without loss of precision. Users can also enjoy accelerated source control workflows with World Partition, thanks to an improved user experience around managing, filtering, searching, and viewing files and changelists. It's also now easier to find content in the world from within your changelists, and vice versa. In addition, new HLOD (Hierarchical Level of Detail) support for water rendering and streaming enables users to create large water bodies in open worlds with better performance and a smaller memory footprint.



In-Camera Visual Effects Unreal Engine has now been used on over 425 film and TV productions and is integrated into over 300 virtual production stages worldwide. With improvements in Unreal Engine 5.1 specifically tailored to virtual production workflows, technicians and artists now have multiple benefits, including a dedicated In-Camera VFX Editor, improved Light Card system, improved Remote Control APIs, expanded colour correction tools, initial Lumen support for nDisplay, and more.

First, LED stage operators can now take advantage of a new dedicated In-Camera VFX (ICVFX) Editor that

supports a range of virtual production workflows. This largely eliminates the need for stage operators to hunt through the Outliner for specific objects and controls. UE 5.1 also adds UI, UX, and performance improvements for the Remote Control APIs, enabling users to construct powerful custom browser-based remote controls more quickly and easily.

The ICVFX Editor also hosts an interface to an improved Light Card system that displays as a preview of the nDisplay wall. As well as making it intuitive and efficient to create, move, and edit light cards and save templates, the new light cards can retain their shape on the wall, eliminating distortion.

Also new are the Color Correction Windows (CCWs) that enable colour adjustments to be applied exclusively to anything behind them (similar to Power Windows in colour grading applications), together with the ability to apply colour corrections per Actor, which reduces the need for complex masking.

In Unreal Engine 5.1, the new Media Plate Actor enables OpenEXR support, enabling users to simply drag and drop footage from the Content Browser. In addition, users can now play back mipmapped and tiled uncompressed EXRs both in the engine and with nDisplay with the appropriate SSD RAID and now can convert EXRs to the correct format for optimum playback.

Furthermore, Unreal Engine's virtual camera system has been overhauled with a new underlying framework that utilizes Epic's Pixel Streaming technology for improved responsiveness and reliability, and an updated UI with a modern camera-focused design that will be more familiar to camera operators. Users

can also connect hardware devices and will be able to customize the UI in the future.

Lumen, Unreal Engine's fully dynamic global illumination and reflections system, now offers initial support for nDisplay in 5.1, provided the number of lights is modest (about 5-7 lights total, depending on the graphics card). With Lumen, indirect lighting adapts on the fly with changes to the sun's angle, lights, or position bounce cards, for example. Previously, these changes would have required a baking step that could pause production, interrupting the creative flow. UE 5.1 also adds improvements to GPU Lightmass, including support for Sky Atmosphere, stationary Sky Lights, light features such as IES profiles and Rect Light textures, and improved quality and performance across the board.



Animation

Unreal Engine usage in animation has grown exponentially, from 15 productions between 2015 and 2019 to over 160 productions from 2020 to 2022. For professionals working with animated content, particularly characters, Unreal Engine 5.1 offers several notable advancements to the engine's built-in animation and rigging tools, as well as Sequencer.

Now in Beta, the Machine Learning (ML) Deformer generates high-fidelity approximations of nonlinear deformers, complex proprietary rigs, or any arbitrary

deformation by using a custom Maya plugin to train a machine learning model, which in turn runs in real-time in Unreal Engine. This enables users to simulate film-quality deformations, such as flexing muscles, bulging veins, and sliding skin. Other character deformation improvements include enhancements to the Deformer Graph Editor for easier graph creation and editing.

Also, Control Rig continues to expand toward fully procedural rigging, increasing the impact and scalability of rigging teams. Updates to the core framework include a new Construction Event that lets users generate rig hierarchies via a graph and Custom User Events for creating and triggering rig events such as "Snap FK to IK." With these updates, artists can create a single Control Rig asset that can build itself to fit characters that may have different skeletal proportions and properties—for example, the same Control Rig can adapt itself to a three-fingered monster or a five-fingered human without any changes to the rig asset.

Unreal Engine 5.1 also adds support for constraints in Sequencer—the engine's multi-track nonlinear animation editor—including Position, Rotation, and Look-at. Users can leverage these to quickly and easily create and animate relationships between any Control Rig or Actors, for example, making a camera always follow a character; keeping a character's hands on a steering wheel; animating a clown juggling balls; or constraining a cowboy's hips so that he sits naturally in the saddle as the horse moves, while his hands hold the reins. Sequencer also sees additional functionality exposed through Blueprint and Python scripting, a refactored UI/UX for increased stability and extensibility, and to improve animation authoring and editing workflows.

Epic Games/Unreal Engine

ClearOne UNITE 160 Caters to Large Spaces with Smart Face Tracking and Auto Framing



Reaffirming its status as a leading provider of enterprise-grade communications, conferencing, and collaboration solutions, ClearOne has introduced the UNITE 160 4K camera.

This new camera offers organizations cutting-edge 4K UHD performance with 12x optical zoom capabilities, remote-controlled mechanical pan and tilt as well as AI-powered smart face tracking and auto framing. This camera is designed to capture all participants in large rooms while enabling automated focus on a moving presenter, making it ideal for larger spaces including board rooms, training centres, conference rooms and classrooms.

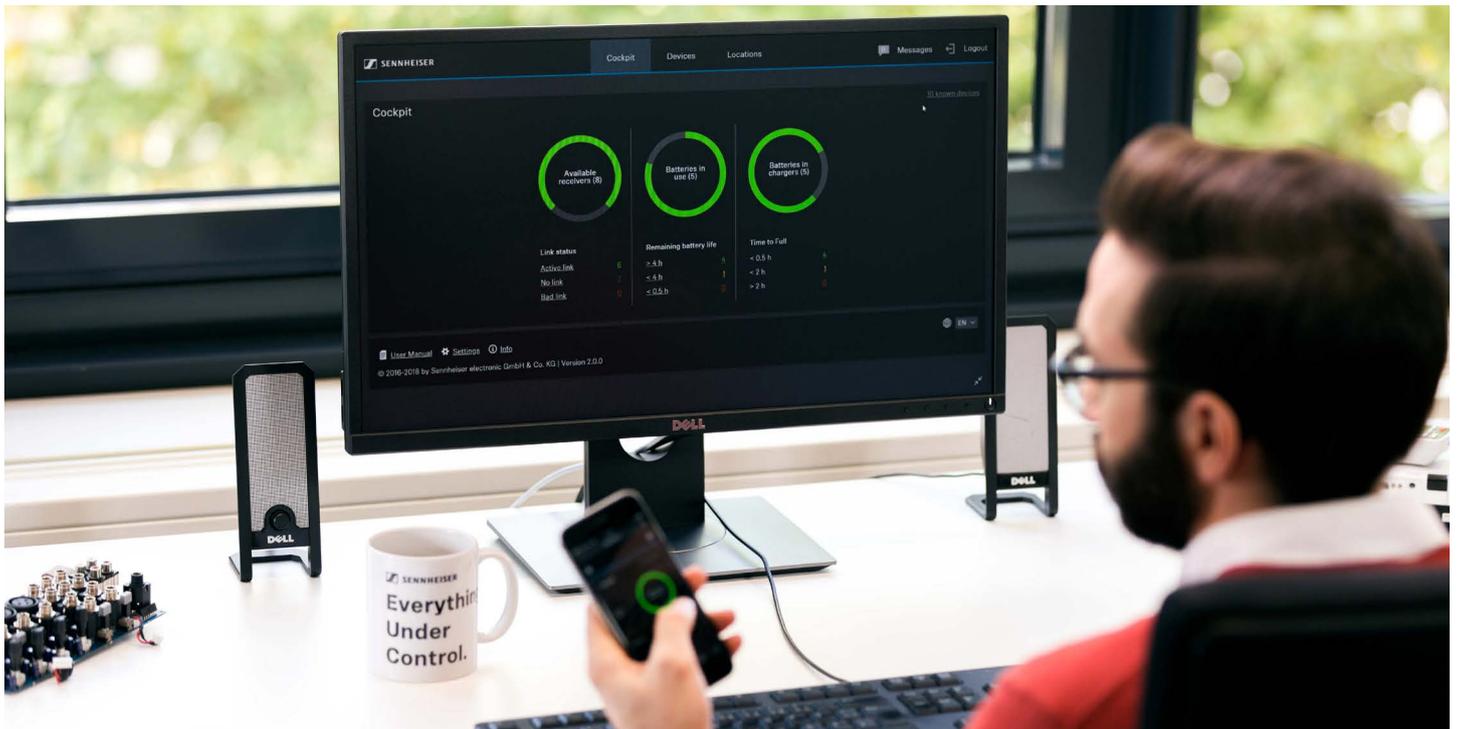
Previously, ClearOne's solution for camera tracking included the CONVERGE Pro 2 DSP mixer, one or more BMA 360 ceiling tile microphone arrays, and a camera tracking module for Crestron, AMX, or Extron. Although that is still the "best" configuration for multi-camera and multi-beamformer installations, ClearOne's new camera offers an integrated AI-based camera tracking solution for rooms that are a fit for a single Versa Lite CT and a single camera. This new lower-cost camera tracking configuration eliminates the need for a DSP mixer and a control system.

The UNITE 160 4K camera supports all leading virtual meeting platforms including Microsoft Teams, Zoom, Google Meet, WebEx and GoToMeeting. Furthermore, challenging lighting conditions are no match for the camera's advanced 2D and 3D noise reduction, which ensures excellent visuals free of artifacts or grain. Camera control is attained through an IR remote, RS-232 connection, or UVC/UAC protocols, offering broad integration with control and automation systems.

[ClearOne/UNITE 160](#)

Simplifying Workflows, a Guide for IT and Facilities Managers

Accelerated Digital Transformation



Research has proven that the pandemic has greatly accelerated digital transformation. How can IT teams ride on this digital push to improve the efficiency of their work?

The global pandemic has changed the world in more ways than we can imagine. In the past two years, we were forced out of our comfort zones and had to change the way in which we live our lives, interact with people, learn and work. Even as our lives gradually return to this “new normal”, it is certain that the effects of the pandemic and the changes that it has brought about would stay for years to come.

It is undeniable that the pandemic has created an environment that greatly accelerated digital

transformation. According to a survey¹ conducted by McKinsey & Company, they found that responses to COVID-19 have speeded up the adoption of digital technologies by several years, and many of these shifts are likely to stay for a while.

The pandemic was a huge reality check for organizations that were reluctant to embrace digitalization as they found themselves unprepared to weather the storm. With our lives restricted and our health at risk, the adoption of digital technology was not an option but a necessity for survival.

Many corporations and even educational institutions have transited to a hybrid model and a lot has been said about how the work or education would look like

in the future. And for IT and facilities managers who had to work extra hard to ensure that they have the infrastructure and resources in place to cope with the rising trend of hybrid work, they were faced with the huge challenge of providing a seamless virtual collaboration experience. Additionally, there has also been a huge push for automation and digitalization of workflows to streamline processes and minimize physical contact when it comes to the management of devices like microphones. But what exactly are digital workflows and how can it be optimized to help small IT teams manage their facility efficiently?

Achieving efficiency through software supported workflows

We examine what digital workflows are and how they can help organizations and IT teams achieve greater efficiency and improve service delivery

Firstly, let us understand what digital workflows are. Digital workflows are software-supported workflows. The combination of IT-friendly AV devices and a centralized control software forms the basis of holistic digital workflows that are optimally tailored to address daily business challenges and to achieve greater efficiency. It involves a centralized device monitoring solution that is accessible everywhere in the network and on all common platforms, giving you complete remote control over your entire wireless microphone setup.

Digital workflows are the next logical step after the digitization of AV equipment that has led to a wide convergence of IT and AV. Not only are workflows such as checking the battery status of a microphone transferred into the digital domain, new ways of

product interaction are also created which has helped to unlock a broad range of benefits in the interaction between people and devices.

With digital workflows and centralized control of devices in the network, the daily operations of IT staff in AV management becomes easier, faster and more cost-efficient. To underline the benefits of digital workflows, we look at 3 ways in which software-supported workflows can change and optimize your daily business routines.

1. Digital battery management: How to check battery status



The manual process of checking the battery status of microphones is time-consuming and tiring. The IT team need to personally visit every location equipped with portable devices such as wireless microphones. In a campus-style setup, this can mean many lecture halls, typically equipped with several devices each. The first thing is finding the microphone, as it is often not kept where it is supposed to be. For microphones that are not equipped with rechargeable batteries, primary cells have to be swapped prior to every usage. Depending on battery runtime and operational schedules, this could even happen twice a day – for

every lecture room. The digital workflows for battery checking do not only save time but also offer multiple new ways to manage many devices with ease.

2. Location-based management: Providing user support and troubleshooting without going to the venue

Before the emergence of network-enabled devices and adding location meta data to devices, wireless microphones had to be managed in a complicated way – offline. Digital Workflows can be optimized for location-based processes and offer a broad range of support features.

If something like a run-flat battery occurs or the user may be confused with the microphone's mute status, the service or help desk personnel gets the call from the user from his location: "I am in room xyz and the microphone is not working". This can be due to different issues: maybe the microphone is simply muted, maybe the battery is empty, or maybe the device belongs to another location and is not linked up. With a holistic digital workflow and a centralized device monitoring solution, the actual cause and issue can be easily identified and solved without the IT team being physically present at the location as you can interact with the user anywhere on the campus and within the network.

If the microphone is muted, the mute switch status can be altered in the software, making it "work" again. If the battery is empty, you can either direct the user to a fully charged microphone or prepare a spare one with a remotely triggered pairing process.

3. Updates and maintenance

On the pursuit of perfect user experience, software and firmware updates add value and benefits to already installed devices. They allow IT teams and end users to benefit from new workflows, features or device skills. To easily gain access to new software or firmware versions, updates, and communication, digital workflows are tailored for seamless roll-out. Devices of the same kind can be selected as a group and updated simultaneously. The workflow guides through the update process and reports its success in the end. This makes it easy to benefit from new functions or skills that are permanently added in ongoing development.

Everything Under Control with Sennheiser Control Cockpit

Digitize your AV management workflow for flawless daily business

Sennheiser Control Cockpit is an example of such a software that can benefit IT teams and help them achieve more, with less. It is a central software for easy handling, control and maintenance of the entire SpeechLine Digital Wireless and evolution wireless G3 and G4 portfolio, as well as the TeamConnect Ceiling 2 microphone.

The easy-to-use Sennheiser control cockpit simplifies workflow and provides digital access and overview of all network-enabled devices at all times. It shows all status information at a glance and the real-time interaction between hardware and software allows system settings to be adjusted for one or multiple devices via remote access, limiting physical contact with hardware and mitigating health risks. Additionally,



users do not have to adjust to the system, but the system can be seamlessly integrated into their preferred workflow, simplifying routine activities with digital control functions.

“Operability and user-friendliness are important factors that we considered when developing the Sennheiser Control Cockpit, which has been continuously enhanced through close dialogue with users. The software is loved by our customers and is available for free”, said **Petteri Murto, vice president of Sales, Business Communications, APAC.**

Benefits of digital workflow by example of battery change

Enterprises and educational institutions spend a lot of time and money on manually servicing microphone solutions that are spread all over the campus. Checking the battery status and function of each device can be a challenge when microphones are dispersed among conference rooms, offices or auditoriums. In campus-wide setups, there are typically long ways between all the devices in different rooms.

With a lean team and a lot of devices to set up, control and maintain, this can become problematic.

On the other hand, with a central software like the Sennheiser Control Cockpit, the IT teams could monitor the status of the microphones on a dashboard, or even receive warning notifications via SMS or email to investigate a certain device. The team can then delegate the battery swap/charging to a teammate who is near that specific location.

All in all, the Sennheiser control cockpit helps to keep everything under control by shifting tiresome routine tasks into the digital domain where they can be performed with much greater ease and efficiency.

¹ *LaBerge, L., O’Toole, C., Schneider, J., & Smaje, K. (2020). How COVID-19 has pushed companies over the technology tipping point and transformed business forever. McKinsey & Company. <https://www.mckinsey.com/>*

This article is sponsored by Sennheiser.

From the Show Floor at InfoComm Southeast Asia

InfoComm Southeast Asia saw 6,593 visitors with 130 exhibiting companies from 18 participating countries showcasing a wide array of innovative AV-driven technologies and solutions. SI Asia gives you a glimpse of happenings from the show floor.



Planar and **Cyviz** combined their expertise in visual display and software respectively to showcase their “Meet, Connect, Visualize and Collaborate” theme. Demonstrated was how the Cyviz Easy Platform is natively integrated with Microsoft Teams for a seamless meeting experience.

Michael Bosworth, executive vice president for Enterprise, **Christie**, highlighted that one of their objectives was to showcase to partners and customers that the company has been working hard in the background over the Covid-19 period. This was brought to the fore with the new range of RGB projectors and new range of MicroTiles LED that was shown at the booth. “But the biggest benefit of being



Absen which was hosted under their Thai distributor booth Vertex featured their different LED series including the KL series, the Mars floor LED series as well as their Absenicon all-in-one LED LED screen for conferencing.



Michael Bosworth with Jason Yeo, senior sales manager for Southeast Asia, Enterprise, Christie

at this show has been about reconnecting with partners. That is a very valuable.”



The **Epson** booth had an important message of how Epson projection technology can drive sustainability. Every exhibit highlighted Epson's sustainability goals, including shown for the first time in Southeast Asia the 20K lumens PU2200 series. "We have made it more compact yet delivering powerful and vibrant images but beyond that every aspect of the product has been carefully thought of to ensure we meet our sustainability goals," said Amy Kwa, regional manager, Epson Singapore Pte Ltd, Visual Products Dept., Printer & Visual Products Division, "From the materials used to manufacture, to packaging where 80% of the

material is recyclable to the actual product which uses 30% lower consumption compared to its predecessor we have looked at the entire eco-system to produce sustainable solutions."



Jabra was participating for the first time at IFSEA. Aurangzeb Khan, senior vice president, Intelligent Vision Systems at GN Jabra, highlights that the company is experiencing growth due to employees returning to offices as well as the re-design of offices to cater to Hybrid operations. "There is a need for dynamic presentations and to get people more engaged," highlighted Aurangzeb. At the booth, Jabra showcased their room system integrated with Lenova, Barco and Epson to create an immersive experience.



BOE demonstrated their 108" P1.25 COB Mini LED targeted at the corporate and command & control sector. "The display offers more illumination that is uniform as well as high contrast and better efficiency," said Jason Yoo, sales manager, PT. BOE Technology Indonesia.



Participating for the first time at the exhibition, **Lenovo** showcased their full suite of solutions for UC and Microsoft Teams Room, for the first time in Asia. Their ThinkSmart One all-in-one collaboration bar is the world's first running Windows 10 IoT Enterprise and powered by an embedded 11th Gen Intel Core processor with vPro technology. Supporting familiar video conferencing applications such as Microsoft Teams Rooms or Zoom Rooms2, and featuring eight microphone arrays with echo and noise cancellation, 15-Watt stereo speakers and an integrated high-resolution camera with wide field of view, There is one HDMI connection for content sharing and an additional two HDMI connection for screen sharing as well as a multiple USB port. The solution comes as a package with a control panel. Priscilla Lim, CPA Smart Collaboration regional business development manager, highlights that the panel is easy to configure and is also anti-glare, smudge proof and rotatable. "The solution is targeted at small to up to 10 pax space. We are also offering 3 years on-site warranty and able to fulfill orders quickly."



Bose Professional highlighted their Videobar VB1 and VB-S for the UC segment. "We are able to integrate our Videobar with third party systems as we have ready made APIs. This helps end-users get standardization as well as quality video and audio," said Muhammad Farhan, key account manager, KASEAN, Bose Professional. Farhan also added that the tech tours conducted by the organiser was useful in showcasing the company's technologies to end-users.



The only audio console at the show was demonstrated at the **Fuzion Far East** booth. The DiGiCo 338 was also the first time it was seen in Thailand. "This year our booth is bigger as we have a number of our principals showcasing their solutions," said Sutat Kohkiat, director, Fuzion Far East. Some of the brands at the booth included Vaddio RTI, Taiden, LEA and Luxul.



Ricky Tan, regional sales manager, Southeast Asia with Bob Michaels

ZeeVee's president and CEO, Bob Michaels highlighted that it has been a record year for the company and the business has been good in Singapore, Thailand and Vietnam. "Our AVoIP solutions are seeing steady growth. We started shipping AVoIP solutions 7 years ago. We understand the technology very well and what propels the experience and that is the value we bring to our customers."



Atlona, a Panduit company, was also exhibiting for the first time in the show. "The show has certainly exceeded our expectations and we are very encouraged with the response," said Kurt Loh, business director, Atlona Asia Pacific. "We had two objectives. One was to show our presence to Southeast Asia's Pro AV customers and partners as part of a bigger company (Panduit) and to reinforce that we are here to stay. We also wanted to emphasise our three key solutions to the market. OMEGA for the collaboration and learning space with our value proposition being to empower

customers to focus on the meeting agenda rather than technology, with our reliability, manageability and easy connectivity. The other is our OMNI stream AVoIP solution and finally Velocity which is our IP-based control, management and scheduling solution.



Biamp's Niclas Brattberg, general manager for Middle East and Asia-Pacific said that he was extremely happy that Biamp had taken up a space as the exhibition had exceeded his expectations. "Major players are here and there is a high quality of visitors from around the region. It is great to catch up with existing and new partners." Niclas also highlighted that the Biamp is excited about their new product launches such as the videobar, cameras, speakers and amps. "This is going to be a record year for us for this region."



"After the 2 to 3 years of the pandemic, we survived. That is great credit to the industry," said Dan Fletcher, managing director, **Midwich APAC**. "It's great to see everyone getting back to living their lives." This is the first participation at the show for the company and the objective was to build the brand awareness within the region. "We are just happy to meet our customers face-to-face as well as potential partners. Our vendors are also here to showcase their solutions and overall the show has been great for us."



BLACKBOX showcased two product portfolios. Emerald is a KVM-over-IP matrix switching system that extends and switches pixel-perfect HD or 4K video, transparent USB 2.0 and bidirectional analogue audio signals over an IP network. The other AvoIP solution was the MCX that distributes and extends 4K 60 Hz video and audio over IP and is made for 10-Gbps network infrastructures. This robust video distribution system allows AV and data payloads to exist on the same IT network, which reduces network management time and costs. Electro-Acoustics Systems also supported the BLACKBOX demonstrations with their Ashly speakers.

Daniel Ng, regional sales director, APAC, BLACKBOX



SCHOT Limited had a number of brands that they represent demonstrated at their booth. These include BrightSign, HALL Technologies and Just Add Power. The company highlighted the BrightSign XC5 digital signage player, which they described as a very powerful machine with enhanced CPU computation power that is fanless and does not come with a licence fee. A single player can power up to 4 screens and together and with 4K video rotation it makes it easier to deliver eye-catching multi-screen experiences.

Anson Ng, MD and Stanley Chan, Chairman of SCHOT Limited with William Wang, Asia sales director for BrightSign.



Vega Global's message at the exhibition was to showcase the company as a market leading systems integrator. The company took the opportunity to bring their entire global team of about 70 senior leaders, sales and engineering teams for a two days strategy meeting before the show. "Other than having Vega's global team gather, brainstorm and network with each other, we have had excellent engagement with customers and partners at the exhibition. It has been a good experience and we are looking forward to next year's event," said Matthew Deayton, deputy CEO, Vega Global.



InfoComm Asia 2023
 24 - 26 May 2023
 Queen Sirikit National Convention Center (QSNCC),
 Bangkok, Thailand

Pro AV Market Watch 2023

Industry experts share key insights on trends, threats, opportunities and how the Pro AV industry in Asia is likely to shape up in 2023

by Elton Noronha



Back in 2018, AVIXA commissioned a detailed analysis of the professional AV industry globally, taking into account key business metrics and trends that impacted verticals like Government, Retail, Hospitality, Corporate, Education, Houses Of Worship, Entertainment, and the then burgeoning 'Prosumer' segment. Key findings suggested that the professional audiovisual industry would grow from \$186 billion in 2018 to \$230 billion by 2023, with an interesting caveat being the forecasted growth of the healthcare segment from \$2.4 billion to \$3.9 billion with a CAGR of 10 percent. Following the release of the report, the market seemed to be trending per the forecasted values, and \$230 billion began to look like a rather conservative figure – with system integrators and consultants worldwide reporting a sharp increase

in the number of projects catering to entertainment, house of worship and hospitality.

Enter 2020; and mid-way through the year the world witnessed a paradigm shift. The following 12-18 months presented a new 'canvas' of sorts, for the professional AV industry to paint a new picture for the future. Breaking conventional moulds – the drastic change in the technology consumption patterns fuelled a complete overhaul of prevailing vertical market dynamics; with segments like entertainment and hospitality which were once considered the greatest potential for growth, now lying dormant and making way for 'maverick' contributors such as prosumer, education and of course, healthcare. IoT

and virtual platform technologies have come to the fore, and have become vital to the very existence of corporate infrastructures; thereby propelling the professional AV industry forward, even during testing times such as the pandemic era.

The ushered age of 'digital transformation' across all major sectors of business and industry; professional AV technologies – both hardware and software – became the backbone of all key communication and decision-making processes; thereby accelerating an increased reliance on such capabilities far beyond any stretch of the imagination. This has given rise to the development of smarter and more intuitive technologies, with product lines across digital displays, audio and conferencing capabilities now being considered a mainstay in almost every industry – be it manufacturing based, or service based.

Based on the market trends prevalent between mid-2020 to late 2021, re-evaluated forecasts undertaken by several independent sources in early 2022 suggested that the global pro AV market would grow \$113.26 bn during 2023-2027, accelerating at a CAGR of 7.92% during the forecast period. According to these studies, one of the prime reasons for the sustenance of the pro AV market during the age of the pandemic was the widespread availability of pro AV equipment at the time, coupled with the fact that the internet was flooded with knowledge and information about various pro AV tech, how to use them and where each one stands in terms of functionality, cost; etc. And experts are convinced that this widespread availability of knowledge and information about technology in general, that shall continue to be the driving force behind the growth of the Pro AV market for the next few years. Furthermore, the incorporation of advanced 'smart' technologies

and the interoperability between mobile platforms is touted to form the backbone of a sizeable demand in the market.

Trends Influencing the Growth & Sustenance of the Pro AV Market

Reports suggest that from the technological point of view, the elements that have been promoting the growth of the pro AV market include the increasing number of 'smart devices' and 'smart platforms', the incorporation of pro AV with the Internet of Things (IoT), and of course, cloud computing systems. These technologies work well for security, surveillance, learning, live events, and conferencing. It is projected that further variables, such as the creation of 360-degree cameras, drones, and virtual reality (VR) systems to provide specialized content, as well as advancements in the telecommunications infrastructure, will fuel the Pro AV market even more.



GEMS Academy Physics Lab in Dubai.

That being said, it has been strongly suggested that a primary driver supporting the market's optimistic view is the significant rise of the education sector, which has coincided with the rising urbanization of the world. Schools, universities, and other academic

and research institutions that use multi-touch high-definition (HD) displays frequently use pro AV in smart learning systems. Corporate establishments have veered to smart technologies that foster healthy collaboration between on-site and off-site workforces – with intelligent display, audio and conferencing technologies forming the backbone of such capabilities.

By increasing real-time blended efforts across collaborative working environments and teaching/learning environments in a manner that enhances imagination, creativity, and productivity – new age pro AV technologies have come to enhance the workplace environment as well as the in-class learning experience.



“Education and Medicine have been very strong in the last year and this trend we expect to continue through 2023” says **Kelvin Ashby-King, principal consultant at Clarity Consulting**

in India and one of the most renowned veterans of the professional AV industry, as he elaborates, “Video over IP will be the technology that will continue with higher levels of deployment in 2023 and onwards. Having said that; current trends support the belief that Unified Communications and Collaboration will become a more ‘off the shelf’ procurement process, with lesser involvement of consultants and AVSIs; as OEM off “Meeting Room in a Box” solutions for soft VC meeting facilities and Huddle Rooms have become more of a norm. More focus by corporates on IoT and specialised facilities though, will continue to power the consultancy market.”



Kelvin’s observations are further substantiated by **Ralph Stefanelli, senior associate, Singapore Office director, Shem Milsom & Wilke,** who contributes his

observations about the trends noticed in Singapore as he comments, “The corporate sector is seeing a mix of collaboration, UC and boardroom projects. This is fuelled by the influx of companies setting up their regional offices in Singapore. Booking apps for usage of rooms, access control and facial recognition have become standard requirements within corporate spaces. There is also a requirement for conferencing facility anywhere and everywhere in an office premise - from the phone booth space to other larger areas. Alongside, the education sector especially the international schools are also refurbishing and expanding to cater to the growing number of foreign students who are here. There is a possible co-relation to the companies that are setting up here and families resettling in Singapore.”

Further introspection of various geographical regions across Asia have substantiated the fact that an increasing number of professional AV systems have also been installed in shopping centres, convention centres, hotels, entertainment destinations and stadiums to grab customers’ attention and affect their purchase choices, thereby fostering the Pro AV market expansion.

In sectors like retail, the use of digital signage systems to boost sales and target the correct audience is expanding. Interactive digital signage solutions are

becoming more and more common, which helps businesses like retail establishments, hospitality venues etc provide more content that benefits end customers.



Offering a perspective of this with respect to the dynamics in Hong Kong and China; **Zane Au, principal and director, Shem Milsom & Wilke Hong Kong and Beijing**

Office, shares, “While it is

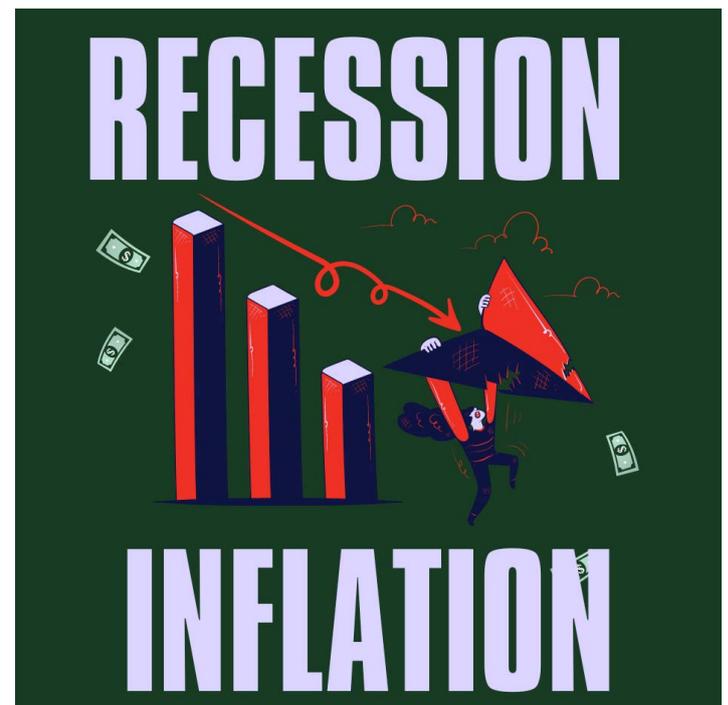
true that the higher education segment in Hong Kong is continuously evolving, we have noticed though that the retail sector has shown tremendous potential for growth. Independent establishments across Retail (and Hospitality!) respectively, have been renovating and upgrading their technological infrastructure in preparation for the arrival of tourists into Hong Kong. In China however, we have noticed the development of more of ‘mixed-used’ establishments, especially in second-tier cities. Such establishments tend to offer a confluence of hospitality and retail, which has been attributed to China’s effort to ‘offer more to the customer’ and thereby boost the nation’s economy.”

It is worthy to note that systems for interactive digital signage and smart audio have come to enjoy a vital position within a variety of hospitality applications, as well as public spaces like stadiums, transportation hubs, and exhibition halls – especially when it comes to fulfilling criteria such as way-finding and quick information acquisition.

As Ralph informs, “In Singapore hospitality is certainly a positive. Both the casinos in Singapore are now in the phase of upgrading and expanding after being

operational for 12 years. Alongside, we’ve also seen quite a bit of uptake in luxury resorts in Vietnam and hospitality in Kuala Lumpur”. A similar trend seems to be prevalent in India as well, with Kelvin sharing his belief that hospitality will also pick up again in 2023 as the hesitation on investment within this sector continues to reduce steadily. At the same time, Kelvin also notes “2023 will also see many sizeable government projects in the field of ‘heritage-tainment’ and other public facilities,” as he points towards the growing number of museums, memorials and heritage sites within the country. Kelvin is confident that such projects will continue to play a vital role in sustaining steady flow of work and revenue for the pro AV market in India, especially in 2023.

Factors That Threaten the Growth of the Pro AV Industry



With mid 2022 bringing to light key developments in international politics that have, ever since, impacted the global economy in ways far more detrimental

than imagined; 2023 brings with it a looming threat of period of economic recession and business slow-down.

Offering an India centric perspective, Kelvin notes, “The possible economic recession will mostly likely push down corporate investment, and we are already seeing this with some MNC companies here in India, who have been cutting back on space uptake. Also, further drop in the valuation of the Indian Rupee, coupled with no relief from import duties will also have an evident impact on the volume of work.”

Reinforcing the fact that the economic slow-down isn't restricted to just one particular region; Zane shares his observation of the impact of the expected recession in Hong Kong and China as he mentions “In Hong Kong, the government had tried their best to keep the economy steady during the pandemic era with fairly continual investment into a variety of projects. Now, however, there seems to be a severe budget deficit, the likes of which we've never seen before. Everyone is quite unclear whether government backed projects will continue to proliferate in 2023, and this has begun to cause some worry within the market. Meanwhile, in China we are certainly seeing an overall slow-down in demand and consumption, which is definitely a matter of concern.”

On the other hand, Ralph notes that the sharp increase in inflation has currently had an adverse impact on the volume of projects being commissioned, mainly owing to the exponential increase in the cost of goods and services. Sadly though, from the larger perspective, this situation may only get worse, thanks to the steadily depreciating reserves of vital resources and raw materials like fossil fuel, coal, iron, copper, gold,

neodymium and more – thereby leading to a further increase in overall costs for all stakeholders to bear.

A classic example of this is the world-wide shortage of semi-conductors for processing chips – a situation that began in 2020 and one that many hoped would be revived to normalcy again by the beginning of 2023. Zane affirms that the on-going semi-conductor shortage has been getting AVSIs and consultants to scramble frantically in order to finish projects. And the continuation of situation might pose a major hinderance to the growth of the professional AV market in 2023, as Kelvin shares, “The continual chip shortage means that equipment is on long lead times with rather limited availability. Combine this with increases in costs and the fact that suppliers who traditionally offered credit terms and good discounts no longer doing so due to this very reason; means that there is a great deal of pressure on AVSI margins, which may continue in 2023.”

Lack of Qualified Technical Professionals Threaten the Growth of the Industry



Apart from the aspects related to budgets and the economics of things; there are a few other rather silent but equally damaging threats to the growth of pro AV in 2023; one among which is the lack of qualified professionals within the field. "We are seeing across the region the lack of qualified manpower in the industry which will affect output and quality of work" affirms Ralph; pointing to the fact that even if there is a normalization of sorts in the volume of work for all stakeholders, the lack of qualified personnel would impact project turn-around-times, efficiency and overall quality, which again would result in a net negative, especially for consultants and AVSIs.

Areas of Opportunities

Referencing the various threats to the growth of the pro AV industry discussed by the experts in the earlier section; it is clear that a positive reform can easily begin by making quality training and learning material available to staff members of AVSI outfits and consultation firms. Manufacturers and brands play a vital role in this mix, as quality training modules extended to their various channel partners and AVSI + consultants may help in not just retaining workforce during tough times, but also steadily building the same.

Another aspect where brands can play a vital role is that in offering solution bundles. The integration of technologies is what differentiates the pro-AV industry from other fields. This is because many of the technologies, products, and services for audio and video capture, processing, storage, and displays are similar across different applications. And with the growing trend of open source and platform sharing technologies, manufacturers can offer pre-designed

Should AV companies consider creating content as part of their holistic approach?



Information display at The National Museum of India. Photo used for illustration purpose only.

solution bundles that are known to offer optimum performance and value; especially for key applications like conferencing and collaboration, learning, security and surveillance, retail, hospitality, performance and entertainment. Not only will this help AVSIs and consultants in their sales pitch to the end customer, but it would also allow their teams to maintain project deadlines without compromising on any quality or performance metrics.

Zane provides an additional take on this situation as he proposes, "AV companies need to work with content creators or better yet consider acquiring content companies so that they can offer a holistic solution - from hardware, software to content. Establishments within retail, hospitality, entertainment and similar segments look to differentiate themselves from the competition by creating unique experiences for their consumers; and there is an evident need for such comprehensive AV systems."

Upgrading systems that have not been in use during COVID-19 with new features offers an Opportunity for SIs



On the other hand, the world veering towards AI and the metaverse also presents an area of great opportunity for the proliferation and subsequent growth of the pro AV industry. Both Zane as well as Ralph agree on the fact that AV systems augmented with AI and/or the metaverse will offer solution providers an expanded scope of business by opening up doors to tap the needs of larger audiences. As Ralph points out with an example, “High end retailers are using more technology, and I believe AV should look into integrating with people counting systems, sales systems and augment it with AI to create more value to their customers.”

Another area of opportunity is locating key projects due for redevelopment. Crucial to this are the multitude of government buildings and facilities that are looking to catch up with the digital revolution that has swept the world over the course of the past two years. Such government backed projects are usually quite extensive, and involve the design and integration of several new systems from the ground-up. Plus, geographic locations that host multi-tiered / multi-level government infrastructures usually afford service

providers the opportunity to network into different tiers of the institution, and potentially source more work.

Alongside, the act of offering existing venues with the option to upgrade their older systems can present another opportunity for business. Although many AVSI and consultants do play an active role in approaching venues and establishments to offer their services; it cannot be denied that there is still room to improve on these efforts. Several venues – for example entertainment destinations like nightclubs, pubs, lounges etc – have remained shut for a large part of the pandemic era, and this would’ve definitely had some kind of impact on the performance of the various systems owing to the fact that they were unused during the said time period. A more aggressive approach by consultants and AVSIs in approaching such venues with cost-effective solutions may provide inroads and opportunities that could materialize into long-term business associations. At the same time, brands can also play a vital role in this mix, by offering enhanced service support in terms of quick maintenance and repairs – which could be a benefit extended to the customers.

INDIA

'Ray of the East' Glows with Vibes of Visual Feast

Tricolor India does a trio of firsts in a fascinating holographic projection in Assam

By Ram Bhavanashi



FACTFILE

Project name: Gandhi Mandap Memorial Complex

Project Location: Sarania hilltop, Guwahati, Assam, India

Project Segment: Cultural Space / Infotainment

Structural Team: Tata Consulting Engineers

Systems Designer and Integrators: Tricolor India Schauspiel

Project Highlights: Holographic 3D projection, projection mapping, lighting effects

The evening of 2nd October, when the façade of the historic Gandhi Mandap Memorial Complex on the Sarania hilltop in Guwahati was illuminated in full glow, accompanied by a vibing narrative of Brahmaputra, it did resonate with its name- 'Purva Prabha' or 'Ray of the East,' to connote for popular connect.

The illumination, as it synced and shined with the narrative, it meant many a special thing- for the region, country, and industry. It was first of its kind in the Northeast; first such exploit in the country to celebrate Assam's role in India's Freedom Struggle; first holographic projection in Assam; and first holography projection using hydraulic-powered mesh.

Envisioned by the Government of Assam, Commissioned by Guwahati SmartCity Limited, structurally-conceived by Tata Consulting Engineers, and audio-visually integrated by Tricolor India Schauspiel, the latest holographic 3D projection in the year of Azaadi Ka Amrit Mahotsav, is truly a Ray of the East.

An SI Asia exclusive.

AV Gear in the Ray of the East:

- Audio: 4 Units of JBL for a 5.1 outdoor surround sound experience
- Video: 4 Units of Christie DWU 20 HS
- AV Switcher: 4 Units Lightware
- Media Server: 3 Units
- Dongles: 2 Units of WatchOut
- Network Switcher: 1 unit of 24G from Cisco
- Lasers: LPS
- Intelligent lighting: moving heads and dynamic architectural lighting.
- Hydraulic Mesh: 2 custom units (Tricolor innovation)

The holographic 3D projection on the façade of the Gandhi Mandap Memorial Complex (museum) is a truly unique proposition for reasons more than one. The region, timing, thinking, setting, execution, and even the naming- every aspect of it holds that unique formulation factor.

While by the region's sheer traditional antiquity, the city of Guwahati is called Pragjyotisha pura or city of eastern light, by the plain reckoning of solar movement, the city wakes up to one of the earliest sunrises in India.

According to Indian Puranic antiquity, Pragjyotishapura was the capital of demon king Narakasura whom Lord Krishna killed to free the people from the former's

oppression, and the day came to be celebrated as Deepawali or Festival of Lights.

The region had a very defining spiritual phase in the middle of 15th century when Shrimant Shankardev – most influential Assamese polymath ever – led a neo-monotheistic movement unifying and reforming people in several ways.

During the crucial phase of India's Freedom Struggle in early-1920s, Mahatma Gandhi first walked up the Sarania Hill in 1921, and it became an exhortation point for subsequent phases till his last visit in 1946- setting the tone for the region's raising against the oppressive British.

Post-Independence, the State Government created a memorial complex, naming it after the Father of Nation. It was inaugurated in 1970 by the then Prime Minister Mrs. Indira Gandhi.

Moving fast forward, the current State Government, and the Guwahati Smart City Limited (GSCL) decided to conserve and preserve the cultural, historical heritage of the place, and transform it into a potential tourism spot.



Says Himanshu Sabharwal, the creative director at Tricolor India: "The main objective of the holographic 3D projection project was to preserve and propagate the rich cultural and historical

heritage of the place and transform it into a potential tourism spot."

The Gurgaon-based projection mapping specialist landed the project following a rigorous screening and



evaluation by the GSCL, and its structural consultant Tata Consulting Engineers(TCE).

Apparently, GSCL who led the initiative, envisaged to create a programme that encapsulates all that that characterizes the region- heritage and culture, spiritual, social, political activism, contribution to India's one nation identity et al.

Having taken the brief, Himanshu decided to create a Narrator Brahmaputra, (world's third largest river, with its major stretch running in Assam) to do the captivating story-telling from its earliest antiquity to the present, connecting through the centuries of sustenance and survival, struggles and sacrifices, leading roles and legacies, and tenets and transformation.

With a view to achieving the intended content depth and direction, Himanshu set up multi-disciplinary teams and initiated some deep research towards evolving the show material.

"Brahmaputra knows Assam better than anyone else," says the Tricolor Creative Director. "It's been witness to all that the State had been through- the demonish rule of Narakasura, the identity marking reign of Ahom kingdom founder Syu Ka Pha, the spiritual-cultural reformist life of Shrimant Shankardev, the martyrdom of Lachit Borphukan, Maniram Diwan, and Kanak Lata, and the era of Mahatma Gandhi," he explains. "The narrator recreates all that glorious past, as well as the painful happenings, and seeks to connect those vibes with the current generation."

The project couldn't have been named better than *The Ray of the East*.

Since the project is all about Assam and its identity, Himanshu involved some of the famous personalities coming from the region to strengthen the vibes.

According to him, artists like Kabir Bedi, Kapil Bora, and Zerifa Waheed have lent their voices to the narrator, while Florence Handique was instrumental in



lending her voice and coordinating all script narrations, voiceovers, and translations etc.

Further, highly acclaimed Assamese theatre personality Abinash Sharma has majorly contributed in scripting the story-telling process, besides overseeing all the stages of the show as it progressed.

Despite all that, it wasn't still enough, as the project needed a few more work-outs.

"When we were required to calculate the projection angles, instead of projecting onto the perpendicular right side of the building, we decided to increase the façade for the purpose of mapping," explains the Tricolour chief. "For achieving this, the projector placement was done atop the Mandap and two massive supplementary screens were placed. The second was the change in the colour of the complex by the GSCL."

To accommodate these design changes, the content also had to undergo some iteration in terms of choices of the colour palette.

Team Tricolor did all that- apparently with aplomb.

Still wanting to try to further improve the experience immersive, and at the same time refreshing, Himanshu decided to do something new, inventive.

"We decided to bring on a mesh that can be operated by means of hydraulics," Himanshu informs.

Another important innovation brought in by Team Tricolour was in intelligent lighting. "The lighting of the façade has been done in such a brilliant way that one can't figure out where the mapping ends and where the lighting starts. It is that seamless," explains Himanshu.

For Tricolor India, which has made its name and fame with some of the most prestigious projects to its credits, this project is still unique.



“The job being a first such project in the region is certainly one,” says Himanshu. “Besides blending several elements into the story, long historical and cultural significance of the place all culminating to a very deep sense of patriotism and nationhood feels so unique,” he explains. “It required utmost attention, and skilful adaptation of the region’s tenets for the story telling. That apart, the hydraulic mesh, and intelligent lighting modes incorporated makes the project technologically unique as well,” he remarks.

“The best part of our work is the deep sense of gratitude and honour we have of engaging with such sensitive heritage, and monuments that have seen such long tests of time,” remarks Himanshu. “Where do you get a canvas and a platform like that?”

Obviously, the project install won some big commendations too.



“A technological marvel that awes the beholder!!!,” the State Cabinet Minister for Housing and Urban Development Ashok Singhal tweeted. “A mesmerizing light and sound show on the history, and culture of Assam.”

Tricolor India

Tata Consulting Engineers

Madras Club Receives Concert-Like Vibes with d&b audiotechnik

A d&b audiotechnik loudspeaker system is establishing a consistent volume and vibe throughout the Madras nightclub to bring out the best in its top-notch DJs and live performances



FACTFILE

Project Name: Madras Club

Project Location: Bangsar, Kuala Lumpur, Malaysia

Project Segment: Entertainment

Systems Designers and Integrators: Search Music Sdn Bhd and David Projects & Productions Solution.

AV Highlight: To bring the sound reproduction to the next level for the live performances and DJ sets.

Key AV Brand: d&b audiotechnik

Located in the country's capital of Kuala Lumpur, the Madras Club installed a sizable d&b audiotechnik loudspeaker system to improve the sound quality of its DJ sets and live performances and cater to the large audiences that crowd the club every weekend.

As one of the best nightclubs in Malaysia, Madras has regular performances by some of the country's best Indian live DJs and bands. The club attracts club-goers from not only all over the country but abroad as well.

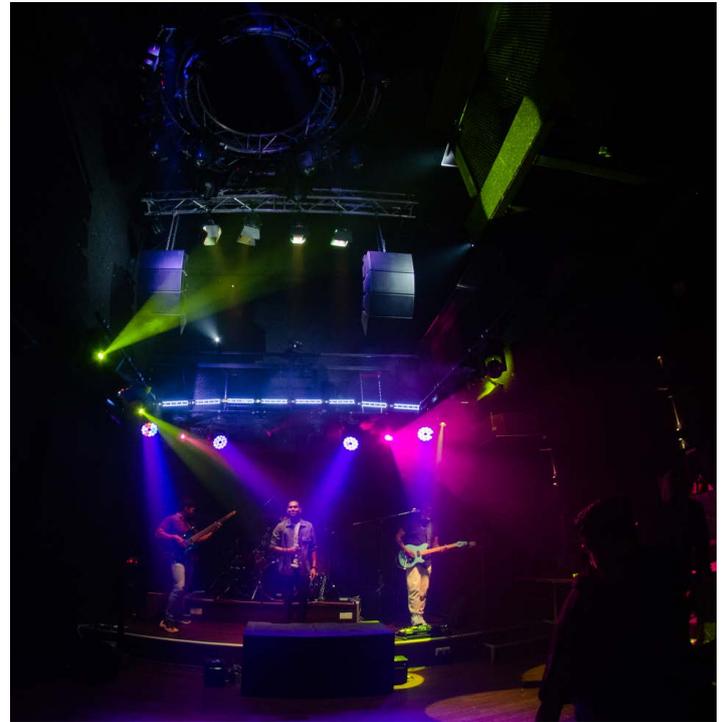
"The venue gets fully booked in advance every weekend and has done so from the day we started operations four years ago," explained Siva Shankar, owner of Madras Club. "At the end of last year, we moved to a new venue which is bigger and has a



split floor. This meant that we required a top-notch system to cater for the live bands and DJs and we took advantage of the opportunity to choose a new system. We landed with d&b after some investigation, which included online research and speaking to local suppliers and installers in the industry.”

The system was sourced by the Madras team in collaboration with local AV suppliers Search Music Sdn Bhd and David Projects & Productions Solution.

It consists of 8 x d&b 10AL loudspeakers hung in line arrays above the club’s stage in a left-right formation, Additionally, there are 3 x d&b 8S loudspeakers and 4 x d&b 10S point sources to supplement the system. The venue is also equipped with d&b V-GSUB and 18S-SUB subwoofers for that essential nightclub bass. 3 x d&b 30D amplifiers power the entire system.



David Projects & Productions Solution mounted the d&b 10AL loudspeakers in a four-per-side line array above the main stage. In front of the stage, the d&b subwoofers are set up at floor level.

The venue has a split level and numerous secret spaces where neither the live band nor the DJ are visible, according to Daryl David of David Projects & Productions Solution. However, he adds that the installers easily overcame this by configuring the system and installation points.

“The d&b system has enabled us to create even volume and feel throughout the club,” noted David. “We also find that d&b provides significant clarity and a concert feel in the venue. Our guests and customers are pleased with the sound quality we can now create.”

d&b audiotechnik



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