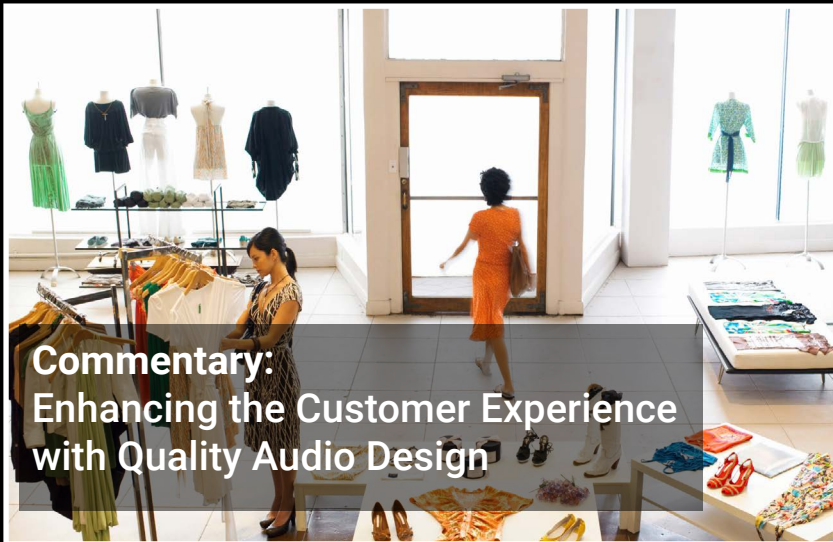


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## GENELEC DELIVERS AN UNFORGETTABLE SOUND SYSTEM TO DEJA BREW



**Commentary:**  
Enhancing the Customer Experience with Quality Audio Design

**Spotlight:**  
The Future at Your Fingertips

**Show Preview:**  
Strong Sentiment for AV-ICN to Establish



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The AV industry is mandated to create positive experiences. This is made possible with well thought AV design, integrating quality and reliable solutions that offer seamless operations. SIs must truly understand their client's needs and offer the best solutions. In our Commentary column Graham Hendry, VP of Loudspeaker Strategy, AtlasIED, shares that the feel-good factor in a retail space is paramount. In the column, Graham highlights that according to a survey by the Association of Consumer Research, customers are more likely to purchase items they associate with pleasure when listening to music. Time to spread the message to your retail clients!



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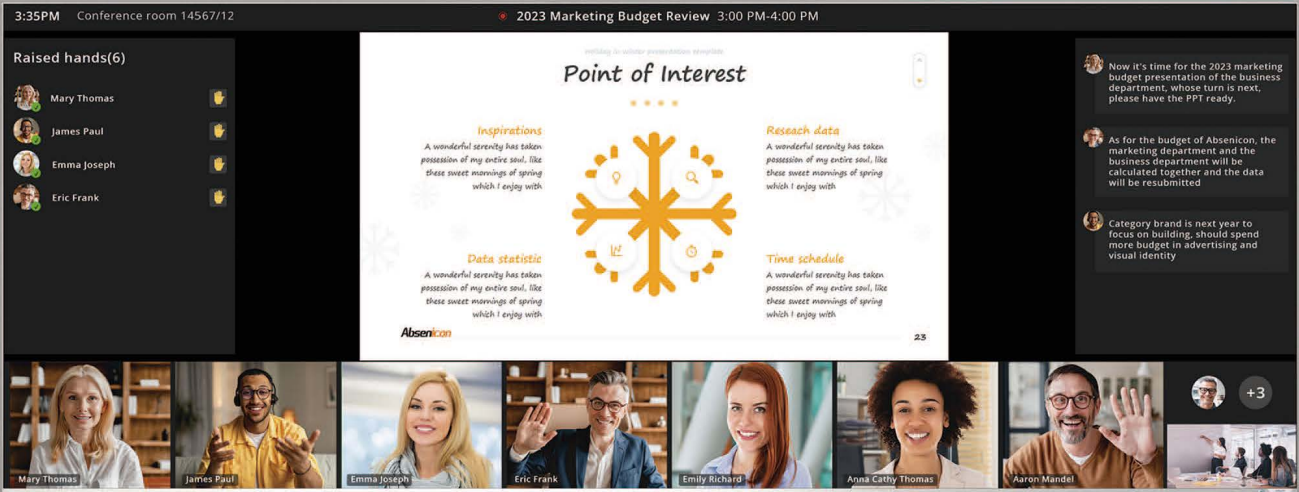
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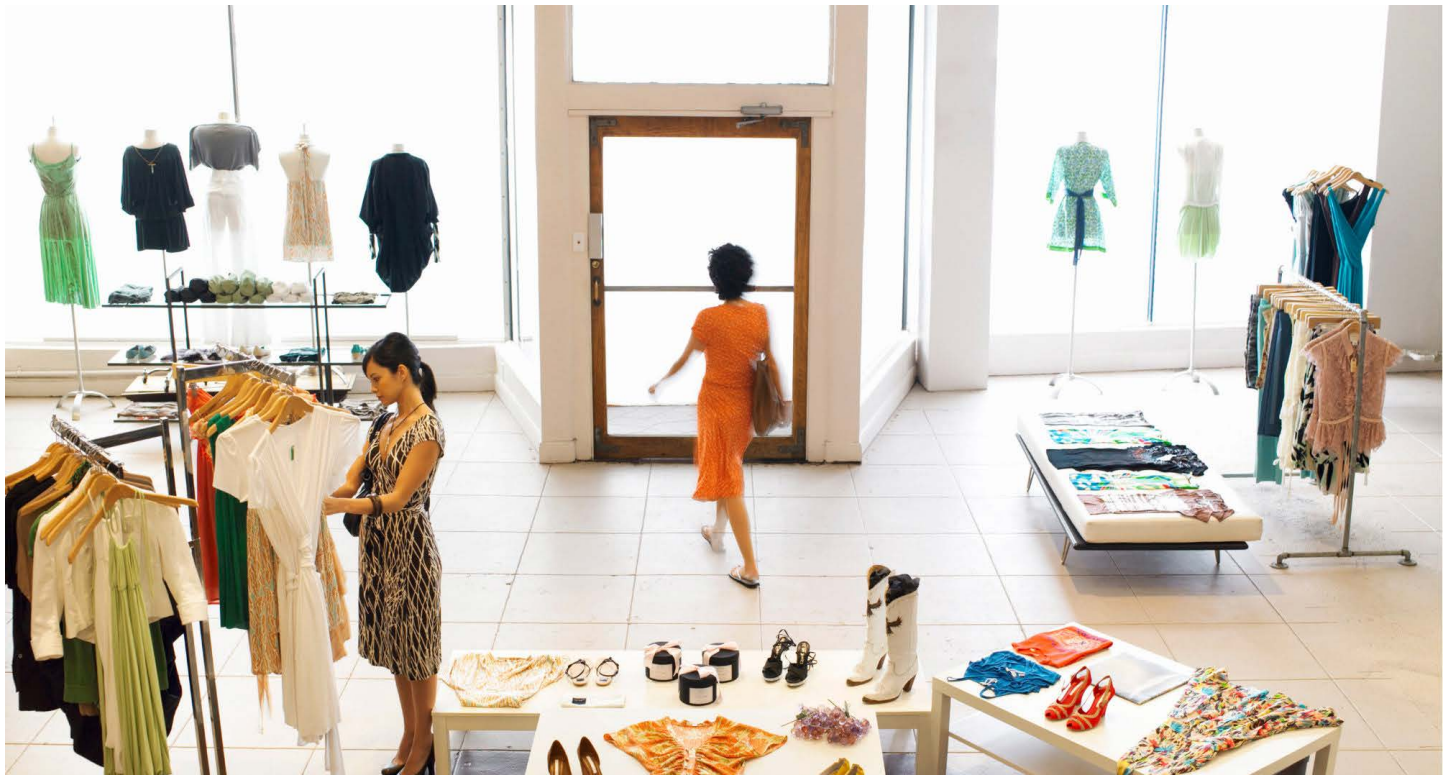
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Exhibition Hall

# Enhancing the Customer Experience with Quality Audio Design

by Graham Hendry, VP of Loudspeaker Strategy, AtlasIED



As a systems designer or contractor, it's clear what the benefits are in deploying premium quality components in a retail audio system. The challenge is in communicating and selling the benefits to the client

– who is paying for the system – is why should they invest in better technology?

When we talk about 'everyday sound', we refer to common, everyday life experiences where audio systems play an important role. Whether it's in the

pursuit of leisure and entertainment, learning, retail or the business world, investing in high-quality audio components is crucial to better outcomes.

The feel-good factor in a retail space is paramount. A comfortable space has a measurable effect on how we spend, and more importantly, how much we spend. According to the [Association of Consumer Research](#), when listening to music, customers are more likely to purchase items they associate with pleasure. As such, a retailer shouldn't make the mistake of overlooking the influence premium content and equipment can have on their customers. As acoustics and sound designers, we need to use our knowledge to create



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an environment that will maximize the customer experience and in turn, our client's profitability. Music and soundscapes are a very powerful marketing asset when utilized in the right way.

In-person shopping is a multi-sensory experience. That said, visual aesthetics usually take priority. If bad acoustics and sub-standard sound systems are deployed or become an afterthought, then the shopping experience can become fatiguing. A distracted and weary customer will invariably head for the door, and that certainly is not a desired effect.

Online shopping continues to grow, and as such, so are the trends in a customer's shopping behavior. As a result of the pandemic and the ensuing lockdowns, online shopping has become a staple in society. For brick-and-mortar stores, the customer experience is now a more important consideration than ever.

A well-designed sound system in tandem with video and visuals is the optimal tool to enhance the customer experience over e-commerce, creating a comfortable and welcoming environment, and an essential and a living part of the designer's expression and ideas.

While their priorities might be different, staff are exposed to the surroundings and sounds in a store for much longer periods than the customer. The staff are the face of the company and need to interact with customers at varying levels. Their concentration and efficiency at performing these functions can all be affected by the soundscape of the store they're working in. A good sound design should target both customers and staff.

A retail space is usually a dynamic space throughout the year with different marketing initiatives, and

varying store layouts resulting in new foot traffic patterns. A well-designed sound system should allow the flexibility to be tailored accordingly.

Several elements should be considered when designing a retail sound system. One that is often overlooked is the acoustics of the space. The design concept of the store may call for materials that are not conducive to a good acoustic environment such as glass, marble, and concrete. Very careful consideration to this aspect of the space should be considered and expert help should be sought if possible. Those who need to make unprepared spaces sound better will find that off the shelf help is available from commercial acoustical treatment vendors, and when implemented correctly can be very effective. Especially in larger spaces, if you make the wrong choices in acoustics and sound design, DSP won't fix it.

A good system should be capable of delivering quality sound evenly throughout the store. Loudspeakers need to be correctly positioned to facilitate clear and balanced sounds without any dead spots or excessive reverberation. In this regard, the store's size and layout should be considered to determine the optimal speaker placement. Consideration should also be given to modelling, as acoustic simulation increases the understanding of a design, leading to better informed decisions.

One crucial aspect of sound design in retail stores is identifying the store's target clientele. Different age groups and customer segments may respond differently to the type and volume of music. For instance, younger customers may prefer loud and bass-heavy music, while older customers may prefer softer and low-key tunes. Similarly, stores catering to high-end customers may require a sound system that delivers premium-quality sound worthy of the customers' status.



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Another key element is integrating the sound with the store's overall ambience. The music style and tempo should match the store's brand and message, creating a consistent and immersive shopping experience. For example, a casual clothing store may opt for upbeat modern pop or rock music, while a luxury boutique might prefer slower-paced jazz or classical music.

Zoning can be used to highlight specific areas of the store, such as product displays or promotional offers. By strategically placing speakers, retailers can create an immersive atmosphere that engages customers with their products and services. Allowing predefined zoning, volume, and intensity, and scheduling the right music ahead of time with the minimum amount of user interaction ultimately allows staff to focus on the customer.

Content should be delivered on a flexible and intelligent platform through a variety of premium quality loudspeakers. Loudspeaker choice will determine the

quality of your program material more than anything else. Distorted, band-limited sound will invariably paint a brand as low quality. With premium quality speakers, your music will sound pristine, and you will have better control of the volume of your music. Nowadays the user can have defined access to control zones, sources, pre-recorded messages, preset scenes, and more, all from a mobile device simply by scanning a QR code.

Because a sound system might work well in the home, do not be tempted to opt for consumer grade equipment. Equipment designed to be used only a few hours a day are not built to sustain the rigors of a commercial environment, nor have the specific attributes or performance for optimum coverage. In the end, it pays to invest in premium quality audio system to match your brand's values.

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## SDVoE Academy Courses Obtain Qualification for AVIXA Education Credits

**GLOBAL:** The SDVoE Alliance, a nonprofit consortium of technology providers collaborating to standardize the adoption of Ethernet to transport AV signals in professional AV environments, has announced that industry participants can obtain AVIXA Certified Technology Specialist (CTS) and Renewal Unit (RU) by participating in the SDVoE Academy's SDVoE Certified Design Partner and SDVoE Certified Developer courses.

The mission of the SDVoE Academy is to establish a trusted resource for AV professionals – designers, installers, salespeople, and system owners – to take advantage of the latest AV signal management technology. In doing so, the SDVoE Alliance launched a free online learning platform, SDVoE Academy.

SDVoE Academy is a self-paced online course offering two professional certification programs, SDVoE Certified Design Partner and SDVoE Certified Developer. SDVoE Academy has attracted more than 6,000 students and delivered more than 120 courses in video technology, network basics, and system design. Now, industry professionals can participate in SDVoE Certified Design Partner and SDVoE Certified Developer courses to obtain CTS RUs.

“The SDVoE Academy has become a trusted resource for AV professionals gathering knowledge and experience to take advantage of the SDVoE Alliance’s flexible and scalable technology,” said Justin Kennington, president of the SDVoE Alliance. “AVIXA’s educational certification program is a mark of distinction for AV professionals and we are thrilled to be included in their course offerings as we continue to build a strong community around the SDVoE Academy programs.”

The SDVoE Alliance is committed to interoperability and standardization, and above all to creating great AV user experiences. The more users participate in the SDVoE Academy, the more they will benefit. Industry professionals can get started today by accessing the SDVoE Academy, which is available for free, at the link below.

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## d&b audiotechnik Announces New Executive Role for Michael Case

**GLOBAL:** Mike Case has been named vice president of global marketing at d&b audiotechnik. Also, the responsibilities for segment (market) development and artist relations will remain a part of the new function.

Case, who has over 30 years of experience in the industry, brings strong business, brand and product knowledge to this newly-defined function. Previously, as APAC Territory Manager, he set up and ran the subsidiary in Singapore, successfully expanding the d&b footprint in the region.

“Mike is the perfect fit for this role,” said Stephan Greiner, chief operating officer at d&b audiotechnik. “His comprehensive knowledge of our industry,

our technologies and experience with customers and users of our system solutions, along with his unconventional and creative approach, will support brand development and our sales enablement in new and exciting ways. I’m very pleased that he is taking over this new role and wish him and his entire team every success.”

Mike Case is incredibly excited to be taking on this position which has such a legacy in terms of d&b’s famous take on brand and marketing, “Here at d&b I know we are looking forward to a bright and innovative future. With the technology and creative trends that are reverberating through the music and entertainment industry there surely cannot be a more exciting time to be involved with this company, its people and its products. Alongside this, leading a great team of talented and dedicated individuals whom I look forward to helping deliver yet more cool, passionate, quirky and visionary messaging to our global community of users and customers.”

**d&b audiotechnik**



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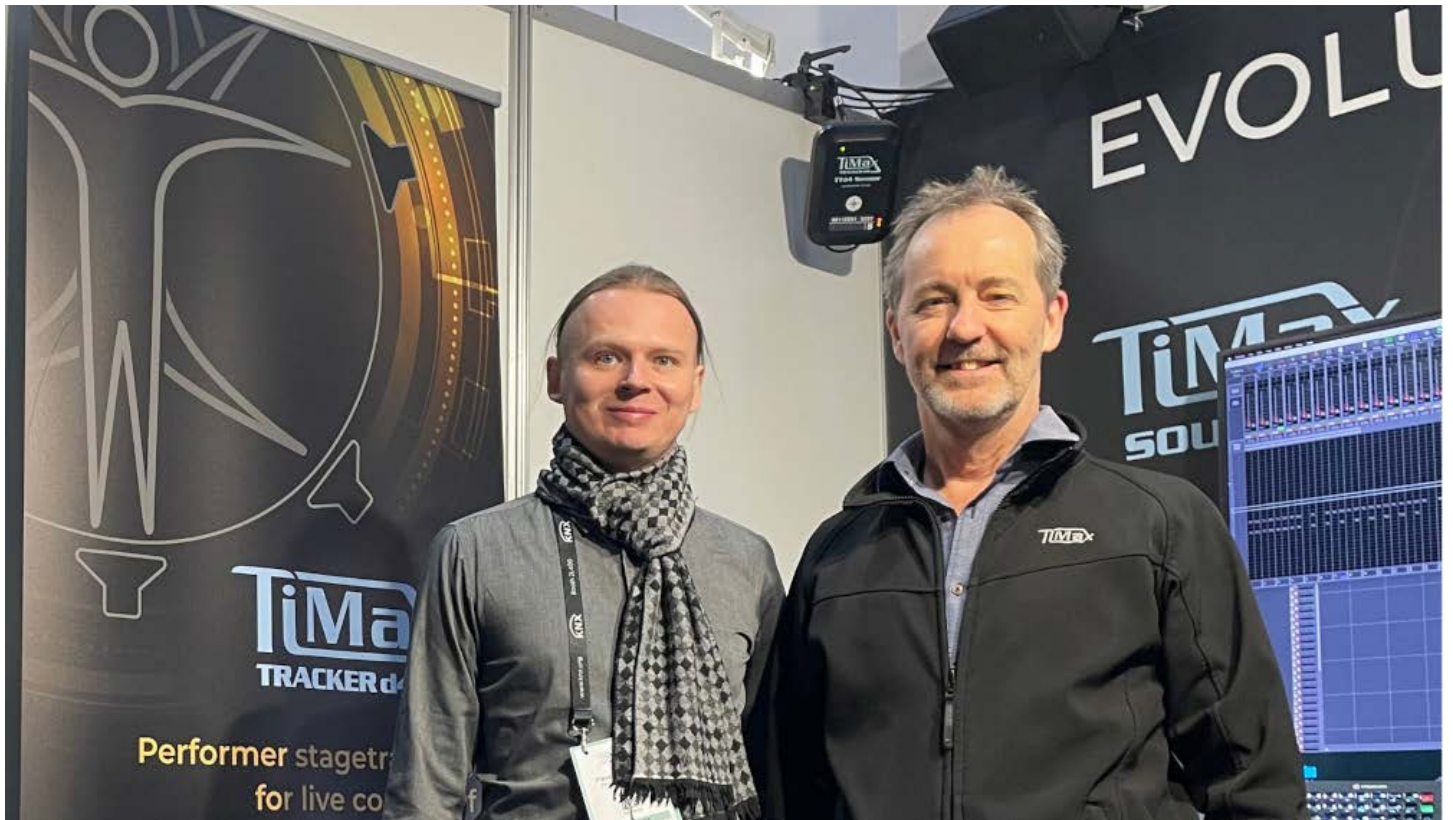
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*New distributor, PRO LAB's head of the Audio Department, Pavel Shemiakin with Out Board director, Dave Haydon.*

## PRO LAB Appointed Out Board TiMax Distribution Partner for GCC and MENA Regions

**MIDDLE EAST:** Out Board have chosen PRO LAB to be their exclusive distribution partner for TiMax SoundHub, TiMax Tracker D4, and the entire line of TiMax solutions. PRO LAB is a well-known brand noted for its high-quality pro-audio-visual and stage equipment product portfolio with a strong and extended reach throughout the GCC and MENA areas.

The new distribution partnership addresses the dramatic increase in demand for TiMax immersive

audio solutions in the region. As a versatile and autonomous spatialisation engine, designed to work effectively with any loudspeaker on the market, TiMax SoundHub was a "logical addition" to the PRO LAB's product portfolio. TiMax offers PRO LAB's extensive network the freedom to tailor system solutions according to their individual technical and budgetary requirements.

PRO LAB has invested in demonstration stock and the company's newly constructed experience centre, located in Dubai, will be equipped with TiMax SoundHub, TiMax Tracker D4 and the full range of TiMax solutions. Customers will be able to experience the power and versatility of TiMax and receive training to successfully implement the products into their projects, shows and installations.

Driving the active promotion of TiMax to the region's system integrators, system engineers, sound



designers, and other creative professionals, will be the recently appointed head of the Audio Department, Pavel Shemiakin. A lecturer on immersive audio technology and a previous brand manager for TiMax, Pavel brings significant experience in the TiMax range of solutions.

Rami Haber, CEO of PRO LAB, commented, "We are thrilled to be partnering with TiMax, a brand that is at the forefront of immersive audio technology. With TiMax, we can offer our clients unparalleled versatility, creativity, and engagement. Our partnership with

TiMax is a testament to our commitment to providing our clients with the best solutions in the market."

Out Board director, Dave Haydon, concluded, "We are delighted to be partnering with PRO LAB, a company that shares our passion for delivering innovative and high-quality spatial audio solutions. By combining our unique abilities, we can provide exceptional and unmatched immersive experiences to global audiences."

**Out Board**



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## EXT Hyderabad Goes Live with L-Acoustics and DiGiCo

**INDIA:** Even though the last few years has witnessed a dramatic shift in the way people consume music, the fact still remains that live music continues to stay alive and kicking, with local live venues playing a key part in explosion of diverse music forms and its widespread consumption that finds its roots at the local level. Live music venues are quite often tied up with local scenes and communities and the ambience of these spaces allows people to delve deeper into the kind of music they love and experience it in a totally different way.

The city of Hyderabad in India is now home to one such alternate performance and event space for music, culture, art, pop-ups + more; and it is aptly named EXT.

Viewed as an extension of one of Hyderabad's most beloved resto-bars i.e. The Moonshine Project – EXT as a venue is aimed at being a haven for live

performances in support of alternative and 'non-commercial' genres of music. Because of this, EXT has quickly gained fame as a leading entertainment venue in Hyderabad that provides artists and fans of such genres with the perfect avenue to congregate and celebrate.

A moderate size performance stage forms the spotlight of the space, with a well-planned lighting scheme affording an ambience

akin to what one would refer to a 'boiler-room vibe'. The undisputed hero of the venue however, is the world-class pro audio set up that extends a truly encapsulating experience for the audience to enjoy.

Supplied and configured by Hi-Tech Audio & Image – the official distributors of L-Acoustics and DiGiCo in India; EXT Hyderabad is equipped with a loudspeaker system from international niche brand L Acoustics, which spotlights the use of the A10 Focus medium throw line arrays coupled with SB18 compact subwoofers, with the line array modules being flown on either side of the stage while the subs remain neatly tucked away underneath the stage. The loudspeaker system is powered and controlled using L Acoustic's acclaimed LA4X power amplifiers, along with a single unit of the compact yet extremely dexterous and powerful SD9 digital mixing console from DiGiCo rounding off the signal chain and providing audio engineers complete control in terms of shaping the sound for truly unique experience for each event.

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## Lightware Strengthens Team with Two Strategic Appointments

**APAC:** Lightware Visual Engineering is focusing on growing its Australian market with the appointment of two key roles. Gordon Anderson has been appointed as the national manager for Defence, Intelligence and Government, while John Garfi is the regional manager for Victoria and Tasmania. These announcements contribute to elevating the Australian Lightware office as a central hub for customers and partners across the Asia-Pacific region.

Gordon Anderson brings over 25 years of experience in systems integration, business development and sales management positions in the Australian Pro AV market, having worked for companies like Intravision, Crestron Electronics, Hills Limited, Sound Advice

Australia and his own company Anderson Audiovisual.

In his role as national manager for Defence, Intelligence and Government, and working from Canberra, Anderson will ensure that Lightware's hardware delivers the highest quality in AV & UC system security, with the reliability and performance demanded by these key sectors.

"I am delighted to be part of Lightware Visual Engineering at such a pivotal time for the company, where new

vertical markets like education and defence are taking an important role in its expansion," said Anderson. "Together we'll make sure to offer reliable and secure products to meet the needs of critical sectors that require the highest level of security, zero frame latency, and robust quality."

John Garfi, the new regional manager covering Victoria and Tasmania, is a seasoned professional with over 20 years of experience in the live staging, hospitality, audio-visual/ICT integration, consulting, rental and production industries.

Based in Melbourne, John will be serving Lightware's diverse clientèle, including higher education, specialist consultants, systems integrators, government, and commercial clients, by providing them with the latest in AV & UC Lightware hardware and software to guarantee optimal system reliability and performance.

John's extensive background in strategic, operational, financial, technical, business, and systems integration, in addition to his passion for innovation and quality, will play a crucial role in driving Lightware's growth

in Victoria and Tasmania. "I'll focus on streamlining processes, boosting performance and growth, and delivering positive results for customers and partners to contribute significantly to Lightware's success so far in the regions," said Garfi.

Lightware's new Australian headquarters which includes a training theatre, experience centre, warehouse and technical development centre opened in May 2022 as a strategic step to expand the company's global footprint and foster growth in markets such as Australia, New Zealand and the Pacific Islands, providing training, sales support, after-sale technical support, on the ground customer service

and product demonstrations for all of Lightware's products & systems.

"We're excited to have Gordon and John join our team spearheading our Australian offerings," said Jason Lewis, general manager, Lightware Australia. "Their extensive industry knowledge and experience will be invaluable in expanding our reach and delivering innovative solutions to our customers. We're confident that their contributions will further elevate the importance of our Australian office as a strategic hub for the region."

**Lightware**

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## Utology Joins Barco ClickShare Alliance

**GLOBAL:** Utology Corporation, a provider of management, monitoring, automation and analytics software for the connected workspace, has joined the Barco ClickShare Alliance Program as a validated technology partner, extending the capabilities of its software platform for managing A/V and UC devices and peripherals to include Barco's ClickShare Conference solution for wireless presentation and conferencing.

ClickShare solutions enable wireless conferencing and presentation in meeting spaces. When users walk into the meeting room, ClickShare automatically connects their laptops to room devices like cameras, mics, speakers, sound bars and displays. They can start a meeting from a laptop within seconds, using their preferred video conferencing platform.

Barco is continually expanding its Alliance Program by adding complementary solutions to help provide seamless integration of technologies and ultimately provide users with an enhanced total experience.

"We're happy to work together with Utology on the integration of ClickShare into their enterprise-grade platform for managing, monitoring, controlling, and automating connected workspaces. Our joint partnership will help IT managers to manage and monitor their ClickShare units in the meeting room and beyond. The future of work is only one click away," said Johan Pirot, head of MX Initiatives & Strategic Partnerships Meeting Experience & weConnect at Barco.

The addition of **Utology** room management solutions such as U-Manage and U-Automate furthers the Alliance goals of simplifying deployments, optimizing efficiency, minimizing reaction time, and reducing costs.

"With the power of Utology, users can gain actionable insights into their entire AV/UC estate under a single pane of glass," said Kevin Morrison, CEO at Utology. "They can monitor the health and status of ClickShare devices across an entire estate using a fully customizable location hierarchy. This integration will deliver more intuitive in-room control and let users focus more on their content and collaboration during meetings and not the technical logistics behind the scenes."

Utology solutions can interface to ClickShare via its Rest API for seamless integrations and updates. The Utology and ClickShare integration will deliver a range of benefits, including proactive monitoring with customizable alerts and notifications, enhanced room readiness, network automation and self-healing, advanced analytics and custom dashboards.

**Barco**

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## Meyer Sound Promotes Amy Luley to Director of Global Sales Operations



**GLOBAL:** Amy Luley has been promoted to Meyer Sound's Director of Global Sales Operations. In her new position, Luley will be in charge of managing and directing the day-to-

day operations of the Meyer Sound sales teams both domestically and abroad.

Luley was promoted to the new position based on the extraordinary sales success achieved in her prior position as director of U.S. Sales Operations. She will continue in that role, but now in addition to Meyer Sound's team of sales managers in the United States, her responsibilities have been extended to include supporting the operational activities of director of International Sales Scott Gledhill (Asia Pacific), Meyer Sound Europe managing director Wolfgang Leute (sales for Europe, Middle East, and Africa), and director, Latin America Operations Jocelyn Moras. She will continue to report to Senior VP John McMahon.

"Amy played a major role in driving our sales team to set a new record for U.S. sales in 2022, and now we want to bring that same energy and skillset to the global stage," said McMahon. "She has a unique ability to not only grasp the big picture of our global sales and marketing strategy but also to apply the focused

mindset needed to manage the myriad of details and decisions that turn strategy into measurable results."

Luley joined Meyer Sound in 2014. Luley was principally responsible for introducing the Salesforce platform and leveraging its power to boost the efficiency and productivity of the company's sales efforts.

"I'm looking forward to working directly with our international sales teams," said Luley. "My focus will be on supporting their efforts with processes and tools to help them achieve higher sales. I'll also help to make sure their customers — our dealers and distributors — are up to date on all the resources they have available, not just new products, but also new marketing tools as they become available."

Although specific challenges may vary across global regions, Luley maintains that the essential approach applies across the board. "I see my role as motivating our sales team with all the tools we have available," she explained. "I already have solid relationships not only with our global sales team but many of their customers from my past positions. I look forward to strengthening this foundation and achieving our goals in 2023."

John McMahon noted that Luley was an example of the opportunities afforded at Meyer Sound. "Amy started in sales and it wasn't long before she took the initiative to make some needed changes. Her work with Salesforce helped update and transform all our sales operations. And as a liaison with our marketing teams, she made certain that our marketing efforts were developed and directed to achieve concrete results. And the results this past year certainly were impressive."

**Meyer Sound**



## Alan Chang Named Director Business Development in APAC



**APAC:** QSC has announced that Alan Chang has been named Director of Business Development, APAC, where he will manage Pro Audio sales in the region. In this new role, Chang will be responsible for

driving sales, developing business and building go-to-market strategies for the entire region.

“Alan has been part of the team for almost two years and has made considerable contributions to our sales organization in Japan and Korea,” says Perry Celia, Vice President Sales and Service, QSC Pro Audio.

“We are thrilled for him to take on responsibility for the entire region as his knowledge of the region and distribution channel will continue to be an essential asset to us.”

Chang will continue to work out of QSC Asia offices located in Hong Kong.

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The exceptionally flexible **Pro Convert Audio DX** hardware lets users easily convert IP audio between Dante®, NDI® and SRT technologies while seamlessly bridging analog audio, software and IP networks. Learn more at [magewell.com/s/pro-convert-audio-dx](https://magewell.com/s/pro-convert-audio-dx).



## Legrand Shading Systems Refreshes Popular Quick Ship Program

**GLOBAL:** To ensure customers have access to the latest trending fabrics in a fraction of the time, Legrand Shading Systems has added new fabrics to its Quick Ship Program (QSP). The QSP gives customers the ability to receive Legrand Shading's best-selling products faster than the company's standard lead times. The QSP features 35 select solar screen and black-out fabrics from the Phifer and Mermet collections, 15 of which are new to the program.

"We continually update the program to keep up with the latest trends, so we are excited to add these highly requested fabrics to our QSP," said Richard Laliberty, product marketing manager, Shading & Residential

Controls, Building Control Systems, Legrand North America. "At no additional cost, dealers can order and receive shades right away, providing them a worry-free ordering process. They get projects done faster and with stylish options, their customers will love."

The latest fabric additions to the QSP come from Legrand's curated collections and feature new solar screen and room-darkening options that are fashion-forward, beautiful, and functional. They're perfectly suited to dress up any space. From delicate screens to richly textured linen black-out fabrics, dealers, homeowners, and interior designers will enjoy making a statement with their windows in record time. Pending credit approval, up to 50 shades ordered under the QSP will ship within 10 business days.

Legrand Shading Systems offers an industry-leading manual and automated shading product lineup. Its automated roller shades come with a patented manual override control in the event of a power outage or misplaced controller. Its battery-powered shades come with alkaline batteries that are hidden inside and are ready to program with a simple tug. Legrand's battery and wired motorized products are available in the narrowest sizes on the market – as small as 15.5 inches wide – and can be made in sizes up to 13 feet wide by 15 feet tall in select fabric options. The diverse fabric lineup offers over 100 collections, and more than 750 fabrics, and is available in several colours from top manufacturers.

Fabric samples can be ordered from the [Legrand Shading Fabric Sampling Portal](#)

[Legrand/QSP](#)



## Paul Johnson Joins Ayrton as Global Install Director

**GLOBAL:** Well-known and popular industry figure, Paul Johnson (PJ), has joined Ayrton in the newly created position of Global Install Director. His role will be to open up a unique new area of activity for the company, expanding the use of stage lighting to architectural and large-scale, long-term installations.

Driven by an intense love of music, Johnson has long been fascinated by ways of bringing the creativity of stage lighting into the architectural and built environment in ways that enhance and maximise the experience for both the client and the user. Having spent the past 15 years forging this philosophy with architectural installation and creative companies, whilst also maintaining an ongoing involvement in stage lighting design, Johnson now brings his eclectic experience to Ayrton where he will focus on bringing together the best of both worlds.

“There is an increasing potential in architectural development to introduce an ‘experience’ into building

design through creative lighting,” said Johnson, “and there’s a huge skill set in the world of entertainment lighting which can translate across to fulfil this need.

“I’ve always enjoyed the process of moving my love of stage lighting and music to another location, and Ayrton fits into this perfectly due to the undeniable robustness and longevity of its products, and a willingness in the company to think outside the box. Their range of IP65/IP66 moving head fixtures especially opens up a world of possibilities for long-term projects and installations including the stadia and arena world, and the low maintenance and intelligent technology make Ayrton fixtures easy for in-house technicians to look after onsite after installation.”

Johnson’s new role will be to share his experiences in encouraging architectural companies and specialist design houses to consider using lighting differently from the outset: “to use techniques from stage lighting and reimagine them elsewhere in large-scale architectural projects; to think creatively of how to use colour, animation, tone and light levels as exciting ways of changing perception.”

“It’s a whole new dynamic in the world of architecture and installation,” concluded Michael Althaus, global sales director for Ayrton, “and I am genuinely excited that Paul Johnson is joining Ayrton with the view of expanding this idea and building up a strong team around him. Ayrton is a brand that has spent the last 5-10 years pushing the envelope and has produced an amazing range of IP products with an eye to the future. Johnson is the perfect fit: he is excited by thinking in different ways and sharing his ideas with other designers, just as Ayrton does as a company.”

**Ayrton**



John Oh, sales director for Business Communication for Sennheiser Southeast Asia and Thitikorn Sopchokchai, managing director of Vichai Group signed an exclusive distributorship agreement at Vichai Group headquarters located in Bangkok, Thailand.

## Sennheiser Appoints Vichai Trading 1983 for Business Communication Products

**THAILAND:** Sennheiser, renowned for advanced audio technology that makes collaboration and learning easier, has appointed Vichai Trading (1983) Co., Ltd. as its exclusive distributor for its Business Communication products in Thailand. This partnership is part of Sennheiser's commitment to expand its product distribution network in Southeast Asia.

John Oh, sales director for Business Communication for Sennheiser Southeast Asia said: "We are extremely delighted to partner with Vichai Trading, a premier AV solutions provider that is well known in the market and industry. With Vichai Trading's expertise and their deep understanding of the Thailand market conditions,

we are confident that this partnership will help us to deliver our growing portfolio of premium Business Communication solutions to more customers and end users here."

With 40 years of experience under its belt, Vichai Trading 1983 has evolved from a startup to a premier AV solutions provider. It is one of the four companies under the Vichai Group, which, together, provides a comprehensive suite of AV products and services for customers across all segments.

"We are excited to deepen our partnership with Sennheiser, a premium professional audio manufacturer that is well known in the industry," said Thitikorn Sopchokchai, managing director of Vichai Group. "Sennheiser's renowned TeamConnect Ceiling Solutions are among the best in the industry, and we look forward to closely working with them to bring their products to more customers in Thailand," he added.

**Vichai Trading (1983)**

**Sennheiser**

# PRO INTEGRATION FUTURE ASIA

26 to 28 June 2023  
Monday to Wednesday

Marina Bay Sands Expo & Convention Centre



## Pro Audiovisual & Entertainment Lighting Technologies Exhibition and Conference for the Growing Southeast Asia Markets

Being the only audiovisual and entertainment lighting (AVL) business trade show in Southeast Asia, Pro Integration Future Asia 2023 (PIFA2023) aims to bring over **6,000** industry professionals, government agencies and start-ups across Asia and beyond, from **15 key vertical markets** that include:



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Restaurants



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Stage &  
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Agencies



Education &  
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Place of  
Worship



Production  
Studios



Virtual Event  
Studios

PIFA2023 is a dedicated business platform crafted for AVL suppliers and specialists to harness their knowledge and technologies to deliver real world application showcases. The event will feature a Centre Stage and Classroom to bring together more than 20 industry experts at the frontline of the AVL industry where interested delegates can learn and engage our speakers.

### Centre Stage Themes

Digital Signage | Flexible Workforce / Hybrid Workplace | XR Production Studio  
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## Avocor Becomes Global Strategic Manufacturing Partner of PSNI Global Alliance

**GLOBAL :** PSNI Global Alliance, the largest global network of premier technology integrators and service providers in the world, has welcomed Avocor as its latest Global Preferred Vendor Partner (PVP) – reinforcing PSNI’s vendor offering with a comprehensive portfolio and knowledge of collaborative display solutions.

A globally recognized technology leader in collaboration technology, Avocor provides solutions that allow people to come together easily, in-person or remotely, efficiently, and effectively. Specializing in corporate, education and public sector markets, its solutions are designed to be fully compliant with today’s communication software and hardware including Google, Zoom, Microsoft, Logitech, HP and Lenovo.

With this new partnership, Avocor has become a global strategic manufacturing partner of The Alliance, granting access to its Certified Solution Providers (CSPs) to pursue new market opportunities and enable worldwide, standardized solutions for their customers.

“This is a great partnership for us,” said Dana Corey SVP and GM at Avocor. “PSNI’s mantra for excellent practice and the highest operational standards echoes our own and we are excited to introduce Avocor to PSNI’s network of CSPs and help them deliver world-class solutions to their customers.”

PSNI Global Alliance boasts a global network of integrators, known as Certified Solution Providers



*COLLABTOUCH Series from Avocor*

(CSPs) and Vendors from across the AV/IT and UCC spectrum. PSNI's Preferred Vendor Partners (PVP) – of which Avocor is now a part – connect manufacturers with CSPs to jointly pursue market opportunities by enabling Vendors to design programs in sync with PSNI CSPs.

“We are delighted to welcome Avocor to the PSNI Global Alliance lineup,” said Tom Roberts, director of vendor programs for PSNI Global Alliance. “Partnership is a core component of The Alliance and Avocor has a solid reputation for innovation, service and technical support. Its comprehensive range of collaborative

displays and bespoke solutions are a perfect addition to our Preferred Vendor portfolio, and we look forward to a strong, productive and enjoyable partnership.”

All vendors are pre-screened by PSNI's CSPs to ensure that only the best technology providers are represented in The Alliance. Customers who engage with The Alliance are assured seamless installation and support, benefiting from the collective expertise of PSNI's CSPs and vendors alike.

**PSNI Global Alliance**

**LAMPRO**

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# Visionary Hires Richard McPherson to Broaden Business Relationships with Integration Companies



**GLOBAL:** Visionary has appointed Richard McPherson as executive director of strategic accounts. In this role, McPherson will build customer relationships and support business

development with the industry's fastest-growing, medium- to large-scale integration companies.

McPherson brings a wealth of success in engineering, operations, sales and business development. With nearly 40 years of experience, McPherson has worked with many industry-leading organizations, including Crestron Electronics, 1 Touch Control, Momentum Group and Winsted Corporation, and understands the unique challenges and priorities for medium- to large-scale integrators. McPherson will manage key business relationships to better understand the unique challenges facing the industry's fastest-growing integrators.

"Visionary has grown immensely over the past few years. Their agile and dynamic approach has provided a unique opportunity to build personal relationships with their customers," said McPherson. "In my role, I look forward to strengthening and building

relationships with many key integrators. We recognize the importance of medium- to large-scale integrators. As a result, we want to take our relationships to the next level and work closely with them to understand their pain points and how Visionary might solve them."

McPherson added, "I've known Jordan Christoff [chief technology officer for Visionary] for decades. We previously worked together, so I'm excited to reunite with him. He is a true pioneer and innovator of AV over IP technology. Visionary is at the forefront of AV over IP development and it's an exciting time for Visionary to solve many of the unique challenges of today's customers."

"We are thrilled to welcome Richard to our growing team," said Scott Freshman, chief operations officer for Visionary. "Richard is highly regarded in the industry and brings excellent business development experience and strategic vision to Visionary. Over the last two decades, Visionary has become a trusted and reliable professional AV brand. We have grown immensely with many unique installations and monumental projects. Naturally, as part of our continued growth, we are invested in strategic hires to strengthen business relationships with many of the industry's fastest-growing integrators."

Visionary's latest hire is the next strategic step in expanding business development to support the AV industry. Despite global supply chain issues, Visionary continues to deliver feature-rich solutions to meet increased demand. Visionary is committed to providing reliable, feature-rich, problem-solving solutions to support integrators, consultants, and end users. This latest hire emphasizes Visionary's investment in experienced talent to address accelerated growth.

**Visionary**





## Sounin Development Group Supplies HH Electronics for Flagship Provincial Stadium

**CAMBODIA:** The Kampong Speu Provincial Stadium aims to raise the profile of Kampong Speu Province and contribute to the government's development of the Kingdom's sporting culture. Completed last year at a cost of \$4 million, the facility is currently preparing to host the 32nd Southeast Asian Games.

Efficiently constructed in a little over six months, the Stadium covers 40,000 sqm, can host up to 3000 spectators and features a football pitch and public gymnasium. At the stadium's inauguration, Minister of Land Management, Urban Planning and Construction, Chea Sophara, urged the provincial administration to use the venue for the widest possible range of events for the benefit of the local economy. Cambodian Premier League football club NagaWorld FC will play at the stadium.

Essential for any modern multi-purpose stadium is the provision of a high-quality audio system that can cover the public areas with safety announcements, team and future event news, background music and

media interviews. The project team at the stadium engaged Sounin Development Group of Phnom Penh in conjunction with distribution partner Fast Technologies, to supply and install a system that could provide a high degree of clarity as well as the required power to deliver complete coverage for the stadium's potentially noisy and bustling main stand.

Engineer Sounin Chann recommended an HH Electronics solution based on the UK manufacturer's Tensor TRE-1501 15" active loudspeakers. The versatile TRE-1501 is a powerful, ultra-light multi-angle enclosure with four suspension points for flexible installation. With a high-grade class D bi-amplifier and intelligent on-board DSP which protects against system failure, the TRE-1501 with its four presets is a robust and reliable all-rounder which perfectly fitted the requirements of the Kampong Speu Provincial Stadium.

10 x TRE-1501 speakers were mounted on the rear stanchions of the main stand to provide an attractive, durable solution at a highly competitive price. For sports events, the stand now accommodates up to three thousand fans, all of whom are comfortably covered by a system that retains plenty of headroom.

Ian Wright, global sales director for HH Electronics commented, "We're very proud that HH Electronics loudspeakers were selected for this important and highly-regarded project. Sounin Development and Fast Technologies are building an impressive portfolio of installation work in Cambodia using our systems, capitalising on the quality and range of solutions we offer across a wide variety of applications. It's important that projects such as this stadium install deliver highly cost-effective solutions without any compromise on quality - by all accounts, the client is very happy on both counts."

**HH Electronics**



Transparent LUMOS LED display measuring 19m x 2m.

## Esprit Digital's "LUMOS" Illuminates PUMA Singapore's Award-Winning Retail Flagship

**SINGAPORE:** Orchard Road, Singapore has added another jewel to its crown in the form of the first and largest PUMA flagship store, not just in Singapore but in the whole of Southeast Asia. This unique retail environment, designed to mirror Puma's brand essence of weaving sports into lifestyle, reflects Singapore's vibrant heritage and Puma's relentless energy.

PUMA chose the "LUMOS" LED display system, designed and developed by UK-based Esprit Digital who, together with Singaporean integration specialist PAVE, installed LUMOS throughout the flagship store. PUMA are the latest in a growing list of globally

recognized retail brands to choose the LUMOS system, amongst them Adidas, Armani, Harvey Nichols, Virgin and Westfield for their stores and screen networks.

Colette Hilton, head of Retail at PUMA UK/IE shared: "The Singapore Flagship project was a really important one for Puma, as it is our largest and highest profile location in Southeast Asia. As part of the overall project, we decided to make digital signage an integral part of our marketing strategy, not only to communicate with customers and enhance their in-



4m x 1.9m display and 3-sided 2m x 1m LED display pillar.

store experience but also to attract passers-by into the store. LUMOS LEDs delivered on every level – they can be updated live, look stunning, and they create a real vibe.”

James Wilder, sales director at Esprit Digital added, “The whole PUMA experience starts before the consumer even enters the store, with a massive 19m x 2m 5,500nit ‘See-Thru’ LUMOS LED facing the street. This display blends seamlessly into the architecture of the building and grabs the customer’s attention from across the street, enticing them to cross over and explore the wonderful world of PUMA.

“The LUMOS ‘See-Thru’ LED is a unique product and the perfect solution for when a digital display is needed

on a façade. As its name suggests, it is transparent and allows light into the store, but still has high resolution to display powerful imagery to all passers-by.”

On entering the store, customers are transported into the very latest digital era with a striking double-sided 4m x 4m indoor LED mesh, brought to life by the main attraction on the back wall - a stunning 4m x 1.9m display, situated directly behind the Customer Service Counters and a 3-sided 2m x 1m LED display pillar located just in front, creating a visual impact, that customers simply can’t help but stop and stare at.

**Esprit Digital**

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# 5G+8K





## AVPro Edge Integrates SDVoE Technology into MXNet 10G AV/IP Ecosystem

**GLOBAL:** AVPro Edge has joined the SDVoE Alliance as a contributing member. AVPro Edge's latest innovation, the MXNet 10G AV-over-IP ecosystem, arrives ready to meet the design challenges for upscale commercial and residential applications head-on.

Based on SDVoE technology, MXNet 10G uses a 10Gbps Ethernet network as a bridge between system endpoints and the software platform comprising audio, video, USB, KVM and control signals. SDVoE's ASIC-based technology consolidates a host of features and formerly individual component platforms into a readily-available form factor, avoiding supply chain issues associated with designs based on FPGA architecture, which is currently in excessive global demand.

"AVPro Edge has built a reputation of building stable, high-performance video distribution products that are designed to address today's integration challenges," said Justin Kennington, president of the SDVoE Alliance. "We are pleased to welcome AVPro Edge to

the SDVoE Alliance. We believe the industry will find immense value in AVPro Edge's innovative solutions built upon SDVoE's technology."

Tom Devine, marketing director with AVPro Edge shared, "We want to be the manufacturer that integrators come to for ALL video distribution needs, that means we need to cover all the ways integrators are moving video signals. AV over IP is a segment of the industry that is growing, and while 1G solutions are available from AVPro Edge, we want to do everything we can to deliver the most optimized signal to the screen. To do that we looked to the Alliance as a technology partner.

"Using SDVoE, we can develop a stable technology to deliver jaw-dropping video quality distributed throughout a network switch. The bandwidth needed to deliver quality video is ever increasing, by using a technology that's 10x larger than traditional AV-over-IP methods allows us to pass the types of signals the end user wants to see, like 4K, HDR, Dolby Atmos, and Dolby Vision.

"AVPro Edge will continue to develop products we know integrators are needing on-site in the latest and greatest installations. By adding SDVoE products to AVPro Edge's stable, it allows us to provide solutions to an even wider audience."

In recent years, industry demands for remote data collection and real-time content management have

dramatically increased in AV/IP applications. AV/IP technology supports high-quality audio/video transmission over long distances without latency, making it ideal for content streaming applications. All AV distribution and processing applications that demand zero-latency and uncompromised video can benefit from SDVoE technology, which provides an end-to-end hardware and software platform for AV extension, switching, processing, and control through

advanced chipset technology, common control APIs, and interoperability.

SDVoE network architectures are based on off-the-shelf Ethernet switches, thus offering substantial cost savings and greater system flexibility and scalability over traditional approaches, such as point-to-point extension and circuit-based AV matrix switching.

### SDVoE

## ZeeVee's ZyPer Management Platform Receives Q-SYS Certified Status

**GLOBAL:** ZeeVee is among the first to join the new Q-SYS Technology Partner Program, which enables software and hardware technology vendor partners to create market-ready solutions for integration with the [Q-SYS Ecosystem](#)

As a result, ZeeVee's ZyPer4K SDVoE and ZyPerUHD AVoIP encoders and decoders, as well as its ZyPer Management Platform, are certified in the program, which will foster the collaboration and sharing of resources between the two companies in product development, technical support, marketing and training.

As part of the program, ZeeVee worked closely with Q-SYS who fully vetted and endorsed the ZyPer Management Platform as a Q-SYS Certified Technology. The integration offers control of the ZeeVee ZyPer4K and ZyPerUHD encoders and decoders, including joins, zone joins, multiviews and

video walls. It also offers one-way control over IR, RS232, and CEC.

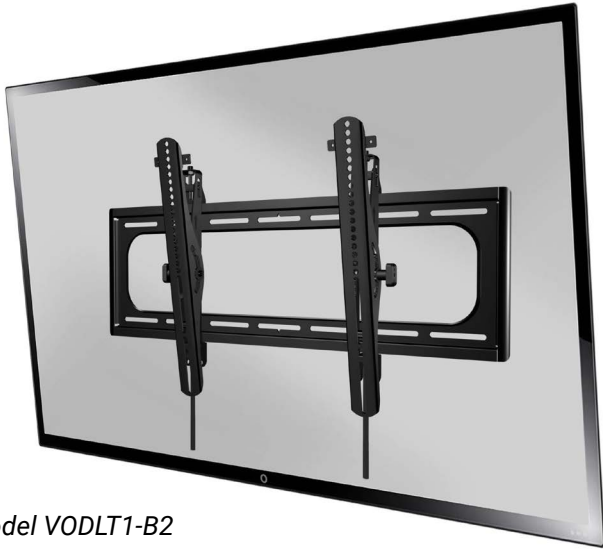
"Q-SYS is a leader in the design, engineering and manufacturing of award-winning AV solutions and services that brings a best-in-class system control option to our ZyPer Management Platform for integrators and end-users," said Joe Chordas, vice president, North American Sales & Corporate Marketing. "It was important for us to partner with Q-SYS to share innovation and technology in a mutually beneficial relationship. In fact, our InfoComm 2023 booth is adjacent to the Q-SYS booth so ZeeVee can best show our combined value proposition to attendees."

The addition of the Q-SYS plugin extends ZeeVee's wide array of AV system control options for its ZyPer4K and ZyPerUHD family of SDVoE and AVoIP encoders and decoders.

"We are proud to have ZeeVee join our program and work collaboratively with us on a plugin integration that will enable elevated experiences across our shared customers," concluded Geno Zaharie, principal, Alliances & Ecosystem, Q-SYS.

### ZeeVee

## SANUS Premium Outdoor Wall Mounts Achieve Ultimate Outdoor TV Experience



*Model VODLT1-B2*

SANUS has released the new Large Outdoor Premium Tilt TV Wall Mount for TVs 37" to 95" and the Large Outdoor Premium Full-Motion TV Mount for TVs in sizes 40" up to 85". Both outdoor-rated TV mounts are rigorously tested and designed for any weather using corrosion-resistant coating and stainless steel hardware and feature easy adjustments to achieve the perfect viewing experience.

SANUS' Outdoor Premium Tilt TV Wall Mount, **Model VODLT1-B2**, features the company's exclusive patented VirtualAxis Fingertip tilting technology, allowing for smooth, easy tilting motion by balancing the weight of the TV on itself. For the best picture, users can tilt the TV up or down with just the touch of a finger – no tools are required – thereby reducing glare and reflections caused by the sun.

Once mounted, SANUS' ProSet adjustment feature provides quick and easy micro-adjustments to height and level to obtain the perfect TV position. The mount boasts a slim profile, with the TV mounted 2.18 inches from the wall. For added security, users can add an optional padlock (not included) to lock the TV in the home position and prevent theft.

For homeowners needing a greater viewing angle adjustment, the SANUS VODLF125-B2 Large Outdoor Full-Motion Mount is ideal. In addition to its weatherproof design and ease of levelling and height adjustments after installation, the full-motion mount extends 25" from the wall with up to 44° of swivel, while VirtualAxis delivers easy tilting to obtain the perfect viewing angle. With a commitment to achieving the ultimate outdoor viewing experience, SANUS has added a motion lock, which is a unique full-motion mount feature engineered by SANUS to ensure the TV stays in the desired position. When the mount is fully retracted, it offers a slim profile that places the TV 2.74 inches from the wall. Users can also add an optional padlock (not included) to lock the TV in the home position and prevent theft.

### **SANUS/Outdoor Tilt TV Mount**

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*Brands*

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## NEXT Audiocom Introduces Lightweight A504DSP Amplifier



The NEXT Audiocom A504DSP amplifier combines a lightweight, 4 x 500W (2 x 1000W) amplifier, with a powerful DSP engine that can be configured to suit a wide range of tasks, without the need for additional equipment. This allows the amplifier to drive a wide range of loudspeaker systems. The close integration of processing and amplification allows the DSP to monitor and better adapt to amplifier behaviour, making dynamics processing far more accurate and effective than that typically achieved with separate components.

The A504DSP flexibly distributes the total amplifier power in various combinations across four, three or two outputs to drive, for example, Four full-range loudspeakers or subwoofers, High-power subwoofer + two full-range loudspeakers, High-power subwoofer + bi-amplified speaker or High-power full-range loudspeaker + High-power subwoofer.

The A504DSP is a DSP Amplifier that has been specially designed to be a cost-effective solution for both touring and installation. Onboard an advanced DSP engine is controlled by a built-in OLED screen with an encoder or by a PC, with input/output routing, high-pass and low-pass filters, parametric EQ filters, compressors/limiters, noise gates and alignment delays.

Finally, the integrated DSP controlled by a built-in OLED screen with an encoder eliminates the need for outboard loudspeaker processors.

### [NEXT Audiocom/A504DSP](#)





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## Remotely Deploy, Configure, and Manage Avocor Solutions at Scale with FUSE



Avocor has launched FUSE, a free, cloud-based software management platform that enables IT/AV and facilities teams to remotely deploy, configure and manage Avocor solutions at scale, from anywhere in the world. With FUSE, teams can dramatically improve efficiencies while reducing overheads at every stage from product configuration onwards and extending the useful life of devices.

Built on Xyte's Technology-as-a-Service (TaaS) cloud platform, FUSE enables teams to configure their device estate and organize products into spaces as they appear in the real world (location, spaces, etc..). This enables IT departments to manage the life cycle of their Avocor devices efficiently.

Management of multiple Avocor devices is also streamlined with FUSE. Multiple Avocor products can be managed from anywhere through a single view, reducing local IT support overheads and improving efficiencies.

With FUSE, users can benefit from huge time-saving features, such as internal and escalated remote support of Avocor devices, instant firmware updates, and automated ticket creation when devices stop reporting or fall outside of customizable parameters. This means AV/IT teams can be confident that firmware and software upgrades are being installed when desired and devices are operating optimally, further futureproofing systems.

The power of FUSE doesn't stop there, however. It also collects key data regarding usage, giving CTOs information they need to make strategic decisions around future meeting space requirements. Lastly, FUSE integrates with many premiere cloud-based platforms, including Zoom, Microsoft Teams, Slack, Salesforce.com, and Monday.com.

Click the link below to open a free FUSE account and start managing and monitoring your Avocor devices through the cloud.

[Avocor/FUSE](#)

## Bosch OMNEO Expands Integrus Wireless Language Distribution System



The Bosch Integrus OMNEO transmitter is a new addition to the brand's Integrus Wireless Language Distribution System is widely found in parliaments and used for international congresses, enabling multilingual attendees to understand speeches in their native language. The audio signals of simultaneous interpretations are transmitted to pocket receivers and headphones via radiators utilizing proven, tamper-free infra-red technology.

Thanks to the built-in OMNEO IP architecture, the Integrus OMNEO transmitter can seamlessly interconnect with the fully IP-based Dcentis conference devices from Bosch. This allows all existing Dcentis users – building owners, rental companies and system integrators specifying the Dcentis conference system – to integrate Integrus systems in an easy, time-saving and future-proof way. By becoming part of a complete IP workflow, open industry standards and protocols such as Dante and AES67/70 can also be used.

All language settings are automatically detected and transferred between the Dcentis conference system and the transmitter, and the entire set-up can be conveniently configured in the Dcentis meeting application. Once integrated into an IP network with the Dcentis conference system, it is also possible to take full advantage of flexible power options supporting PoE and redundancy concepts. The IP infrastructure further ensures enhanced security through state-of-the-art encryption.

Aside from the added IP connectivity of the new transmitter, the Integrus Wireless Language Distribution System offers the same great user experience, a comprehensive feature set and hassle-free operation. All available system components – such as pocket receiver, radiator and accessories – are fully compatible with the new Integrus OMNEO transmitter, which can process up to 32 digital audio channels, so existing Integrus users don't have to purchase any additional Integrus system devices. With its compact 1RU form factor, the Integrus OMNEO transmitter takes up half the space of its predecessor.

A new, cost-effective licensing model allows users to fit the number of required audio channels to the exact number of languages to be transmitted. The basic transmitter setup starts with four channels; up to 28 additional channels can be unlocked via software license as needed. While the Integrus OMNEO transmitter is now available, additional connectivity features will be implemented over time to ensure keeping up with the latest technology.

**Bosch/ Integrus**

## Just Add Power MaxColor Series 2 Features KVM Support, Fiber Port Connection, and ARC



Just Add Power's new MaxColor Series 2 solutions include all the features and benefits of the MaxColor Series 1 products with even more capabilities to support the most robust applications.

With MaxColor Series 2, 4K60/4:4:4/36-bit colour video can be distributed over a 1GB managed network using existing Cat X (Cat 5e minimum) cable, or over 10G fibre cable, so that integrators can use the cable that best fits their projects. It also boasts power over USB-C, supporting, for example, a USB web camera signal over IP. With the new ARC feature from Just Add Power, installers can easily send audio from a TV connected to a MaxColor 2 receiver and across the network to another MaxColor 2 receiver – connected to an audio-video receiver or another ARC-enabled amplifier – making project design even easier and more flexible.

The new MC-TX2 transmitter and MC-RX2 receiver from Just Add Power natively support 4K60Hz in and

out, allowing end users to play HDR video, including Dolby Vision and HDR10+ formats, using the growing number of Ultra 4K sources and devices in the market.

The MaxColor 4K60 Series 2 transmitter and receiver also provide integrators with an affordable and scalable 4K UHD distribution platform to support today's 4K source content natively, with high frame rates over existing network infrastructures. MaxColor offers a high frame rate, deep colour, and 4:4:4 chroma support to ensure that what is seen at the capable screen matches the output of the source with no sub-sampling or downscaling.

The series delivers zero detectable latency, instant and seamless switching, 4K up and downscaling, and HDR management while supporting all lossless audio formats and HDR10+, HLG, and Dolby Vision for the best viewing experience. Additional features include image pop, push, pull, and integrated control.

**Just Add Power**

## HK Audio DSP CONTROL Software Product Page Allows for Education and Extensive Testing



- Creation and control of different groups such as main stage, stage monitors, outdoor or bar floor, as well as the preparation of groups even without existing speakers through Virtual Units

- Time-saving preparation of the event by creating and saving presets and the possibility to recall them directly at the loudspeaker even without DSP CONTROL software

- Locking of the loudspeakers to protect against unauthorized access by assigning individual passwords

HK Audio DSP CONTROL is a comprehensive and easy-to-use software for Mac and PC for precise sound tuning, firmware updates and remote control of the DSP parameters of all network-enabled HK Audio speakers of the ELEMENTS D, LINEAR 5 MK II, LINEAR 7 and LINEAR 9 series.

The HK Audio DSP CONTROL software provides clear and fast access to the most important parameters such as EQ, limiter, delay, grouping, etc. to control the network-enabled HK Audio speakers via Ethernet "Plug & Play" connection. Other benefits include:

- Easy installation of firmware updates on speakers to increase performance
- Unique and future-proof integration to control the most important parameters of non-networked speakers via DSP Out

On the new DSP CONTROL product page, users will find a detailed overview of the range of functions, the newly designed, comprehensive operating instructions, and the current software version for all supported operating systems.

While in demo mode, the software can be tested extensively. If you want to get an idea of the range of functions and the simple operating concept, you can download and try out the software free of charge at any time.

Also on the new product page, HK Audio will publish all new software versions of the DSP CONTROL software and provide the latest manuals. The latest software and manuals will still be accessible on the product pages of the respective speaker series.

[HK Audio/DSP Control Product Page](#)

## Visix EPS 42 EPaper Desk Sign Takes the Guesswork out of Hoteling



Visix, Inc. has added digital desk signs to its epaper line of products to further support hybrid workplaces. The new EPS 42 epaper desk sign is small, lightweight and affordable, making it a scalable solution for clients wanting to manage multiple workspaces in office hoteling environments.

As more organizations move to a flexible workplace model, workspace booking is a priority for occupancy management, collaboration and employee experience initiatives. Digital desk signs take the guesswork out of hoteling and hotdesking environments by showing availability and upcoming reservations right at the workspace. Employees can easily find their reserved places, check the availability of open desks and locate where teammates are sitting at a glance.

The new EPS 42 desk sign is pocket-sized and easy to place anywhere hybrid offices need to offer reservations. The 4:3 display can be used in landscape or portrait mode, weighs only three ounces, and measures under four inches square for easy mounting on desks, workstations, partitions, walls and glass. Because the signs are wireless and battery-powered,

installation doesn't require any cabling and is as simple as affixing the signs with 3M Command Strips.

These e-paper signs use Visix's AxisTV Conference software to pull reservation data from popular calendar apps like Office 365, Exchange, EMS, Google Calendar, CollegeNET and more. Text and graphics can include black, white and red ink, and clients can use a variety of screen templates or fully customize their layouts. QR codes on screens allow employees to reserve, check-in and cancel reservations when integrated with workspace booking and occupancy management solutions like Tango's Reserve by AgilQuest.

Digital desk signs naturally fit into the BYOD workplace, letting people interact with booking apps using their own devices for a contactless experience. Moreover, the long battery life and opportunity to replace printed schedules and sticky notes marry well with modern organizations' sustainability efforts.

Visix offers a variety of EPS sign sizes to accommodate a wide range of workspace and room types, as well as interactive wayfinding and digital signage to support communications and collaboration in hybrid workplaces.

### Visix/Epaper Desk Signs

## NEXT-proaudio Introduces New DSP Amplifier



NEXT-proaudio's M804DSP is a smart full matrix DSP Class D 4-channel amplifier that delivers a power output of 4 x 750W in a full rack 2U format, driving both conventional low impedance (2Ω to 16Ω) loudspeakers and high impedance (70V/100V) transformer coupled loudspeakers or any mix of the two.

The onboard full matrix, DSP engine can be configured to suit a wide range of tasks, without the need for additional equipment, to drive a wide range of loudspeaker systems. The close integration of processing and amplification allows the DSP to monitor and better adapt to amplifier behaviour, making dynamics processing far more accurate and effective than that typically achieved with separate components. The active PFC (Power Factor Correction) power supply technology enables universal AC mains operation and delivers consistent, regulated power worldwide.

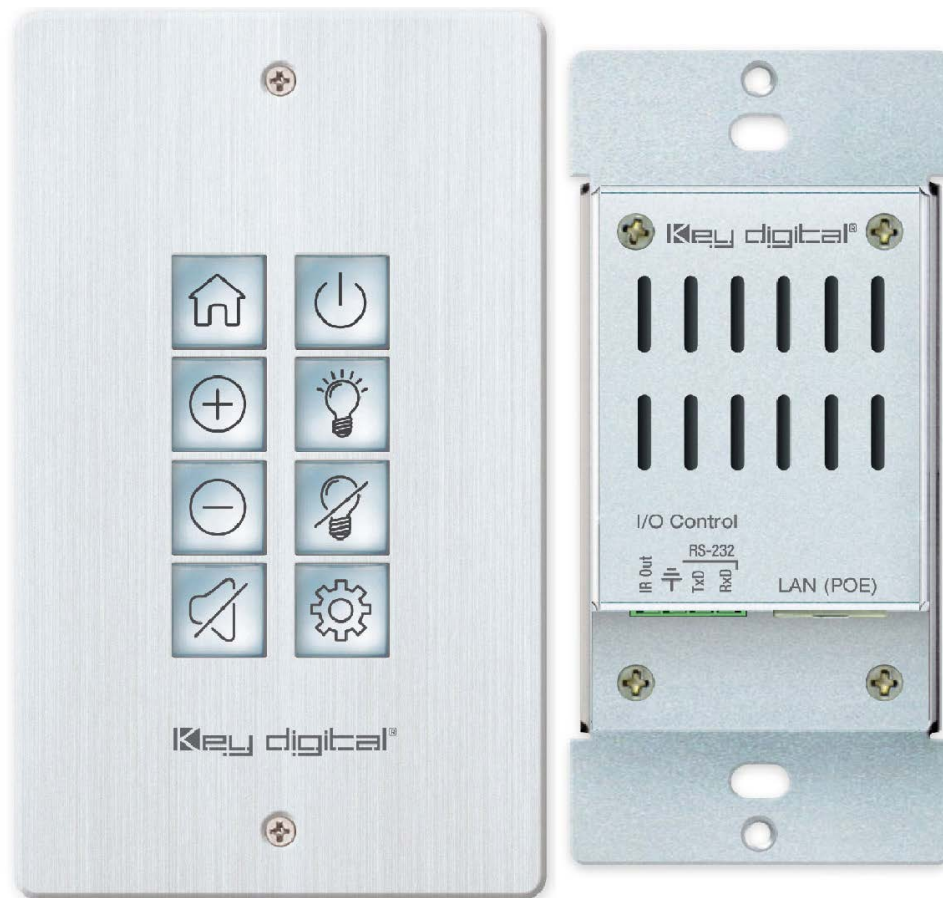
The M804DSP can be accessed anytime, anywhere through Wi-Fi via a built-in Wireless-Access-Point (WAP) or through Ethernet for simple connection and easy configuration. It can control and power

any speaker system, creating the most impressive multi-zone sound system in minutes. The easy-to-use web-based interface allows remote control of all DSP functions as well as monitoring of all amplifier vital functions from any PC, tablet, or smartphone, regardless of the operating system. There is no software necessary for installation as it has been built into the M804DSP. Simply connect via the Ethernet port or the built-in Wi-Fi, and you're ready to go.

The integrated web interface controls a powerful signal processing engine extending the level of functionality. The state-of-the-art full matrix Digital Signal Processing (DSP) can be configured to suit a wide range of tasks, without the need for additional equipment. From processing input sources, managing up to 4 zones, correcting up to 4 independent rooms, to fine-tuning 4 speaker outputs, all the processing tools needed are there.

### NEXT-proaudio

## Key Digital Updates Control Systems & Selection Guide with New Button Solution



Key Digital has built its reputation on providing innovative, feature-packed, flexible, cost-effective and easy-to-install hardware solutions for conference rooms, entertainment venues, public spaces, classrooms, houses of worship and anywhere else where high-quality AV is needed.

As all the hardware performance in the world isn't much good without effective management of sources, destinations and operational parameters, Key Digital also offers control options that make their gear easy to configure and operate. Following recent updates to the capabilities of these control options, Key Digital has applied its user-focused philosophy to its Control

Systems & Selection Guide to simplify the process of choosing the control methodologies best suited to a given location.

The Key Digital iOS KD-App is quite often all the control that's needed to unlock the full potential of Key Digital hardware systems. With the free KD-App, App Ready, IP-enabled Key Digital products, including AV over IP network systems, Unified Communication and Collaboration Solutions, Switchers and Digital Video Processing Solutions, are automatically detected when on a shared local area network.

Network scan and detect populates a pre-built GUI with Key Digital hardware and connected source



and display/projector controls where applicable. The GUI provides immediate control of source selection, destination mapping and sophisticated multi-view and video wall display mode selection. Custom presets can be easily created for rapid system re-configuration to commonly used set-ups.

KD-App for iPad and iPhone, which has a built-in demo mode for experimentation and customer test drives, is available for free download from the Apple App Store. Key Digital gear can also be similarly controlled via the also free KDMS Pro for Windows computers.

Key Digital offers a second iOS app, Compass Control Pro, which instantly integrates with third-party components from Compass Alliance Partners to create a plug-and-play system for fully unified control of disparate devices within an entire AV system and beyond. There are more than 120 partner brands in the Compass Alliance with compatible products ranging from AV gear, including cameras and cable boxes, to ancillary products like lighting, power management, HVAC, security and even automated window shades.

A single Compass Control license is required per iOS device, available for single devices or in four-, six- or eight-device bundles as a one-time, transferable purchase.

The third primary option in Key Digital's control arsenal provides a fixed location, programmable button solution. Key Digital's KD-WP8-2 8 Button Programmable Wall Plate Control Keypad delivers control of any IR, RS-232, or TCP/IP IP controllable device and third-Party Systems via Open API for easy two-way integration with professional control systems and Key Digital's Compass Control Pro app.

With no-code programming, the KD-WP8-2 buttons can be set up for the user in such a way that lets them choose a function or setup with the touch of a button to trigger a background salvo of commands for source selection and configuration parameter management.

The KD-WP8-2 fits into a single-gang wall box and is PoE powered. The wall plate control is easily programmed via a web GUI to send commands directly to networked IP-controlled devices, or via RS-232 and IR via the built-in control port. The KD-WP8-2 may also be integrated with Key Digital Master Controllers to control additional devices via IR, RS-232 and voltage relay support.

KD-WP8-2 button events may be configured for press, release, toggle, or press and hold action as desired to initiate individual commands or command strings. Along with selectable blue or red backlighting, the KD-WP8-2 comes with multiple transparent icon sheets that are simply inserted beneath detachable transparent button caps for a modern and professional appearance customized to an installation. The keypad also supports key combo lock & unlock and virtual keypad operation. Project setup files may be exported and imported.

The Key Digital KD-WP8-2 is available to ship from stock at an MSRP of \$425 (USD).

### **Key Digital/Control Systems & Selection Guide**

## Audinate Dante Studio 2.0 Available with New Subscription Pricing

Dante Studio is a suite of software tools comprised of Dante RX, Dante TX, and Dante Video Viewer that brings Dante AV video directly into a PC from Dante AV Ultra or Dante AV-H cameras, encoders, or other computers running Dante Studio on the network with no additional hardware needed.

Dante Studio is part of the Dante AV family of AV-over-IP solutions and shares the well-known and trusted Dante control and management platform. Dante Controller handles all device routing, naming and configuration for audio and video devices, allowing operators to control the entire AV network via a single interface. With Dante Domain Manager all audio and video endpoints can be secured with user access control, actively monitored, and remotely accessed to simplify system maintenance and support.

Audinate Group Limited has announced an update to the Dante Studio with software 2.0 along with new subscription pricing.

### **Support for Dante AV-H in Dante Video RX and Dante Video Viewer**

With Dante Video RX, computers can receive a video signal directly from Dante AV Ultra or Dante AV-H transmitters, cameras, or other computers running Dante Studio on their network. Dante Video RX presents video streams as a webcam or video source to applications that support the DirectShow interface. Dante Video RX facilitates a wide variety of networked video use cases ranging from the video production and broadcast markets to corporate and higher education.

Dante Video Viewer is a standalone application that allows you to see and monitor a Dante video stream from any Dante AV Ultra or Dante AV-H-enabled device or computer sharing its screen with Dante Video TX on the Dante network in real-time.

### **Send Video Flows from Dante Video TX to Dante AV Ultra Devices**

Dante Video TX allows you to capture a display connected to your PC and transmit the captured video over the Dante Network. Users can then send this video stream to Dante AV Ultra receivers or another instance of Dante Studio using either Dante Video RX to bring the video into applications or Video Viewer to view the video in a standalone app.

### **Dante Domain Manager**

Dante Domain Manager lets you know exactly what your Dante system is doing at all times. Set up User Authentication and Role definitions for Dante Controller to ensure that no unauthorized changes are made to your system. See alerts and notifications that keep you updated on changes instantly, anywhere. Organize your system into controlled groups that are easy to understand.

### **Dante Studio Subscriptions**

Dante Studio is available as a 7-day free trial or a subscription plan of USD 9.95 a month, ensuring the software is always up-to-date with the latest improvements from Audinate.

[Audinate/Dante Studio](#)

## WORK PRO SYNTHEA Series Brings Maximum Amplification Flexibility to AV Installation Market



Equipson has expanded its WORK PRO brand with the launch of SYNTHEA – a new range of multi-purpose amplifiers that are specifically designed for AV installations. The adaptability and flexibility of these new amplifiers make them ideally suited to several different applications, particularly those where an intuitive configuration process is required.

Operating in low impedance (4-16  $\Omega$ ) and high impedance (70V/100V), the SYNTHEA range offers several different channel and power output options for maximum flexibility. Fully integrated DSP controlled via TCP/IP, GPIOs and S/PDIF in/out means that signals can be mixed to any output with ease, making it very straightforward to link multiple amps in a larger installation.

SYNTHEA amplifiers also have built-in WAP, which allows for web-based adjustment of audio signal parameters such as equalization and level so that users don't have to install any special software and can configure their system from any device.

SYNTHEA's main features include:

- Full Matrix DSP controlled via TCP/IP
- WAP Connectivity for management via WiFi

- Balanced / Unbalanced analogue inputs.
- S/PDIF input/output
- LoZ and HiZ outputs
- GPIO configurable
- Switch mode power supply

The SYNTHEA range of audio amplifiers offers a variety configurations. There are four models available, each with unique features to cater to different needs. SYNTHEA 2125 offers two channels with 125W of power each. It's a versatile amplifier suitable for smaller sound systems where a clear and detailed sound is required.

In the same way, SYNTHEA 2500, also provides two channels but with a higher power output of 250W per channel. SYNTHEA 4125 provides four channels of 125W each or two channels of 250W. This amplifier is ideal for sound systems that require multiple speakers.

Finally, the range is complete with SYNTHEA 4500, which provides four channels of 500W each or two channels of 1000W. This is the most powerful amplifier in the range and is suitable for large venues where a high volume and powerful sound are required.

**WORK PRO**

# The Future at Your Fingertips

*From Virtual Reality to the Optimal Workplace in Production*



*Julian Born, Lean Manager Supply Chain at the Sennheiser Group, planning a future workplace in production.*

In the middle of a production hall in Wedemark near Hanover, a man stands with virtual reality goggles on his head and a controller in his hand. He turns alternately to the right and left and makes movements in the air with both arms - while around him microphones are being manufactured. What is he doing? Julian Born, Lean Manager Supply Chain at the Sennheiser Group, is planning a future workplace.

Previously, the space where Julian was now standing was filled with an assortment of cardboard models. These were used to construct workplaces as full-scale models before they were actually set up in the production hall. In this way, employees could try out whether everything was in the right place for the work steps they would carry out later. Is it easy to grip the screws, are the tools optimally positioned, would they get stiff muscles and backs after working for a long

time? The structure of the cardboard workstation was optimized and rebuilt until everything fitted together in the best possible way. Then the workstation was set up according to the cardboard model. Known as cardboard engineering, this process had been used at Sennheiser for many years, due to the audio specialist's focus on ergonomics and effective process flow design in the workplace.

Cardboard engineering, while effective, was also cumbersome and costly - and this is why four years ago virtual reality was introduced as an alternative solution. VR enables more comprehensive planning of a workplace, which starts with the estimation of walking distances and the realistic simulation of distances. Beyond this, the natural interaction in the virtual reality environment allows all participants - even without prior knowledge - to create and modify objects



*Insight into the Sennheiser production.*

in the simulation in a very short time. In this way, every employee can easily test their own workplace virtually in advance.

How does Sennheiser do it? For the past four years, the audio specialist has been working with an innovative start-up called Halocline, with the two companies establishing a development partnership. Since 2018, Sennheiser has been involved in the development of Halocline's VR editor solution. The Sennheiser team tested early beta software versions of solutions developed by Halocline and provided feedback on new features and handling. Insights into the workflow at the audio specialist also helped to focus the scope of development and required features. With many individual workstations and sedentary activities in production, the two companies focused the solution on small-scale processes.

But that was just the beginning of the virtual journey. In the meantime, VR is not just replacing cardboard engineering at Sennheiser. In the spirit of effectively strengthening the production footprint at Sennheiser,

VR is also being used, for example, in the planned expansion of the plant in Romania to achieve fast and optimal results. During this planning stage, VR is allowing entire hall layouts or production cells to be simulated. For this purpose, the planners from Germany work together with their colleagues from production in Romania. In this way, workplaces are planned and optimized together across national borders before they are actually implemented. The feedback from production is implemented in VR and followed live by all participants. "At the beginning, it was pure curiosity. In the meantime, we see many advantages that the use of virtual reality in production offers us," says Andreas Grüning, Plant Manager Germany at Sennheiser. "It's impressive how many of our use cases VR provides solutions for. It enables a whole new level of planning and digital collaboration."

### **Music of the Future**

And what will the future hold for Sennheiser's production? In addition to VR applications, you can already find cobots, i.e. robots that work together with humans, in a wide variety of production areas. And there are to be even more of them in the future. In particular, they will take over tasks that are less attractive to employees. The teams at Sennheiser and Halocline are now working together on exactly what this should look like, because there are still a few questions to be answered. How can more robots be incorporated into work processes? Where do they increase production efficiency? Where can they shorten walking distances, be used for ergonomic workplace design? Details that still need to be clarified. But one thing is certain: the mood music at Sennheiser is thrillingly futuristic.

### **Sennheiser**

# AV-ICN EXPO

AV INTEGRATION COMMUNICATION NETWORKING EXPO

## Strong Sentiment for AV-ICN to Establish

The AV-ICN Expo 2023 is a stand-alone Expo in hall 2 at Bombay Exhibition Centre, Mumbai. The expo will take place from **May 25th - May 27th, 2023**. The AV industry attended a full-fledged AV-ICN expo at the same venue in 2019. In 2022 the AV-ICN Expo was merged with PALM Expo as the 2022 edition was captioned as the Reunion of the Pro AV and Pro Audio industry and the organizers put together both the expo in one hall. The AV-ICN Conference was also merged with the PALM Conference.

AV-ICN Expo 2023 has received a tremendous response from the AV industry in one particular sentiment. Whether it was Bengaluru, Mumbai, or New Delhi, the one sentiment expressed by the AV industry was indeed its acknowledgement that the task of creating or establishing an independent AV Expo is difficult and full admiration for the AV-ICN team in pursuing its goal and full appreciation for the objective of providing an alternative expo platform. "The one sentiment that almost every prospective exhibitor has expressed is that, however difficult it is to establish an alternative AV Expo, 'please do not give

up'. 'India needs one more AV expo'. Do not give up, was the shout from the AV industry," says **Anil Chopra**, Founding Director of AV-ICN Expo.

"It was this sense of responsibility and encouragement that AV-ICN pursued its goal in leading companies like BenQ, Epson, Christie, Optoma to come on the platform. The expo reiterates India's Pro AV industry's quest of possessing an active, determined, dedicated AV platform to connect and convene the mass market of AV integrators & consultants," he adds.

AV-ICN Expo 2023 will again boast of a three-day conference of marquee speakers like **Kelvin Ashby-King** from Clarity Consulting, **Satyanarayana Reddy** from The Siemon Company, **Kairav Adhvaryu** from MNT Technologies, **Chandrashekar Naik.S** from T2 Technology Consulting, **Chaitanya Chinchlikar** from Whistling Woods International and **Narendra Naidu** from Rhino Engineers, to name a few.

Some of the major topics that the expo encompasses include, **Design Implications for Large Convention and Expo Centres** by Chandrashekar Naik; **Holistic Museum Design and Integration** by Kelvin Ashby-



*The AV-ICN team meets Mindstec Distribution*

King; **IT of AV Integration, AV Communication and AV Networking** by Satyanarayana Reddy; **Education – Smart Class** by Kairav Adhvaryu; **VR / Virtual Production & Metaverse – AV’s Frontier Visualization** from Chaitanya Chinchlikar; **Large Scale Monument of AV Integration** from Narendra Naidu.

AV-ICN 2023 theme is **Display, Digital Signage and Projection**. BenQ will bring latest 4LED projector LH730. Epson will focus on their latest 4K Laser Projectors. Some unique new technologies include the Haptic Touch Wall by Immersion, Maxhub Interactive Flat panels and Vestel’s retail visual solution. Chinese major brand Absen will display their products at the show.

Major distributors have joined AV-ICN – Mindstec Distribution, EIS TechInfra Solutions, Gigatronics, NTEK Systems, Infonics - distributor of Unilumin; Aaztec, Jona LED – distributor of Novastar; Vcore LED Display, Tentech Display, Enbon LED, Vision Display. Other focused distributors for display include Di Impex, Magnimage Display, Hawaii LED, Sunrise LED.

Conferencing Systems at the expo will be displayed by Gigatronics and PeopleLink. Studio Lighting for AV projects is covered by Canara Lighting, Leksa Lighting and Aputure.

The fourth edition of CAVS will also be held at the AV-ICN Expo 2023. Featuring faculty such as Kairav Adhvaryu, Narendra Naidu and Satyanarayana Reddy. The main point of the CAVS is original curriculum is designed by the faculty.

Special features in AR, VR involving 5G are also being designed this year informed by Anil Chopra. These features will be highly attractive demonstrating latest technologies in 5G streaming and video projection with immersive audio.

### AV-ICN

## Historic Hotel Made New with World-First Powersoft Mezzo A+ Install

*With over 30 amplifiers installed, the iconic Abercrombie hotel is taking full advantage of the enhanced networking capabilities offered by Powersoft's platforms*



©Steven Woodburn

### FACTFILE

**Project Name:** Abercrombie Hotel

**Project Location:** Sydney, Australia

**Project Segment:** Hospitality

**Systems Designers and Integrators:** Production Audio Video Technology and BeyondAV

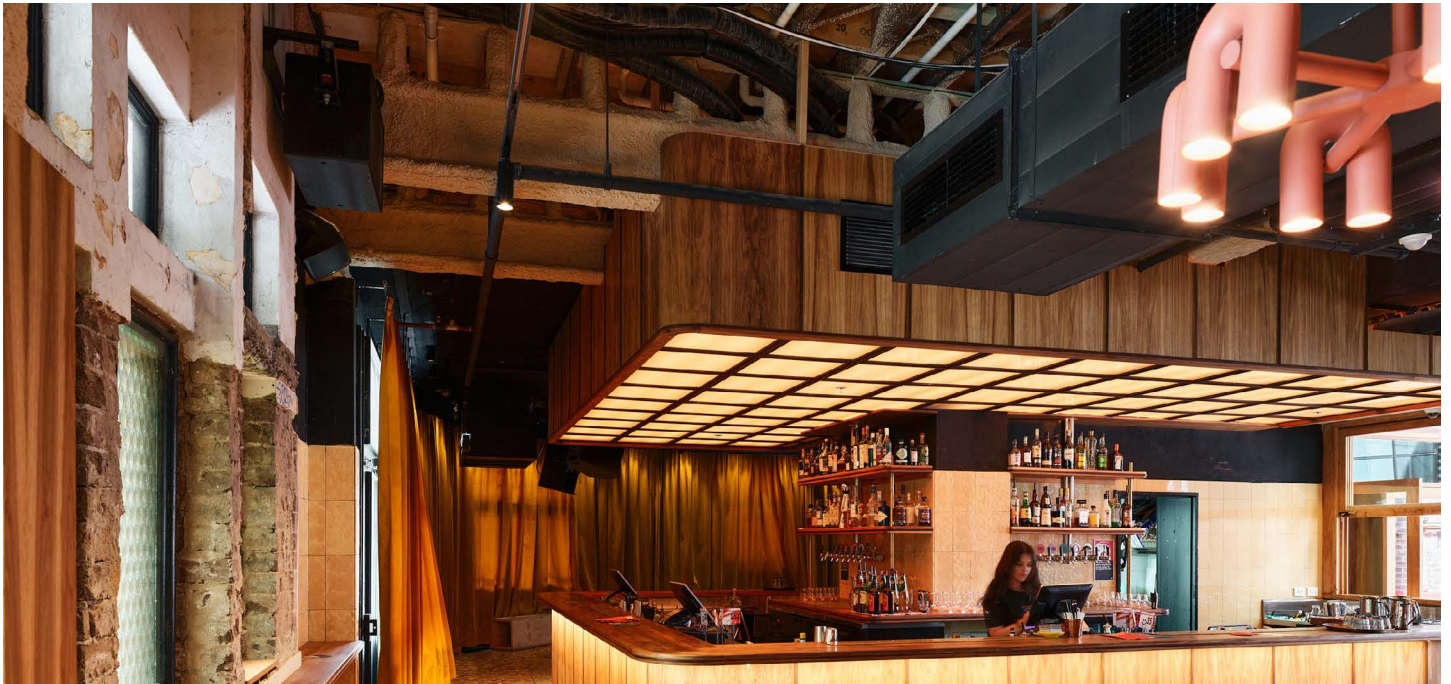
**AV Highlight:** Using a state-of-the-art AV system to reinvigorate a historic structure, surrounded by residences, for its multimillion-dollar refurbishment

**Key AV Brand:** Powersoft

Powersoft's new AES67-enabled amplifier platforms, including the enhanced A+ versions of its innovative, half-size Mezzo range, have made their global debut at the recently reopened Abercrombie hotel in Sydney, Australia.

The Abercrombie, located in the inner-Sydney suburb of Chippendale, traces its roots back to 1843 when it opened as the Australian Inn. The current, art-deco building, on the old Carlton United Brewery site, was completed in 1938 and served as a much-loved watering hole and live entertainment venue until its closure in 2014. It was acquired by hospitality group Solotel in 2016 and reopened – two years late, as a result of Sydney's on-off lockdowns – with a 36-hour launch party in December 2022.





©Steven Woodburn

The new-look Abercrombie comprises three venues: A ground-floor club space, public bar and beer garden; late-night cocktail lounge and rooftop terrace Casa Rosa; and Lil Sis, an aperitivo wine bar inspired by the caves à vin of Paris.

Tasked with delivering a state-of-the-art AV system worthy of Abercrombie's multimillion-dollar redevelopment were Production Audio Video Technology (PAVT), the Australian distributor for Powersoft, EAW, AtlasIED, Symetrix and Radio Design Labs, and local system integrator BeyondAV, who inherited "a very difficult acoustic environment" complicated both by the age of the property (the Abercrombie has been a listed building since 1989) and the presence of new residential buildings around it.

PAVT's business development manager, Dave Coxon explained, "Revitalising old buildings [is] always fun with unique challenges. A major challenge with the Abercrombie was containing all the sound – patrons, voices and music – as, unlike in days of old, the venue

is now surrounded by accommodation. It's the only freestanding hotel I have ever seen with an apartment complex freestanding over the venue!"

Additionally, he added, Abercrombie's original hotel rooms "remain in the upper two levels, creating many small spaces requiring multiple amp channels".

The amplification for the hotel is Powersoft throughout, comprising 16 x Mezzo 604 A+ and 13 x Quattrocanali 1204 DSP+ amplifiers, all AES67 compatible, as well as 2 x high-performance X8s.

The Powersoft amplifiers, explained Coxon, are installed in two rack rooms, with all equipment (plus NETGEAR AV switches) fitting into a single rack at each location. Needing a "truly waterproof" loudspeaker for the two large outdoor areas, PAVT specified a combination of AtlasIED's SM82 range with EAW subwoofers (SB120/150 WP), while a Function One EVO X system was installed in the main room.



©April Josie Photography

The new A+ models are the latest additions to the Mezzo range which offers the same reliability, build quality and acoustic character of larger Powersoft amplifier platforms but in a half-size form factor. A+ models – comprising Mezzo 322 A+, Mezzo 304 A+, Mezzo 602 A+ and Mezzo 604 A+ – offer all the remote control and monitoring functions of the A versions, but further extend their networking capabilities with AES67. The A+ range joins the Duecanali DSP+ and Quattrocanali DSP+ fixed-install amplifier platforms and the T Series touring amplifier in offering AES67 compatibility.

These models can receive audio-over-IP (AoIP) streams compliant with the AES67 standard, which allows high-performance streaming AoIP interoperability across different networking systems. Powersoft A+ and DSP+ models can receive AES67 streams natively by connecting the dedicated AoIP networking port to an AES67 network.

Coxon was full of praise for Powersoft, describing its introduction of the AoIP-enabled models as “a

godsend” after years of delays on the Abercrombie and other projects. “With this project delayed over two years due to Covid and delivery in the heat of the component shortage, Powersoft’s quick development migrating to AES67 has kept projects going,” he noted. While it’s not always straightforward being an early adopter of new technology, the Powersoft A+/DSP+ amplifiers were crucial to realising the relaunched Abercrombie which opened on schedule with a spectacular multi-day launch party featuring some of Sydney’s hottest DJs.

“Being the first project to install A+ versions of the amplifier – and with the release of the ArmoníaPlus 2.5 update, which added support for AES67, coming three days before handover – made life fun!” Coxon concluded. “That said, we had no major issues, and the project opened on time – tuned and loud – with a 36-hour opening party.”

## **Powersoft**

# Genelec Delivers an Unforgettable Sound System to Deja Brew

*Premium Indian restaurant and bar opts for RAW finish loudspeakers from Genelec*



## FACTFILE

**Project Name:** Deja Brew

**Project Location:** Greater Kailash 2, New Delhi

**Project Owner:** Cherish Hospitality

**Project Segment:** F&B

**Project ID:** Orphic Design Studio

**Project AV Design and Integrator:** Value Marketing Systems (VMS) Delhi

**Project Highlight:** Genelec loudspeakers installed for their compact size and active design.

Reminded of somewhere you've been before? **Deja Brew** a premium Indian restaurant and bar situated in the stylish district of M Block Market in Greater Kailash 2, New Delhi, demands attention with its instantly memorable name. Backed up with high quality food, a multitude of brews and five-star service to match, the location has quickly gained popularity. The venue is the brainchild of Naveen Sachdeva, the founder of **Cherish Hospitality**, along with Parth Chadha and Aashish Goyal. The trio has created a successful concept that is already a favourite spot for many, much like their popular brand, Ministry of Beer. In keeping with the upmarket feel of the new venue, Deja Brew required a compact, yet exceptional sound system to match. Genelec was an obvious choice.



With a full house, Deja Brew comfortably seats 80 people across two storeys, with seating areas distributed in small, intimate pockets. “In opening a hybrid brew lounge, we needed a sound system with good tonal quality and great bass. However, due to space constraints, we were unable to install a subwoofer,” elaborates Sachdeva. “It was at this point that Sandeep Duggal at Value **Marketing Systems (VMS) Delhi** who has over two decades of experience designing and installing sound systems, suggested Genelec.”

After visiting VMS’s dedicated demo facility and sampling the Genelec sound for themselves, Deja Brew opted for a selection of **4030** loudspeakers, favoured for their compact size and active design. In total, thirteen 4030 loudspeakers were provided by Genelec’s partner Alphatec AV, the largest distributor of AV equipment on the sub-continent, and installed by VMS.

“It became clear at the launch party, where almost 200 people were dancing to the music, that we had made the right decision,” explains Sachdeva. “We’re extremely pleased with the sound quality and

distinctive appearance of the loudspeakers. Sandeep’s sound design and after-sales service have been excellent!”



**Duggal**, who is owner and technical head at VMS, explains the motivations behind the purchase: “We’ve worked hard to cultivate an energetic vibe at Deja Brew, but where customers can freely converse and relax. It was vital that customers

could hear one another over the music. Genelec is well known for having an incredibly clean audio signature, offering unrivalled clarity and intelligibility irrespective of playback level. Taking this into consideration, opting for the 4030s was a no brainer.”

The 4030s are distributed across both floors to achieve even coverage in every section of the restaurant, with no hot spots or dead zones. One of the key factors in the decision was Genelec’s active design,



which eliminates the need for external amplifiers, instead allowing the VMS team to run a reduced amount of cabling back to a single, centralised music processor. This is connected to a media player to provide staff with the ability to play whatever music they wish, with the additional option of pairing their own devices.

Projects of this size are where the 4030 model truly comes into its own, delivering high fidelity sound with balanced and precise bass reproduction, even at low SPLs, yet with sufficient power and headroom to easily accommodate much higher levels for events or functions. However, the default level has been optimised to promote a healthy level of conversation while playing background music.

The 4030's small form factor combined with the extensive range of mounting accessories enabled VMS to integrate the loudspeakers seamlessly with the interior layout. "Alongside the wide range of RAL colours that Genelec offers, we noticed that the 4030s

were also available in the RAW recycled aluminium finish, which is kinder to the environment as the models require no painting and less finishing material," explains Sachdeva. The team agreed that this sustainable design also suited Deja Brew's aesthetic, which balances an open industrial theme blended with traditional wooden, rustic tones, courtesy of **Orphic Design Studio**.

"We work to reduce our carbon footprint however we can, so if we do so whilst matching our interior, that's a bonus," remarks Sachdeva. "It's as if this model was designed specifically for Deja Brew, and we have Genelec's comprehensive portfolio to thank for that, as well as Sandeep from VMS, who helped us navigate it professionally."

**Alphatec**

**Genelec**

# Indore – Identity Illuminated with Intelligence

*Rajwada Palace, and the Gandhi Hall – the two historic monuments that characterise the city's contours – today glow in a different glory of story-telling*

*by Ram Bhavanashi*



*The Rajwada Palace.*

## **FACTFILE**

**Project Name:** Rajwada Palace and Gandhi Hall  
Heritage Monument Illumination

**Project Location:** Indore, Madhya Pradesh

**Project Owner:** Indore Smart City Development  
Limited (ISCDL)

**Project Segment:** Infotainment / Heritage Tourism

**Project Consultant:** Rhino Engineers Private Limited,  
Ahmedabad

**Project Integrator:** Dhara Electricals, Baroda, Gujarat

**Project Cost:** ₹ 4.92 Crore (with 5 Year O&M)

**Project Commencement:** 22 August 2022

**Project Commissioned:** 9 January 2023

**Project Highlight:** Over 1800 nos. of luminaries from  
Signify Lighting (formerly Philips Lighting)

**Indore – regarded as the cleanest city in India – is also a city of many accolades. History; heritage; culture; schools of higher learning; places and palaces; and more. The city recently made headlines of Infotainment when two of its most iconic monuments were illuminated with ingenuity and intelligence. Ahmedabad-based consultant Rhino Engineers worked with local integrator Dhara Electricals to create an ‘experience illuminated.’**

### **An SI Asia snapshot:**

When the Indore Smart City Development Limited (ISCDL) – a body that came into being following the Central Indian city’s selection for smart development by the Smart Cities Mission – decided in line with most other Indian cities to redefine urban living, one of the key initiatives was to promote heritage tourism alongside the smart living initiatives. The first move in this direction was to elevate the infotainment experience at two of its most iconic structures – the Rajwada Palace, and the Gandhi Hall – both of which have characterized the city’s identity like none.

### **The Rajwada Palace: Icon of Royal Grandeur**

Also known as the *Holkar* Palace or Old Palace, the Rajwada Palace is one of the finest examples of architectural brilliance of its time. The seven-story edifice, built by Malhar Rao Holkar, the Founder of Holkar dynasty in 1766 A.D., had been the seat of the Princely State of Indore till its unification with the Union of India in 1947.

While the building suffered structural damages over time, it was restored to its original best by H.H. Ushe Raje Holkar, with the design expertise of architects Himanshu Dudwadkar and Shreya Bhargava.

This structure was chosen for illumination with intelligent lighting aimed at contributing to heritage tourism and infotainment. Rhino Engineers – riding high on its credentials with prestigious projects like the *Statue of Unity and Ambaji Hill* – landed the project consultancy.

“We worked closely with the ISCDL to lay down the essentials pertaining to the technical specifications and requirements of this project,” informs Dip Patel, Project Manager from Rhino Engineers. “We were instrumental in assisting various teams involved at every step,” he explains. “Obtaining necessary work approvals, allowing smooth and quick flow of processes to complete the project in time was all part of the job.”

Keeping in view the client requirement and specifications, team Rhino evolved a design that blended vibrancy and dynamism to weave figures and optical illusions over the massive structure. The intent was to have three types of illumination on the palace:

- \* Monday to Friday: Illumination in simple warm white colour highlighted from ground to seventh floor, then full facade illumination for five minutes.

- \* During National Festivals like the Independence Day, and Republic day, the illumination to be in Indian Tricolour effect.

- \* During the weekend, the façade to be illuminated with colourful and patterns changing dynamically every five Minutes.

“Lighting is essentially a nocturnal makeup that can transform areas of potential eyesores into works of art,” says Narendra Naidu, Principal Consultant at Rhino Engineers. “Particularly, when applied at areas like facades, lakes, exterior surfaces of monuments and landmark buildings, it can create unique and memorable experiences,” he vouches. “Well planned



### *The Gandhi Hall*

lighting designs can connect places and stimulate night tourism.”

Conscious about the environment and eco-friendly design, ISCDL put in place strict guidelines for conservation using only traditional materials such as lime, jaggery, fenugreek seeds, bel fruits, and black gram etc without using any cement. The structure wasn't to be tampered with drilling the walls, and defacing the architecture.

More, the chemicals used for different works such as anti-rust, anti-termite, removal of polish from the structure are executed only after thorough testing, ratification, and supervision by the experts from the State Archaeology and Museums Department.

Further, the content team went for a Chroma shoot with performing artists – in addition to digital graphics – with a view to creating various situations for the show, thus creating a theatrical experience.

“We are delighted to be able to bring in our expertise to ensure that the theme and concept are perfectly aligned during the execution,” says the Rhino Project Manager. “This is a landmark project in terms of scale,” he asserts. “There were many challenges, given the heritage nature, and guidelines laid out by the ISCDL. We're only too happy that we were able to execute it to perfection.”

According to him, they could not do any drilling on the walls which made it extremely challenging to lay the cables, wires and fix the luminaries without without tampering with the architecture of the walls.

“Handling the height was of very crucial nature,” recalls Minish Mehta of Dhara Electricals. “Because (as per ASI guidelines) we could not use/get cranes there, it was a great challenge to get the luminaries to the specified height and fix,” he details. “This, within three months from the day we got the work order.”



According to him, that the palace has seven floors, and the lighting fixtures to be placed on the seventh floor without any little impact on the structure was a very potential challenge. "We did it with poise and purpose."

### **The Gandhi Hall: Tribute to the Father of Nation**

One of the prettiest antique / heritage buildings in Indore, the Gandhi Hall was built in 1904, and originally named King Edward Hall, in the honour of King Edward of England. It was renamed Gandhi Hall, in memory of the Father of the Nation, after his assassination in 1948.

Designed by the then famed British architect Charles Frederick Stevens, the building epitomizes the grand Indo-Gothic style in architecture that is characterized by splendid domes, steeples and a 90-foot clock tower called *Ghanta Ghar* capped by a 15 x 15 feet dome housing the clock.

Built with locally sourced material comprising white sandstone from Seoni, and red sandstone from Patan, and characteristically, the leftover material from the then incomplete edifice *Phooti Kothi*, the building sports one of the most inspiring architectures in town.

Measures 112 feet in length, the building features a stage and gallery, surrounded by an open verandah, with the four corners of the building meeting at Rajput-style minarets topped with domes, while the entrance is from the south. The high ceiling, made of white PoP adorned with gold, Palladian arches, terraced roof and ornamental mouldings augment the grandeur of the building.

Inaugurated by Prince of Wales George V in 1905, it was said to have costed Rs 2,50,000 at that time.

The job task for the teams from Rhino and Dhara Electricals were more or less similar here as well. No

tampering with the structure- either for wiring, cabling, or fixing a light. As no ready-made product appeared to fit into the stipulations laid down by the ISCDL, the consultant went in for a good deal of R&D to optimize a custom solution. With a great deal of coordination amongst the teams from ISCDL, ASI, Town Planning on one side, and Rhino and Dhara on the other side, both the installs were completed within the time line of four months.

For Dhara Electricals, which came in as EPC Contractor for the two projects, it meant design, supply, install, test and commission, besides operations and maintenance for five years, it was both prestigious and prideful. Working in association with Signify India Ltd (formerly Philips NV), they brought to place their best expertise and solution via an intense customization. For Minesh, the best part of the work is their ability to complete and commission the jobs within three months.

"I strive for two things in design: simplicity and clarity," Ms Pratibha Pal, IAS, Commissioner of Indore Municipal Corporation, said. "It's a great design by the consultant Rhino Engineers; It has borne both these two things."

Divyank Singh, IAS, CEO of Indore Smart City observed: "Tourism experiences utilize all human senses in a variety of ways. Notably, in the nightlife tourism industry, vision is integral as it accentuates the beauty and essence of the surroundings."

Rajwada Palace and Gandhi Hall lighting illumination design research can lead to discovering more about the impact lighting has and its importance on the tourism experience," he commended.

**Rhino Engineers**

**Dhara Electricals**

# Jerusalem Mar Thoma Syrian Church Fosters a Stronger Spiritual Connection with a New State-of-the-art Sound System

*The bespoke audio system integrated at the church by team Zacs and Phils brings together leading technologies from reputed pro audio brands*

by Elton Noronha



## **FACTFILE**

**Project Name:** Jerusalem Mar Thoma Syrian Church

**Project Location:** Trivandrum, Kerala

**Project Owner:** Jerusalem Mar Thoma Syrian Church

**Project Segment:** House of Worship

**Project AV Integrator:** M/s Zacs N Phils

**Project Objective:** To deliver clear intelligible speech and music

**Key Brands:** Tannoy, Turbosound, Behringer, Labgruppen and Audio Technica



The Jerusalem Mar Thoma Church, Nanthencode, Trivandrum, Kerala is a parish belonging to the Trivandrum- Quilon diocese of Malankara Mar Thoma Syrian Church. The parish has close to 440 families and has completed 48 years as a worshipping community in the heart of Trivandrum city.

As one of the oldest churches in the region of Thiruvananthapuram in Kerala, the Jerusalem Mar Thoma Syrian Church has stood tall as a pillar of the Christian community for several years, as it provided believers with the perfect avenue to congregate in praise and worship of the almighty. A landmark structure in the region since its inception, the church prides itself for its rich history and legacy. And with the church being able to comfortably host a capacity of over 700+ people at any given time, weekend celebratory masses along with regular weekday processions are attended by the faithful who share in common their belief in proclaiming the word of God through speech and hymns.

In recent times, this spiritual experience has only been elevated several fold thanks to the recent overhaul of church's internal and external semblance; which in-turn embraced cutting-edge audio technology with

the installation of a state-of-the-art sound system that offers a truly immersive spiritual experience for the faithful.

Anil Abraham Samuel, Parish Secretary, Jerusalem Mar Thoma Church, Nanthencode, reveals, "The church was using a sound system that was installed around 15 years ago and we were trying to upgrade to a new system for quite some time. The required budget was included in the financial year 2022-2023 to buy a new system; but it wasn't easy for us to get an expert who could provide us with the kind of solution that we were looking for, and within the timeframe that we desired. After connecting with several system integrators and solution providers, one of our priests informed us about M/s Zacs N Phils, and we learnt that they specialize in audio solutions for churches. We contacted Manu Philip of M/s Zacs N Phils and presented our requirements of a new system that could deliver clear intelligible speech and music, while offering operational convenience and also complement the interior aesthetics of our church. After several rounds of discussions, the team proposed three solutions considering the interior layout and acoustics of the church; and from this we converged on the one that best met our requirements."

The bespoke audio system integrated at Jerusalem Mar Thoma Church by team Zacs and Phils brings together leading technologies from reputed pro audio brands **Tannoy, Turbosound, Behringer, Labgruppen** and **Audio Technica**. Crucial technical support was delivered by Alphatec – the official distributors of Tannoy, Turbosound and Behringer in India – throughout the course of the project.

"In addition to aesthetics, the church leaders were looking for a system that would improve vocal intelligibility while contributing to the musicality of the services. The church has good natural acoustics



and a warm reverb that sounds neutral over the acoustic spectrum, and working off of this, our team at Zacs and Phils worked closely with the church representatives and took time to understand the church's needs before devising a tailored solution that precisely met their requirements" shares Manu P, business manager of Zacs and Phils.

After a fair bit of deliberation, the system at the Jerusalem Mar Thoma Syrian Church was upgraded with loudspeakers from Tannoy paired with subwoofers from Turbosound and powered by amplifiers from Labguppen, which replaces an older PA system whose insufficient coverage warranted the need for additional reinforcement options.

Delving into the details of the newly installed sound system, Manu shares, "We recommended the VLS 15 with Focused Asymmetrical Shaping Technology (FAST) from Tannoy as the primary loudspeaker solution within the congregation area, mainly because of their great track record of delivering high-quality audio experiences within acoustically challenging and/or architecturally sensitive spaces. Additionally,

we've also deployed the VX6 compact loudspeakers from Tannoy for the balcony and under-balcony sections respectively, as the loudspeakers provide the perfect reinforcement solution for tight spaces, while ensuring great continuity of Tannoy's characteristic tonal signature. We've also flown a pair of the compact yet extremely powerful M15B subwoofers from Turbosound on either side of the altar (just underneath the VLS15 columns) which provides unbeatable low-frequency fidelity throughout the indoor space; thereby creating a truly immersive soundscape for parishioners."

Team Zacs and Phils have deployed 2 units of the Behringer PK110 loudspeakers to cover the smaller outdoor section of the church premise, while a total of 4 units of the Behringer PK112A multi-purpose loudspeakers have been deployed indoors to complement to main PA system in such a manner that a single unit each of the PK112A is positioned at the altar and the preacher's section respectively, while two units have been positioned near the choir section to act as the monitoring solution for the choir. Manu confirms that the team extensively used the EASE software to conduct simulations which allowed them to not just access precise positioning of each individual loudspeaker to offer optimum performance; but also tweak individual loudspeaker settings so that the congregation as well as the preacher and the choir members get to enjoy a cohesive and uniform sound experience. "The precise positioning of the loudspeakers perfectly addresses the church's unique architectural challenges, and allows the sound to be projected unobtrusively everywhere within the church while greatly enhancing speech intelligibility and providing for a truly encapsulating music experience. Crystal clear sound is experienced in virtually every seat without significantly increasing the volume" he says.

Furthermore, team Zacs and Phils have also equipped the church with an impressive RF infrastructure featuring an impressive microphone inventory from industry leaders Audio Technica, with over 18 units of the ATM410 cardioid dynamic vocal microphones, 2 units of the ATW-13F handheld wireless transmitter system and a single unit of the ATW-11F + Pro8HECW bundle headset microphone to meet the varied needs of the 30-member choir. Manu reveals that the aligning the microphone setup for the choir proved to be a challenge of sorts, especially considering the fact that the choir section is located in front of the altar and thereby directly in front of the main PA system. However, the team resorted to EASE once again to figure out the best microphone arc arrangement while ensuring that the loudspeaker levels didn't need to be run lower than what was needed. In addition to this, the team also outfitted the lectern at the preacher's section (as well as the altar) with a single unit of the U857QL gooseneck microphone along with the AT8668s anti-shock microphone stand.

A single unit of the 260P digital loudspeaker management system affords unparalleled control over processing and management of the loudspeaker system, while a single unit of the extremely versatile X32 digital mixing console from Behringer allows for a seamless experience in tailoring the sound to perfection. Further dexterity is supplemented through the use of an S32 digital stage box from Behringer that offers an additional 32 inputs and 16 outputs for added flexibility.

Speaking about the experience of commissioning the Jerusalem Mar Thoma Syrian Church with a comprehensive sound architecture that everyone seems to love, Manu rounds off his thoughts as he comments, "This new system works wonders really. The combination of Tannoy, Turbosound, Behringer,

Labgruppen and AudioTechnica is an absolute winner; and it has allowed us to present the church with a solution that is not just tailored precisely to their needs, but also stayed within their budget quite comprehensively. Honestly, the new system allows to merge traditional services with new expressions of worship that are meaningful for the intergenerational nature of the congregation here, and all credit for this goes to the church members especially Rev Anil George, Secretary Anil Abraham Samuel, and the church committee who made this possible. We'd also like to thank the design and application team from Alphatec who helped in improvising the overall quality of installation by supporting us to the maximum. All in all it's an extremely fulfilling experience to be part of a project like this where the end result has turned out to be so spectacular!"

The church authorities too share their heartfelt appreciation for the efforts invested by team Zacs and Phils in bringing together a superlative sound experience, as Anil Abraham Samuel commented, "As secretary of the church I would like to thank the entire team of Zacs and Phils who participated in the integration and completed it in an accurate and timely manner. Their work truly reveals a high level of professional experience and competence in delivering such high-end sound systems."

### Zac and Phils

### Alphatec

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