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## HIGH-TECH HEALING



**Interview:**  
Absen - Illuminating the World with  
Cutting-Edge LED Display Innovation

**Interview:**  
Sennheiser - Leading Hybrid  
Market, Agnostically

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**Show Preview:**  
InfoComm India 2023





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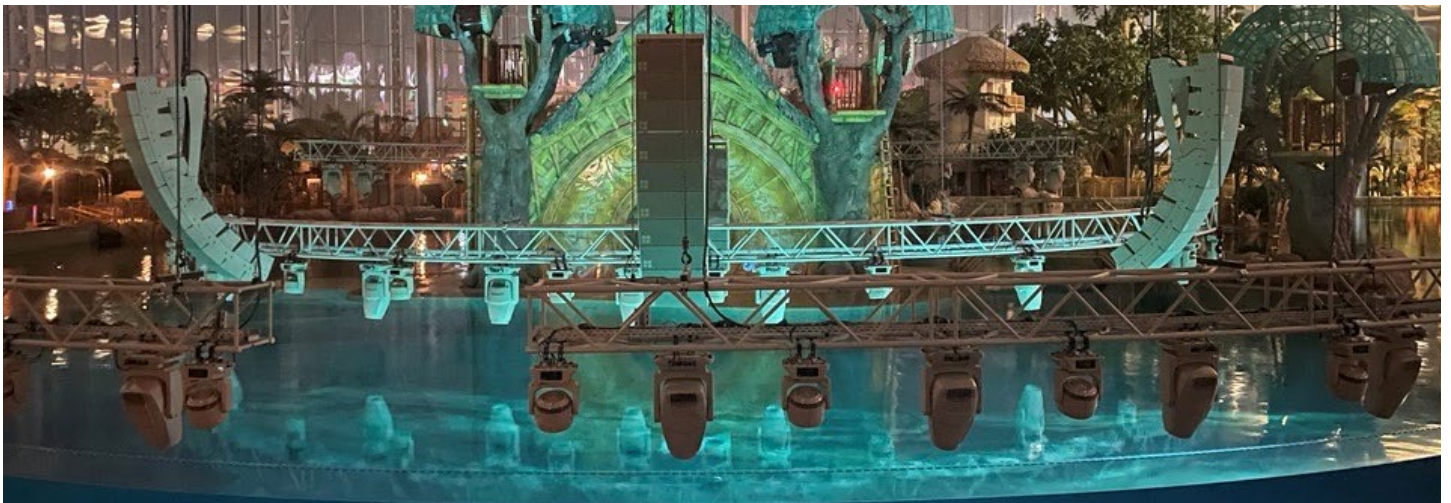


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“Professional system integrators who wish to become involved in healthcare projects need to research the country standards and building codes for these facilities and then design and install systems based on a list of requirements for each facility, which would vary depending on the size and the variety of provisions it wishes to include,” **Manny Kitagawa, BDM, AtlasIED**

To read more go to our Feature on page 64



# 4 FIRST WORDS

In the past decade, the healthcare industry has solidified its essential role and undergone significant transformation. Beyond saving lives, it has become a catalyst for change in operational processes, patient care, and medical training. The integration of advanced professional AV technologies into healthcare has streamlined daily operations, improved patient experiences, and enhanced complex medical procedures. Remarkably, the global healthcare AV market is projected to exceed \$10.8 billion by 2027, with Asia driving much of this growth. This intersection of healthcare and AV technology is truly transformational. Our Feature column dissects where the opportunities lie in this space.



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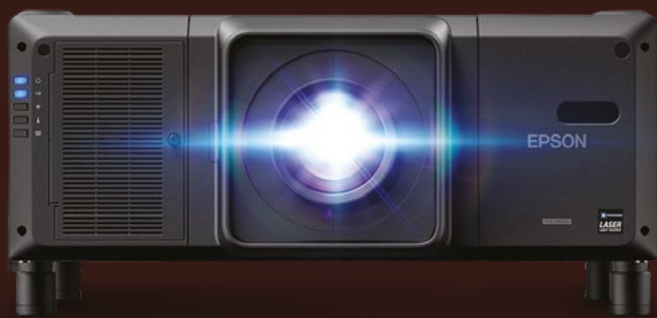


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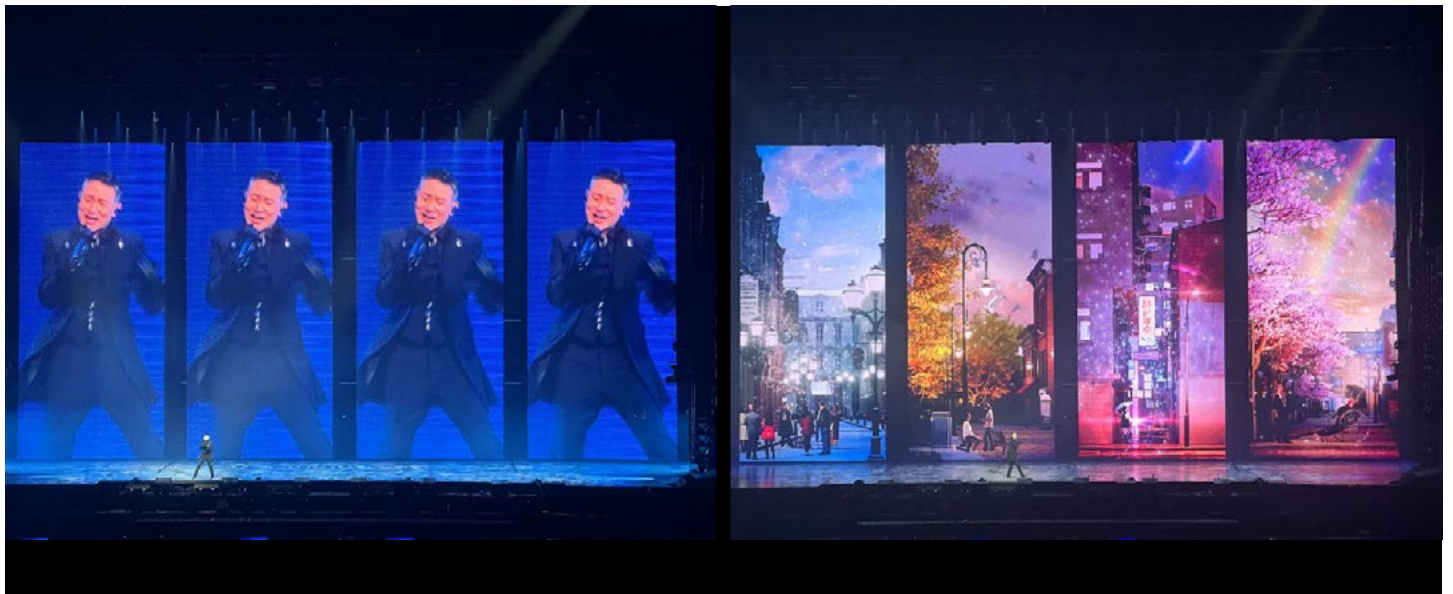
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<sup>\*</sup>Source: Futuresource Consulting. <sup>^</sup>Colour brightness (colour light output) in brightest mode, measured by a third-party lab in accordance with IDMS 15.4. Colour brightness will vary depending on usage conditions. Top-selling Epson 3LCD projectors versus top-selling 1-chip DLP projectors based on NPD sales data for May 2017 – April 2018. <sup>\*</sup>3 years or 20,000 hours, whichever is earlier.

# Absen: Illuminating the World with Cutting-Edge LED Display Innovation

*Discover how Absen's product innovation, global sales excellence, and strong sustainability initiatives are shaping the future of LED display technology*



*Over 700 m<sup>2</sup> Absen's LYRA Series LED Displays Steal the Spotlight in a Concert!*

Established in 2001, Absen is the world's leading LED display brand, renowned for its high-quality products, global presence and full-service capabilities. From corporate lobbies and retail stores to outdoor advertising and live events, Absen has delivered more than 50,000 installations in over 130 countries. No matter where you live, work or play – chances are you will have come across Absen's screens, including NBA games, FIFA World Cups, Times Square and even Presidential live debates.

Absen's displays cover a wide range of applications, including Commercial Display, Data Visualization, Rental and Staging and DOOH, so whatever your vision or need – there's an Absen LED solution

scaled, designed and priced to fit. Through constant innovation and development, Absen has been the No.1 Chinese manufacturer in exporting LED displays for 12 years in a row, making it the brand of choice for some of the most prominent brands, integration partners and rental companies worldwide.

With the planned construction of 230,000m<sup>2</sup>, the Absen Huizhou Intelligent Manufacturing Base, located in Dongjiang High-tech Industrial Park, takes an area of 108,472m<sup>2</sup> with 93,000m<sup>2</sup> completed so far. The company has invested 500 million RMB in factory construction, and the annual production capacity is up to 300,000 square meters.





SI Asia chats on this issue with **Ruben Rengel, vice president of Global Business Development for Absen.**

Besides developing global business, Ruben is also responsible for implementing Absen's strategic plans.

**The LED segment is competitive, but Absen has remained ahead of the pack. How has this come about?**

To continue to be ahead of the pack, our strategy is based on three main pillars:

Product Innovation

Absen is fully focused on understanding the needs of each vertical market such as Corporate, Retail, OOH, Sports or the events market. This, combined with the right understanding of technology trends, is the perfect combination to guarantee that in Absen, clients will always find the right solution in our portfolio. LED technology is evolving quickly, especially when we talk about NPP (narrow pixel pitch), where micro-LED and COB technologies open many new opportunities for LED displays. I am pleased to say that two years ago, Absen invested in building a state-of-the-art COB production workshop. As part of our core strategy, we saw the importance of having complete control of all the production processes of the COB displays. Absen is fully committed to keeping a strong investment in R&D, setting industry standards and bringing the most innovative and efficient products to the market today and in the future.

Global Professional Sales Team

In Absen, we believe as a manufacturer that, we need to be very close to the market and our clients. Absen, with more than 22 years of history, has always focused

on developing the international market from the beginning. Our global sales team, with more than three hundred members worldwide, can communicate in more than 20 different languages, covering more than 140 countries, and we already worked on more than 50,000+ projects worldwide. A perfect combination of Chinese colleagues, local BDMs and International Industry Directors experts for each vertical market forms our sales team.

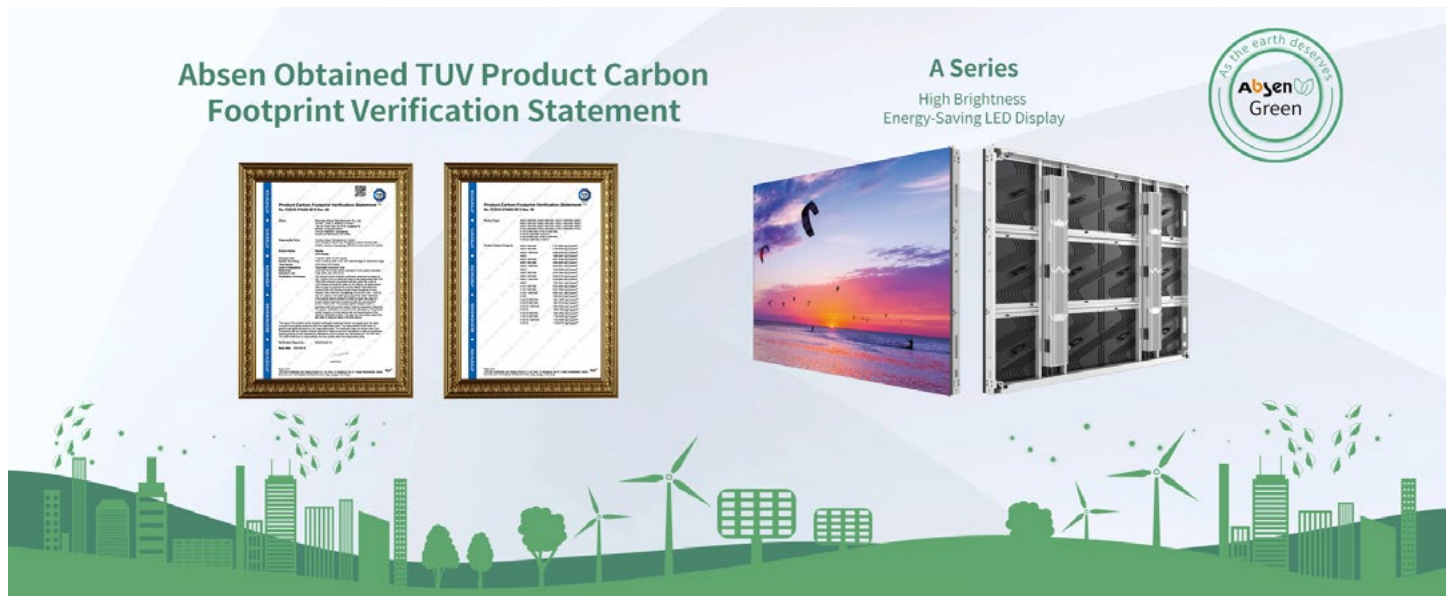
Strong Service Capabilities Worldwide

Absen understands the importance of offering the best pre-sales and after-sales service. And this is throughout each process of the project. Currently, with more than 15 Absen offices and experience centres outside China, combined with the worldwide network of Service Partners and Distributors, Absen's service capabilities are unique in the Pro AV industry. To guarantee we will keep this leadership and the best Absen experience for our clients, we regularly organize our ACE training in different parts of the world to build a strong network of Absen Certified Engineers, and so far, we have more than three thousand ACE-certified engineers and partners around the world.

**Absen strongly champions sustainability efforts with its green initiatives. Please share more details about this initiative.**

Sustainability is an urgent need worldwide, and we should act immediately. For Absen, 'going green and sustainability' is not just a buzzword but a core part. We make lots of effects to going green. For instance, at the start of 2014, Absen was looking to improve its production efficiency and reduce its power consumption and scrap rate at its manufacturing facilities in Huizhou. In 2015, Absen installed roof-mounted solar panels incorporating renewable energy into its operations. At the end of 2021, Absen crystallized its approach to long-standing green

# 8 INTERVIEW



initiatives and sustainability efforts under the 'Absen Green.' In November 2022, Absen announced new LED display standards that clearly stated its commitment to solely using sustainable and environmentally friendly materials to manufacture its products. Recently, the Absen A series of LED products have been certified by TÜV SÜD, which is made possible by our specific technological innovations. In the future, we will continue offsetting efforts. And we will continue developing our technology and products with innovation to ensure that we positively impact the Earth.

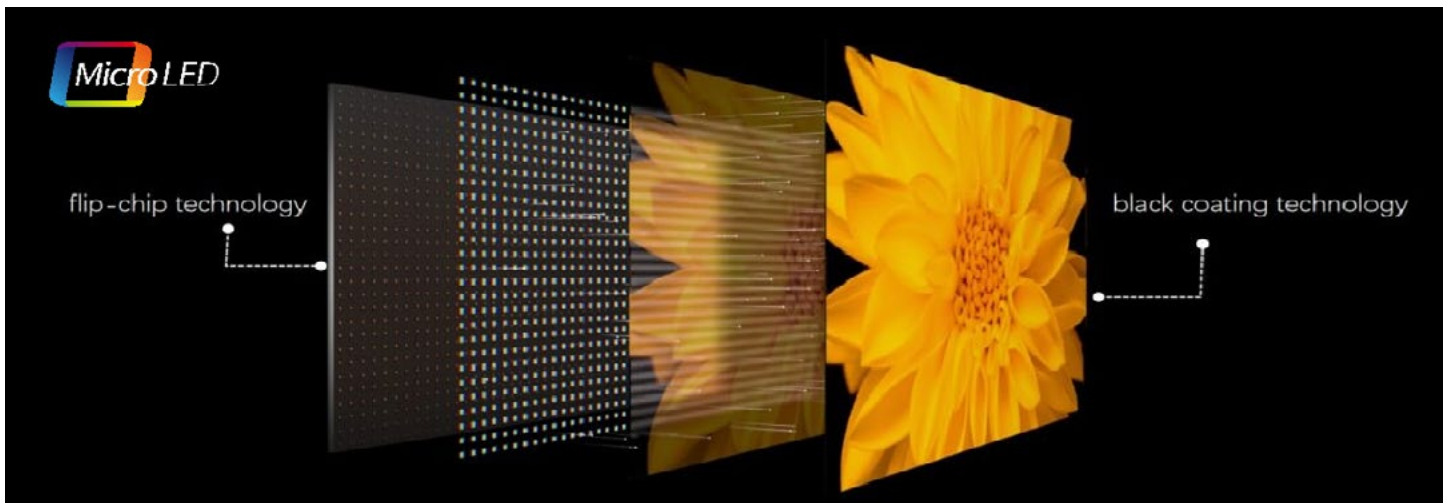
## **Absen was the first to market with MicroLED - Can you elaborate on how that has been an advantage to the company?**

MicroLED is the technology set to take LED displays into the future. MicroLED confers exponential advancements and improvements to LED display and is smaller and more robust than traditional LED. As an innovation leader well respected for its extensive R&D commitment, Absen has actively developed IMD and COB technologies since 2016 and recently launched its new MicroLED KLCOB series globally.

Absen didn't stop there and continued to focus on the picture performance quality. That endeavour resulted in an increased contrast ratio and a matte black display screen surface finish called Black Coating Technology. This technology gives us an even deeper black and higher contrast ratio whilst achieving richer yet very natural colours, which is an elemental part of HDR. The matte finish, however, has so much more to offer, including an impressive picture performance unaffected by ambient light environments.

Alongside high-performance picture quality and a more sustainable product created by lower power consumption, Absen's MicroLED boasts more beneficial features, including Absen's surface protection, which enables an LED product to be cleaned without fear of damage and open to a broader range of installation opportunities than LED technology has ever previously experienced. Absen's continued investment in R&D puts Absen in an enviable position.





**What do you envision as the future of the LED display industry and technology, and how does Absen plan to contribute?**

LEDinside predicts that the LED display industry will reach \$30 billion in 2030. There are some new trends in LED display technology, and Absen plans to contribute to that future as follows:

**-DOOH:** We intend to pay even more attention to green and environmental protection by pursuing lower power consumption and higher product life. We will adhere to Absen Green principles and pay attention to developing and applying energy-saving technology in products. Now Absen's large outdoor LED display

A1021D/A1621D, its LED digital out-of-home (DOOH) advertising solution, delivers energy savings of up to 50% and 65%, respectively, compared to similar products on the market.

**-MicroLED Technology:** Some technologies promote the new growth of the MicroLED display market. Major display giants have invested heavily in Mini/MicroLED technology. It will implode the LED display market below P1.0 in 3~5 years. The LED direct display will enter the consumer market. Absen's focus on R&D and pushing the envelope of LED technology has resulted in the creation of the MicroLED KLCOB series, which is available globally through Absen's channel partners. Absen is working hard to prove that our MicroLED series is the next step for technology. Absen teams, from our factory to our research and development department, are working in tandem to achieve our goals.

**-Virtual Production:** The VP (Virtual Production) market is exciting, and our R&D department is working tirelessly to bring products to market that fit that purpose.

**Absen**



*AbsenLive LED Displays in Nikon Creates Studio.*

## Leading Hybrid Market, Agnostically



TeamConnect Ceiling Medium (TCC M).

*Sennheiser – the ‘first choice for advanced audio technology’ as the rhetoric goes – has been one of the most aggressive and dynamic players worldwide leading in innovation, market reach and presence. Having set up the new division Business Communication, the German audio major had been making a very deliberate communication about its intent and focus, across its ‘focused domains.’*



**Petteri Murto, Vice-President (Sales & Marketing)-APAC** visited India recently and SI Asia had the privilege to interact with him to find out more about what Sennheiser has

in store for its Business Communication segment, locally in India as well as for the region.

**SI Asia: Could you please elaborate on Sennheiser’s strategy for the Business Communication segment?**

**PETTERI:** Sennheiser Electronics has consistently held a leading position in all its areas of operation. While we are very well-known in the professional audio and live music segment, we recognized that it is necessary to cater to the business communication segment that is growing rapidly, especially for corporate and education market. This business segment has customers are very different from those in the live music and pro audio industry, and this is why we established a new business unit with its own strategy and team to better cater to our customers.



Since 2021, we have made significant investments in this division, bringing together talented individuals and resources to create tailored solutions to drive growth. Our growth journey has been remarkable so far, and we remain committed to maintaining our focus and dedication. Our approach involves engaging with our partners and end-users, understanding their requirements and expectations, and creating solutions that makes collaboration and learning easier. We want our end-users to be able to focus on their meetings and learning and leave the rest to us.

**SI Asia: On the tangent, how would you describe your day-to-day duty and responsibilities at work?**

**PETTERI:** We all know and understand the pressures of the modern workplace, but it is still really important to strike a balance between time dedicated to work and family. However, when we all had to work from home during the pandemic, the fine line between work and life blurred.

As the Vice-President of Sales for Business Communications for the APAC region, I cover quite a lot of markets from Australia and New Zealand to India, Greater China, Japan, Korea and Southeast Asia. Different markets have different time zones and in addition to that, our headquarters is in Germany and as an organization with a global outfit, we have colleagues in United States and other parts of Europe as well. While it is important to stay connected, it is also important to manage my time properly and keep a good balance between work time and personal time.

At work, I spend a large part of my time connecting with my team in the region, either virtually or visiting their markets to better understand their issues and how I can better support them, and of course celebrating their successes. I also visit our customers and partners in the region to understand their needs,

their pain points, and their challenges, so that we can be a better partner and provide better solutions to them.

**SI Asia: What are the different product offerings in the UC segment that Sennheiser has to offer? What are the key launches planned?**

**PETTERI:** Throughout our remarkable 78-year history, Sennheiser has consistently positioned itself as a brand that sets the standard for everything related to audio. Our relentless pursuit to continuously push the boundaries of audio and our passion for what we do is what truly sets Sennheiser apart from others.

We have had quite a few of exciting launches this year, which makes our portfolio more complete. This includes the launch of TeamConnect Ceiling Medium (TCC M) as well as TeamConnect Bar Solutions (TC Bar).

The TeamConnect Family solutions are part of the industry-leading TeamConnect Family – Sennheiser's agnostic collaboration portfolio with state-of-the-art technology that suits the size and setup of any conference room. We have received wonderful feedback from the market and we look forward to bringing more of such solutions to our customers in the APAC Region.

**SI Asia: What is the brand's strategy to maintain its leading position in the industry?**

**PETTERI:** One of the important strategies that we have adopted is to be agnostic in our approach. We want to be compatible with as many partners in the industry as possible and ensure an open ecosystem where our customers have the freedom to seamlessly experience sound with our partners in the industry. We have established strategic alliances with manufacturers

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*TC Bar.*

such as Crestron, Extron, Kramer, QSC, Xilica and many others. Secondly, Sennheiser strives to be a trusted and reliable partner for all our partners in the network, including our consultations, distributors, alliances and of course our end-users. We listen to their feedback and constantly try to do better to meet their expectations. To achieve this, constant engagement with our different partners play a key role.

## **SI Asia: How is Sennheiser enabling the future of work with the move towards a hybrid work environment?**

**PETTERI:** We moved from working full time in the office to fully remote and now hybrid is our reality and I believe it is here to stay. We have had to adapt as the concept of 'workplace' has changed along the way, and the idea of space has also changed quite drastically.

Through the work that we do, we want to educate the industry about what hybrid looks like and how to excel in a hybrid environment. Our customers often come to us with unique issues that they encounter in their organization and our job is to solve these issues and make it easy for them to do their job and achieve their desired hybrid set-up and the perfect sound. It

is definitely more than just launching new product as we need to ensure that our end-users understand the products, the benefits that they bring and where the industry is moving so that they can be sure they have a future-proof setup.

## **SI Asia: What do you think as the biggest game-changer in recent times in the industry?**

**PETTERI:** I see the emergence of UC as the biggest game changer in the industry in recent times. It has completely redefined the way people communicate. Many manufacturers have been trying to explore this domain by enhancing their existing solutions. Sennheiser has set up a specialized division with the purpose and intent of developing specific solutions for the segment, and we are ready to be at the forefront of this change.

The expectations of customers have also changed drastically. Having gone through pandemic, everyone is now an expert in hybrid meeting. Customers now expect not just good quality audio but also seamless integration, flexibility and for everything to work in a heartbeat. From the time you walk into a boardroom, the curtains, the audio, the video – everything should be ready to go in 5 seconds. We are already seeing the impact of these expectations in the industry.

## **SI Asia: How has your brand performance been in the last few years? What are your expectations from sales in the coming years?**

**PETTERI:** I have of course, huge expectations in this region as I see huge potential, be it in the India market or the whole APAC region. The results have been encouraging and we see markets like India contributing significantly to this great result. Most markets in the APAC region know and understands



our solution offerings in the Business Communication front and we intend to continue to expand our reach and footprint in the market by working with more partners and making our products more easily accessible to end-users.

**SI Asia: What is the brand vision behind launching the recent product, TeamConnect Ceiling Medium for Mid-Sized Spaces and what is its differentiating KSP's?**

**PETTERI:** When we launched the Team Ceiling Connect 2 roughly three years ago, it was indeed a game changer. With the worldwide success of our TCC 2 for large meeting spaces and based on customer feedback, we wanted to provide the same experience to mid-size conference rooms and educational spaces with a new sleek design at an attractive price point, while also allowing us to make a sustainable impact with smaller housing. The TCC M is our response to the market demand and with this new addition to our portfolio, we want to provide state-of-the-art technology that suits the size and set up of any conference room.

Coming to the KSPs, the TCC M delivers all the same innovation and features of the TCC 2 in terms of reach, speech intelligibility, flexibility and ease of installation to the medium-sized meeting rooms, but what makes it compelling is its attractive price point.

**SI Asia: What is the brand's strategy and vision for growth in the Indian market this year and how strong is Sennheiser's Business communication segment in the country?**

**PETTERI:** Sennheiser has been in India for more than 16 years now and this market has been one of the key growth geographies for us. Our brand name has become some sort of a synonym for good quality

audio here. With a huge market potential, we have invested significantly in terms of manpower and resources, and are one of the market leaders today.

Our strategy might sound simple, but it is very important to have the right people in place, who are passionate about what they do and are committed to doing the best for the market. The latest step in this direction is the appointment of Naveen Sridhara as our Sales Director for the India market. Naveen is not new to this industry. He is familiar with the market and is a great addition to our team. And of course, besides Naveen, we have the best and most passionate people in the industry, which makes us what we are today.

Globally, and of course in India as well, we want to be the first choice for audio technology and we want to be present with our products in majority of lecture halls and meeting rooms around the world. And part of that involves creating products that are audibly better and can help our customers solve challenges in hybrid working and learning.

**SI Asia: What do you think your biggest takeaway is from this trip to India?**

**PETTERI:** If I can sum it up in one word, opportunities. The India market is so vibrant, diverse, and dynamic. It is super exciting to be able to work and seek opportunities within this market that is full of possibilities. Having said that, it is also important for us to stay focused on our strategy and connected with our partners and customers. We need to listen, engage them on a regular basis and continue to deliver the best and most reliable solutions to our customers.

**Sennheiser**



*Brompton Technology powers Votion Studios, a technology-driven creative agency in Hong Kong.*

## **Brompton Technology Powers State-of-the-art Extended Reality for Hong Kong's Votion Studios**

**HONG KONG:** Votion Studios, a technology-driven creative agency in Hong Kong, incubated by Vobile Group in 2021, has launched a new, world-class virtual production studio that centres around an AOTO LED display powered by industry-leading LED video processing from Brompton Technology. As one of Hong Kong's foremost XR and VP studios, Votion combines a strategic fusion of cutting-edge

technologies and collaborative alliances to provide content creators with a first-class solution that spans the entire production cycle.

The studio's expertise extends beyond production, and also encompasses the pivotal pre-production stage. Through its dedicated in-house VFX team, the facility offers comprehensive support to its clients, functioning as a creative hub for the development of XR and VP productions, underlining its commitment to go be more than a service provider by cultivating partnerships that drive inventive storytelling.

In February 2022, Votion embarked on a strategic manoeuvre that underscores its assurance of excellence. The company reinvested in its LED volume during the year, replacing the original LED configuration with advanced AOTO LED panels and Brompton's Tessera LED processors.





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# 16 NEWS

At the heart of the studio's capabilities are three AOTO LED displays: an RM 2.3mm curved LED wall, measuring 10 by 3.5m; an 8.5 by 5m AE 2.3mm LED floor; along with an M3.7mm height-adjustable LED ceiling, which spans an impressive 4 by 3m. The entire setup is driven by five Brompton Technology Tessera SX40 LED processors, complemented by four Tessera XD 10G data distribution units to deliver a unified data distribution solution.

"Adopting Brompton LED processing marked a pivotal moment in our commitment to provide cutting-edge, innovative visuals throughout our projects," says Roger Proeis, Co-Founder at Votion Studios. "The inclusion of full 4K support and remarkable LED video processing, encompassing HDR, Dynamic Calibration, and HFR+, ensures consistently stunning, accurate visuals. Teamed with Tessera XD distribution units, this configuration provides a cost-effective solution and the highest quality resolution for our ambitious LED initiatives."

Combining its LED set up with a disguise vx4 media server and three rxII render systems, Votion Studios optimises workflows, seamlessly integrating all aspects of the production set into the media server – from backgrounds to XR elements enhanced by ARRI lighting and RED cameras. Everything is unified and can be programmed in advance. Emphasising the studio's ethos, Proeis asserts, "The cornerstone of our approach remains the creative concept. Our aim is to elevate these concepts to new heights using industry-leading technologies like AOTO and Brompton."

Votion Studios has been privileged to contribute to numerous projects in Hong Kong's dynamic entertainment and creative industry. A recent collaboration involved an inventive music video showcasing the exceptional talents of Sing Sing

Rabbit, a versatile artist and singer-songwriter, and Hong Kong's renowned superstar, Kelly Chen. This groundbreaking production, crafted using XR technology at Votion Studios, has established an unprecedented standard for music video production in the region.

The studio's portfolio also includes partnerships with a diverse array of agencies to create content for renowned brands such as NIKE and Nescafe. Additionally, there is a deep sense of pride in providing support to various Hong Kong-funded organisations, including ZUNI, an avant-garde theatre ensemble, and multiple universities.

In its drive for innovation, Votion Studios has broadened its presence within Hong Kong Science Park, intensifying research and development in digital content technologies such as XR. "Our focus goes further than content creation," says Proeis. "It's about shaping the digital destiny of Hong Kong's dynamic creative and entertainment landscape. We see ourselves as a piece of a broader puzzle where the convergence of art and technology pushes boundaries."

"We are delighted to be teaming up with Votion Studios to introduce the innovative possibilities of VP and XR to Hong Kong and beyond alongside our partner AOTO," comments Elijah Ebo, Director of APAC Operations at Brompton. "This collaboration highlights exceptional technical capabilities and enables Votion Studios to demonstrate its creativity, expertise and commitment to top-tier VP and XR productions. It's fantastic to see our Tessera SX40 being harnessed in this way to unlock unprecedented levels of creative expression."

**Brompton**



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## Siliguri's House of Royal Sets a New Standard in Audio Excellence with Martin Audio

**INDIA:** The House of Royal is a new premier pub in Siliguri that has swiftly captured the hearts of the region's music aficionados while sweeping in a remarkable transformation across the region's nightlife scene. The venue has swiftly risen to prominence for offering patrons a musical voyage like no other, spanning an eclectic range of genres from pulsating electronic beats to soul-stirring live performances. And at the core of this sensory extravaganza lies a state-of-the-art audio system by reputed global brand Martin Audio.

The design and integration team from Electro Acoustic Infotech Pvt. Ltd who worked on commissioning the project, inform that from the moment they were brought on-board it was apparent to them that the venue would need a sound system that could seamlessly integrate with its distinctive design. The

venue's intricate architecture, while breathtaking, presented a unique challenge—achieving consistent sound dispersion across diverse spaces without compromising the venue's aesthetic charm.

Enter Martin Audio, a name synonymous with precision and innovation in the audio industry; and to address these complex requirements, the team from Electro Acoustic Infotech zeroed in on a careful selection of Martin Audio loudspeakers that assured sonic excellence as well as visual harmony.

At the heart of the House of Royal's audio system stands the sleek and compact yet extraordinarily powerful CDD12B loudspeakers by Martin Audio, which were chosen as the primary sound reinforcement solution for covering the larger areas of the venue. And complementing these workhorses are the Blackline X218 portable subwoofers, meticulously selected to deliver rich low-frequency fidelity that resonates through the venue's expansive spaces. These subwoofers not only add depth to the music but also ensure that the system as a whole offers a truly unforgettable sonic atmosphere for patrons seated in the larger sections.

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And to ensure that every corner of the House of Royal resonates with the same excellence in sound, a strategic deployment of loudspeakers from Martin Audio's Blackline Series was carried out; where in models like the X12 and X8, accompanied by the X118 subwoofers, were strategically positioned across smaller sections of the venue.

If one were to consider the entire loudspeaker system installed across various sections of the venue, it becomes apparent that what makes this system design unique is the shared voicing and tonal characteristics among all the loudspeakers and subwoofers. This design choice was pivotal in achieving a consistent and uniform sonic experience throughout the venue, regardless of where patrons choose to enjoy their evening.

"The robustness and crispness of the sound they produce are unmatched. Right from the initial power-up, the difference was palpable. Our objective is always to provide the best solution to our clients, and Martin Audio made that endeavour effortless. This installation has set a new benchmark for us" shares Dipan Kundu of Electro Acoustic Infotech Pvt. Ltd.

Furthermore, the entire loudspeaker system is powered by British Acoustics' 2XL and 2XM amplifiers which boast of unwavering reliability and power efficiency, while the British Acoustics Delta 48 loudspeaker management system allows for precise control over the entire system and the audio environment.

"The audio quality is exceptionally clear. I've explored various sound solutions from different companies, but Martin Audio truly stands out as being in a class of its own. What they've managed to deliver through their products is genuinely remarkable. The speakers delivered top-notch sound right from the moment they were switched on. I couldn't be happier with this installation!" exclaimed an elated Raju Saha, director, House of Royals.

Additionally, Joydeep Roy of Electro Acoustic Infotech Pvt. Ltd shares that the team were ably supported by VMT – the official distributors of Martin Audio products in India – which according to him, contributed greatly to the success of the project. He states, "We were thrilled to collaborate with VMT to complete the House Of Royals installation in Siliguri. Our team delivered a cutting-edge integrated system, and House of Royals' commitment to innovation and excellence made this project a success. We look forward to continuing our partnership and supporting their technological needs."

## **Electro Acoustic Infotech**

### **VMT**



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(L-R) Alessio Foti, Adam Hall's global business development manager; Eugene Yeo, director at Acoustic & Lighting, Ben Lee, country manager at Acoustic & Lighting System Vietnam, and Glenn Lin, Adam Hall's business development manager for Asia.

## Adam Hall Group Appoints Acoustic & Lighting System as Exclusive Distributor for Vietnam

**VIETNAM:** The Adam Hall Group continues to expand its international sales network. With **Acoustic & Lighting System** the event technology provider headquartered in Neu-Anspach, Germany, has gained an experienced distribution partner in Vietnam. Acoustic & Lighting System is one of the leading event and AV technology distributors in Southeast Asia and will take over the exclusive distribution for the solutions of the Adam Hall Group brands **LD Systems**, **Cameo**, **Gravity** and **Palmer** with immediate effect.

In addition to the Vietnam market, Acoustic & Lighting System with its more than 150 employees also covers the sales markets of Malaysia, Singapore, Indonesia

and Thailand. The extended range of services offered by the A&L Group includes technical project consulting as well as a comprehensive service and maintenance offer for all sales brands.

"The Vietnamese market is one of the fastest growing regions in Southeast Asia and offers tremendous opportunities for a broad-based manufacturer like Adam Hall Group," comments Ben Lee, country manager Vietnam of Acoustic & Lighting System.

Glenn Lin, business development Manager, Asia Pacific, adds, "The A&L Group has more than 30 years of sales experience in Southeast Asia and extensive expertise in audio and lighting. Given the rapidly growing pace in Vietnam, Acoustic & Lighting System is the perfect partner for the Adam Hall Group."

**Adam Hall Group**

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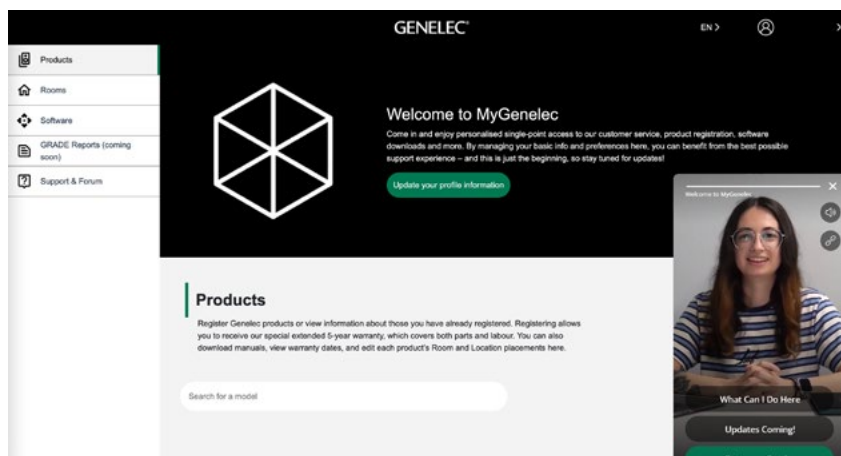
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Home page of the MyGenelec customer portal.

## Genelec Elevates Customer Experience with Creation of MyGenelec Portal

**GLOBAL:** Genelec, the world leader in professional monitoring solutions, has once again signalled its commitment to elevating the user experience by announcing the creation of the **MyGenelec customer portal**. At the time of launch, this powerful free online resource provides customers with a single unified access point for all Genelec products, services, software downloads and more, and will progressively develop into a comprehensive community and knowledge base for all Genelec users worldwide.

The new MyGenelec portal currently provides customers with a convenient registration point for all Genelec services – both hardware and software – and allows access to personal product information, the ability to organise products into locations and rooms, subscription details, expert support, downloads and manuals. By using the MyGenelec portal to register their products, customers can also take advantage of

the **5 year parts-and-labour warranty** that Genelec now offers on its designs.

After creating their MyGenelec account, customers will in future be able to gain access to a growing range of community features including targeted services, **GRADE room reports** offers and updates, segmented newsletters, event details and discussion groups – where knowledge, information and experiences can be

shared with other Genelec enthusiasts. To encourage engagement, Genelec will be continuously updating the portal with new materials and content, providing a suite of highly relevant resources for all customers, in an easily navigable format. Accessibility and inclusivity are key – irrespective of the customer's level of knowledge – with the platform offering a low threshold for dialogue and interaction.

"Identifying and solving our customers' challenges has been fundamental to Genelec's success since the company was created 45 years ago," comments **managing director Siamäk Naghian**. "While the first phase of the MyGenelec portal development already elevates the customer experience, it will go on to provide the Genelec community with a range of powerful, targeted tools and a network of knowledge and expertise, helping them to get the absolute best from their monitoring systems – and also bringing us a deeper understanding of our current and future customers."

**Genelec**

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*Propnex Studio Control room.*

## Ideal Systems Deliver New 4K NDI Studio for Leading Singapore Realty Company PropNex

**SINGAPORE::** Ideal Systems has announced that it has designed, built, and delivered brand new 4K, NDI-based, corporate production studios with live streaming capabilities for **PropNex Limited**, Singapore's largest public listed homegrown real estate agency.

The new cutting-edge production facilities are located at PropNex's head office in Singapore HDB HUB. At over 1,700 square feet, the extensive studios contain a fully featured production control room and a large chroma key green screen set for virtual productions. All the studio cameras are 4K Native NDI, and all the networking and production systems from **BirdDog**, **Kiloview** and **VizRT** are run on the latest NDI 5 technology standard.



*Propnex Chromakey Set.*

The new PropNex studio is built in what was formerly a large office space. The studio will provide unprecedented communications ability for PropNex to produce and live-stream high quality 4K professional video content and provide a content library to its customers and over 12,000 sales professionals.

PropNex has worked to ensure their clients have access to information and research content that can help them in their property investment journey. Tapping onto the potential of the rapidly growing digital media space, they see the high-quality video content created in their new PropNex Studio as a natural



extension of their customer driven business as they continually seek to better serve, educate, and engage their customers.

Due to the wide audience reach of online video platforms, many corporations are choosing to build their own professional TV grade studios to create content and communicate directly with their customers via social media and streaming to apps. For the PropNex Studio, Ideal Systems based the whole video production architecture on next generation NDI infrastructure with zero legacy SDI equipment or cabling used in the entire facility. This is truly a next generation TV production system supporting end-to-end 4K over IP from camera, through production

and live streamed securely up to 4K to the viewer. By utilizing NDI with live streaming capability of the **TriCaster Mini 4K**, the Ideal Systems solution design dramatically reduces the complexity of the solution architecture for technically complex productions featuring multiple video callers from platforms like Zoom and Microsoft Teams in live interviews on the Video Wall or in Virtual Space in the Chroma set. This reduction in backend production complexity makes the production systems easier to use and more efficient to operate and maintain and dramatically reduces ongoing operational costs versus traditional broadcast technology.

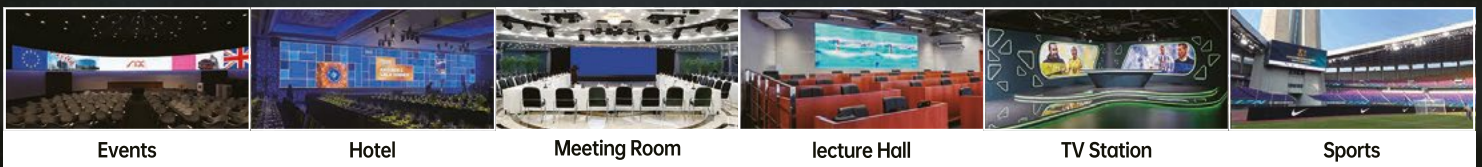
**Ideal Systems**

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## QSC Pro Audio Expands APAC Distribution Network

**APAC:** QSC is thrilled to announce strategic partnerships with renowned distributors to expand its presence across the Asia Pacific (APAC) region.

The following partners have been carefully selected to represent the QSC Pro Audio division across their respective markets in China, Korea, Hong Kong, Macau, Singapore, Myanmar, and Cambodia:

- **Guangzhou Joyfun Audio Visual Technology Co. Ltd.** (China)
- **BLS Co. Ltd.** (Korea)
- **Fu Keung Holdings Co. Ltd.** (Hong Kong / Macau)
- **Sindo Exports Pte. Ltd.** (Singapore / Myanmar)
- **KH Audio Co.** (Cambodia)

As the APAC region shows encouraging signs of recovery post-pandemic, QSC is proactively positioning itself for success by partnering with these industry-leading distributors. This strategic expansion not only demonstrates that QSC is committed to providing unparalleled audio solutions but also underscores its dedication to facilitating seamless customer experiences in the region.

"QSC recognizes the immense potential of the APAC market, especially during these times of recovery, and our decision to expand our distribution network is a testament to our commitment to excellence, innovation and market leadership," says **Alan Chang, director of business development**, APAC, QSC. "Our selection of these reputable partners reflects our keen focus on securing the right partners who possess the expertise and agility to effectively navigate this evolving landscape and deliver unparalleled audio solutions to enhance customer experiences."

**QSC**

# The Stars Align



Meet the High End Systems Hyperstar, a new, sensational companion to Lonestar. A powerful, compact moving light optimized for projection versatility, Hyperstar can help create uniquely beautiful designs, bringing precision and power to every stage. Hyperstar is the same size as Lonestar, and is just as bright, compact, and even more affordable.

Designers have an endless choice of breakups, aerals, radial patterns, and gobos specializing in morphing and texture. And by layering Hyperstar's effects, an endless array of custom visuals are available to achieve your desired look.





## Harman Professional Powers a Euphoric Sonic Oasis at Glasshouse: World Grill & Bar

**INDIA:** After the successful operation of the most talked about G-Town's premium diner – SAGA – food and beverage entrepreneur Vishal Anand has ushered in another exciting experiential place in the form of Glasshouse: World Grill & Bar, which operates under the Moonshine Food Ventures (MFVL) banner as MFVL once again teams up with India's first Michelin Star Chef Atul Kochhar as the chef partner for the venue.

Perched atop Gurugram's bustling Worldmark Shopping Mall, Glasshouse: World Grill & Bar is a 150-seat restaurant that offers a sensorial journey inspired by the ethereal beauty of a greenhouse. However, it's not just the enchanting ambiance and sumptuous cuisine that have garnered attention. Glasshouse has swiftly become the region's epicenter

of auditory excellence, thanks to a cutting-edge audio system from the global pro audio leaders, Harman Professional.

Upon entering Glasshouse, patrons are greeted by abstract glass that envelops the space from all sides. Luxurious, comfortable seating arrangements and carefully curated dining spaces beckon guests to revel in the opulence. But what sets Glasshouse apart is its commitment to offering an eclectic blend of musical genres, from pulsating electronic beats to soul-stirring live performances. The crown jewel of this auditory wonderland is a plush performance stage that resides within the venue itself, serving as a canvas for musical virtuosos.

Amplifying this sensory experience is the immaculate auditory journey delivered by a comprehensive state-of-the-art sound system from Harman Professional, which signifies the perfect synergy between design and sound – a harmony achieved through meticulous planning and the integration of audio elements that resonate with Glasshouse's unique architecture.

From the outset, the creative team behind Glasshouse recognized that the audio system needed to seamlessly blend with the venue's aesthetic marvel.

The restaurant's intricate architecture, though visually enchanting, posed distinct acoustic challenges. The mandate was clear: attain consistent sound dispersion across diverse spaces without overwhelming the venue's aesthetic appeal.

After a comprehensive analysis, the design and integration team working on the project, decided to employ the BRX300LA active line array system from JBL as the primary sound reinforcement solution at the main performance stage; with six units of the BRX328LA modules meticulously positioned on either side of the stage, while four BRX325S subwoofers found their discreet place beneath the stage. This intelligent configuration not only delivers captivating sound but also seamlessly integrates with the venue's design.

Furthermore, to ensure comprehensive coverage across the venue's smaller sections, the team strategically deployed multiple units of JBL's AC16 loudspeakers in combination with ASB6115 subwoofers from the revered Application Engineered Series. This meticulous placement ensures that every corner of Glasshouse is touched by the magic of sound.

Moving outdoors, and it must be noted that this section of the venue was not overlooked; as it features its own audio treatment with multiple units of Control29AV loudspeakers from JBL's famed Control Contractor Series. These outdoor speakers ensure that the auditory journey continues seamlessly beyond the restaurant's interior, offering a complete sensorial experience.

While the design and integration team had to take special care in tuning the indoor system to ensure no unwanted reflections and sound anomalies take place due to the excessive use of glass at the venue;

what makes this audio masterpiece truly remarkable is the shared voicing and tonal characteristics of all the loudspeakers and subwoofers. This congruence, a testament to the genius of not just the technologies deployed but also the expertise of the commissioning team, ensures that every note, beat, and melody resonates consistently and uniformly throughout Glasshouse.

The backbone of the sonic extravaganza delivered by the masterfully crafted JBL loudspeaker system at Glasshouse is the DCi series of networked amplifiers from Crown. These amplifiers provide the muscle needed to bring the audio to life, adding depth and dimension to every note. Furthermore, precision and control are achieved through the BLU series of digital signal processors from BSS, allowing for fine-tuning and customization that elevates the auditory experience to unparalleled heights.

Speaking about the experience the one can expect at Glasshouse, a member of the management team affirms confidently, "Glasshouse: World Grill & Bar has redefined the dining experience. It's not just a restaurant; it's a symphony of flavors, design, and sound. Thanks to Harman Professional's innovative audio solutions, every visit to Glasshouse is a journey into the realms of sensory delight, where the taste buds dance to the culinary artistry, and the soul resonates with the symphony of sound. We welcome you to experience an immersive symphony that transcends boundaries!"

**HARMAN Pro**



## ROE Visual Selected for First XR Studio at KBS

**KOREA:** In April, the Korean Broadcasting System (KBS), the national broadcaster of South Korea, successfully launched its next-generation XR Studio. KBS's trusted partner, **Ark Ventures**, chose ROE Visual and **Brompton Technology** to cater to KBS's high standards.

KBS has been a reliable and trend-setting public media since its establishment in 1927. Seeing the growing XR impact in the global broadcasting industry, KBS decided to create its own and pioneer the way in South Korea. Therefore, they found in Ark Ventures, Korea's leading XR and Virtual Production consultant, their trusted partner.

"When selecting the products for the LED wall at KBS studio," says David Oh, general manager at Ark Ventures, "we sought an optimal combination of performance and reputation. ROE Visual's BP2V2 was

our best choice, offering a high refresh rate, low scan rate, and exceptional stability. Meanwhile, Brompton's LED processing is widely considered to be the industry gold standard, so it made sense to pair the best with the best."

Measuring 10 by 4.5 meters, 180 pieces of BP2V2 are used to build this LED wall. The worldwide application of BP2V2 upholds its unique position in the content production market as the ideal display solution. Regarded as the gold standard LED display of in-camera performance, the BP2V2 panel has undoubtedly become the top choice for projects in this national broadcaster's studio, presenting immersive digital environments with unparalleled colour vibrancy and lighting accuracy.





News11With the completion of the installation, KBS unveiled MONSTOP.TRIP in July, a K-Pop programme made in this XR studio. The show revolves around the travel plans of the two hosts in different destinations, which reveals the charm of XR stage, bringing viewers and broadcasters in the local scenery or real-time graphics to enhance the storytelling and the visual effects.

“The synergy achieved through the dynamic partnership between Ark Ventures Korea, ROE Visual LED, and Brompton Technology has given rise to an exceptional xR stage at the KBS. This collaboration exemplifies Brompton’s innovation, pushing the

boundaries of visual excellence and technological prowess. The new xR stage promises to redefine broadcasting possibilities, captivating audiences with immersive experiences.” states Elijah Ebo, director of APAC Operations for Brompton Technology.

“We are grateful to have Ark Venture’s support and participate in KBS’s project. With the first XR studio set up, we witness KBS’s innovation and leadership in South Korea’s broadcasting industry. We look forward to many more amazing shows that will come out from here and captivate the audiences worldwide.” says Grace Guo, sales director for ROE Visual.

**ROE Visual**

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## ZeeVee Names Kaira Technologies as Distributor for Malaysia and Singapore SINGAPORE/

**MALAYSIA:** ZeeVee, a leading global provider of AV distribution products, has named **Kaira Technologies Pte Limited** as a distributor of its AV over IP (AVoIP) encoders and decoders in Singapore and Malaysia.

Based in Singapore, Kaira is an information and communications technology (ICT) distributor specialising in innovative security software and digital display solutions, as well as cutting edge networking and data storage products. It is the distributor for Netgear products in both countries. Kaira will now add ZeeVee's AV signal distribution products, including ZyPer4K SDVoE and ZyPerUHD60 AVoIP encoders and decoders, to its roster of offerings for its customers across the corporate, education, government, healthcare, financial services and manufacturing sectors.

According to Rajesh Attal, CEO, Kaira, the pro AV market, led by the adoption of AV over IP, is experiencing significant growth in the region,

particularly in the outdoor advertising, live event, sports broadcasting, healthcare and smart city arenas. User experiences are being transformed as integrators are giving their customers the ability to add and manage endpoints without major infrastructure changes. Furthermore, the integration of AVoIP with AI and analytics can lead to innovative applications, such as real-time audience engagement analysis, content personalization and automated content tagging.

"Our partnership with ZeeVee will enable us to meet the evolving trends of the market and the needs of our regional partners with AV over IP driven solutions that afford unprecedented performance, scalability and flexibility," said Attal. "We are confident that the company's highly regarded products, as well as our shared dedication to training and support, will positively transform the way our customers design, implement and deliver exceptional audio-visual experiences."

"In a competitive Southeast Asia ICT market, Kaira is known not only for its technological expertise, but for its innovative design and consultations services," said Ricky Tan, regional sales manager, SE Asia, ZeeVee. "We look forward to working closely with the company to further build our brand locally by supplying the latest products and solutions that will help shape the future of the pro AV and IT industries in this important region."

**ZeeVee**



(L-R) Gary Knowles, chairman of SMS Evoko with Rashid Skaf, Biamp's president, CEO, and co-chairman.

## Biamp Acquires Scheduling Pioneer Evoko

**INTERNATIONAL:** Biamp, a leading provider of professional audiovisual solutions for a wide array of commercial applications, has announced that it will acquire Evoko, a Sweden-based manufacturer renowned for its advanced scheduling systems. The acquisition marks another major step in Biamp's expansion strategy and commitment to provide more comprehensive, integrated solutions to its customers. Evoko, headquartered in Stockholm, Sweden, is a leading innovator in intuitive technology solutions for workplaces. Its suite of products includes room booking solutions and desk scheduling systems designed to enhance productivity and streamline office operations. These unique and forward-thinking offerings will expand Biamp's current portfolio and consolidate its status as a comprehensive provider of professional AV solutions.

"We are excited to welcome Evoko to the Biamp family," said Rashid Skaf, Biamp's president, CEO,

and co-chairman. "Evoko is a leader in the scheduling space, and their products are highly regarded by customers around the world. This acquisition will enhance our portfolio of collaboration solutions and provide customers with more comprehensive solutions for managing their meeting spaces by adding room scheduling and more device connectivity options. In addition, Evoko's innovative desk scheduling system is perfect for helping organizations easily and effectively implement hoteling schemes in their workplace. By enabling this increasingly popular workspace management trend, Evoko stands to revolutionize desk scheduling just as it did with room scheduling years earlier."

Evoko, based in Stockholm, Sweden, has a strong reputation for its groundbreaking scheduling systems. Evoko's technology, already found in more than 10,000 organizations worldwide, will enable Biamp's customers to streamline their scheduling processes, creating an enhanced, unified experience. This acquisition underscores Biamp's commitment to invest in companies that share its mission to connect people through extraordinary audiovisual experiences.

"Joining forces with Biamp, a company recognized for its audiovisual leadership, is an exciting step for Evoko," said Daniel Salmonsson, chief product officer of Evoko. "Together, we will be able to offer an even richer, more integrated experience for our clients."

Evoko will join Biamp as a new product family within the company's portfolio, with business functions gradually being blended to form a single Biamp business. Customers will continue to receive the same high-quality products, support, and service they have come to expect from both companies.

**Biamp**

**Evoko**





## Shure Announces Agreement to Acquire AB Wavemark OY

**INTERNATIONAL:** Shure, a leading global manufacturer of audio solutions, has announced that an agreement has been reached for it to acquire Ab Wavemark Oy, a leader in software products for theater, film, TV, broadcast, and content streaming applications. The acquisition will add Wavemark's products to Shure's professional audio portfolio.

"The acquisition of Ab Wavemark Oy will further underscore Shure's commitment to providing our professional audio customers with innovative solutions that enhance workflow," says Nick Wood, Senior Director, Wireless Category, at Shure. "We are excited to expand our portfolio with cutting-edge and customer-centric solutions that enable creative productions across theater, broadcast, and content creation."

The forthcoming acquisition further strengthens Shure's strategic investment in software by providing audio technicians with the tools needed to inspire

confidence and remove guesswork. The newly expanded software offering will be positioned alongside award-winning applications in Shure's portfolio like **Wireless Workbench (WWB) 7**. Together, WAVETOOL and WWB provide audio engineers with a comprehensive set of tools to manage RF and monitor all audio sources throughout a production, from pre-show planning to monitoring and listening during the show for flawless audio performance.

### *WAVETOOL's Revolutionary Audio Monitoring Capabilities*

**WAVETOOL** is an audio and listening application that provides critical, comprehensive monitoring for audio professionals. WAVETOOL's early detection of potential audio problems, streamlined communication capabilities with the sound team, and its centralization of monitoring functionalities, helps professionals monitor high-stakes productions with confidence.

**\* Centralized Monitoring.** Compatible with the most popular RF receivers from multiple manufacturers, users can effortlessly monitor up to 128 channels from one screen.

**\* Made for High-Stakes Productions.** The custom-built algorithm automatically highlights faulty sound sources, so technicians can identify and rectify issues immediately. Audio professionals rely on WAVETOOL for the most demanding productions, including West End and Broadway plays, along with top-tier live sound, reality TV, and sporting events.

**\*Optimal Convenience.** The WAVETOOL mobile app enables audio engineers to move freely around the stage while streaming audio directly to their iOS

devices. The chat functionality encourages front of house and stage technicians to quickly and effectively communicate transmitter issues with one another so they can be addressed in real time.

\* **Compatible** with several Shure systems, including Axient Digital, ULX-D, SLX-D, Axient Analog, and UHF-R.

**Innovation with WTAUTOMIXER V2**

For podcasters, content creators, and broadcast audio engineers, the WTAUTOMIXER V2 plug-in offers seamless sound-mixing capabilities and automatically balances volume across multiple microphones while

intuitively turning down non-active microphones for crystal-clear audio. It's the ideal choice for talk shows, discussion panels, and houses of worship, as it ensures excellent audio recording and streaming experiences, no matter the number of speakers.

This upcoming acquisition aligns with Shure's continued focus on delivering cutting-edge audio software solutions that meet the diverse needs of the professional audio market.

Shure

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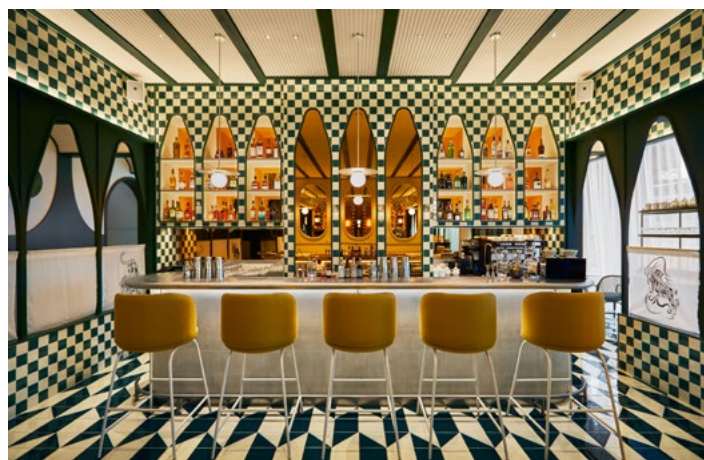
*A conference room in The Standard, Bangkok Mahanakhon.*

## The Standard, Bangkok Mahanakhon Elevates Luxury Guest Experience with JBL Professional

**THAILAND:** To provide the The Standard, Bangkok Mahanakhon hotel with an audio system fit for a luxury guest experience, **Mahajak Co., Ltd** and **Atkrist Co., Ltd** collaborated with HARMAN Professional Solutions to select and install a range of audio and control solutions.

Nestled in the iconic King Power Mahanakhon skyscraper in Bangkok, The Standard's flagship hotel officially opened on December 14, 2022 and recently clinched the AHEAD Award for best "Hotel New Build" in Asia. With rooms ranging from 40 square meters

to a sprawling 144 square-meter penthouse, the hotel features a terrace pool, fitness center, meeting rooms, and a dynamic variety of premier restaurants, bars, and nightlife venues. To complete the immersive hospitality experience for guests and visitors, the Standard required a robust background music system for its public areas, restaurants, terraces, and meeting rooms. To meet this request Mahajak Co., Ltd and Atkrist Co., Ltd. deployed a range of solutions from JBL Professional, Crown and BSS.



*The Standard Grill & Bar at The Standard, Mahanakhon Bangkok*



Given the variety of rooms found throughout the hotel, the installation team broke up each floor into multiple zones to assess the unique audio requirements of each space and identify the right equipment to install. For the lobby, reception and restaurant areas, the team deployed JBL Control 14C/T, 16C/T and 328CT coaxial ceiling speakers. Designed for both immersive background music and crystal-clear speech reproduction, the Control Series provides excellent sound quality and 120-degree coverage in compact and versatile designs that fit a wide range of decor and aesthetics. Additionally, JBL Control 28-1 speakers offer additional coverage and weatherproof durability for the second-floor restaurant.



*JBL speakers at the hotel poolside.*

To enhance the ambience for the Standard's many outdoor terraces, the installation team selected the weather-resistant and compact JBL AWC82 coaxial speakers for their exceptional clarity and reliable IP56 rating. For outdoor areas where ceiling or wall mounting wasn't an option, including the hotel terraces and pool bar, Mahajak installed JBL Control 85M mushroom-style landscape speakers to provide full

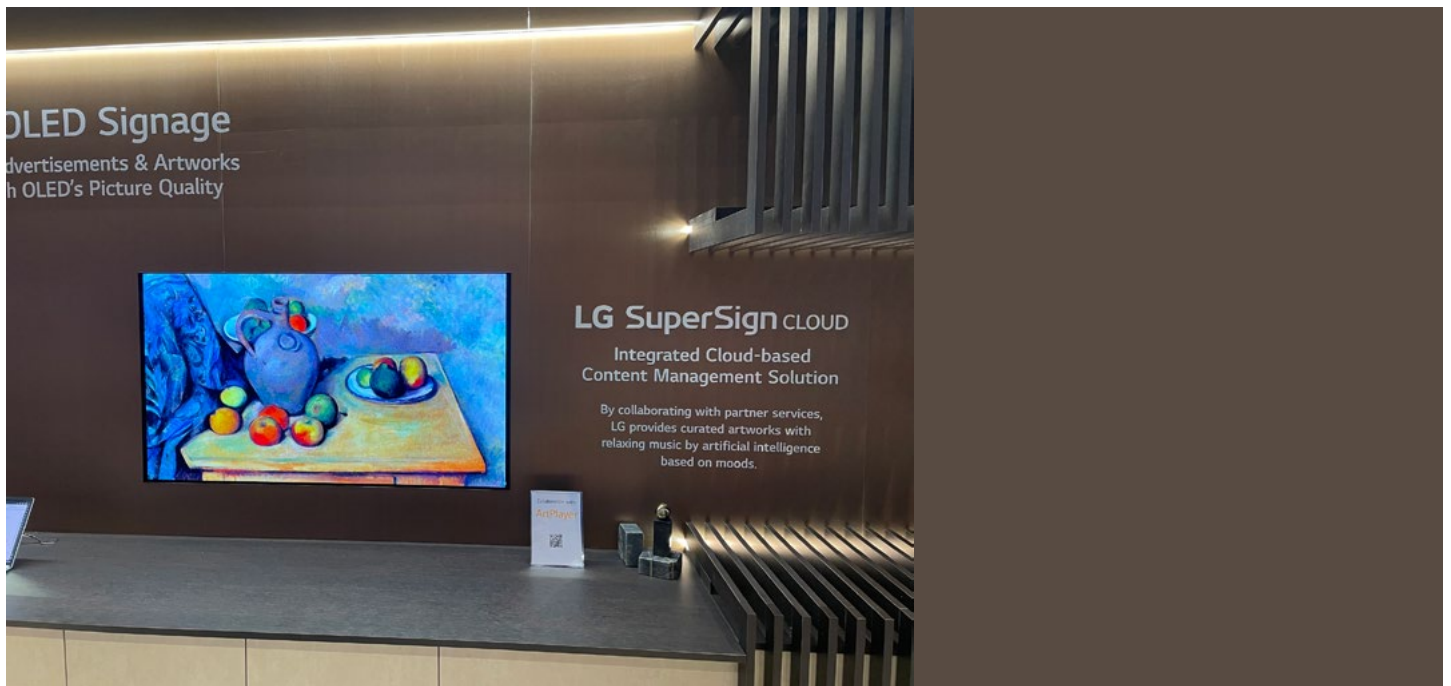
dynamic range and 360-degree coverage while also blending seamlessly into the surroundings.

On the backend, HARMAN's comprehensive software HiQnet Audio Architect allows for quick and simple controlling and configuration throughout the hotel's audio systems. Crown DCi4|300N, DCi4|1250N and DCi8|600N amplifiers provide ample and efficient power for the speakers, and BSS EC-V and EC-4BV wall-mounted ethernet controllers offer easy volume and music control from anywhere in the hotel.

A spokesperson for The Standard said that HARMAN Professional Solutions exceeded their expectations, both in the quality of sound but also how well the selected solutions blended with the hotel's surroundings so naturally.

"This project is an exemplar of HARMAN Professional Solutions' capability to deliver full-range solutions for hospitality establishments no matter how unique or challenging the project may be," said Amar Subash, VP & GM, HARMAN Professional Solutions of APAC. "I would also like to express my gratitude to our talented partners Mahajak Co., Ltd and Atkrist Co., Ltd for this opportunity to collaborate."

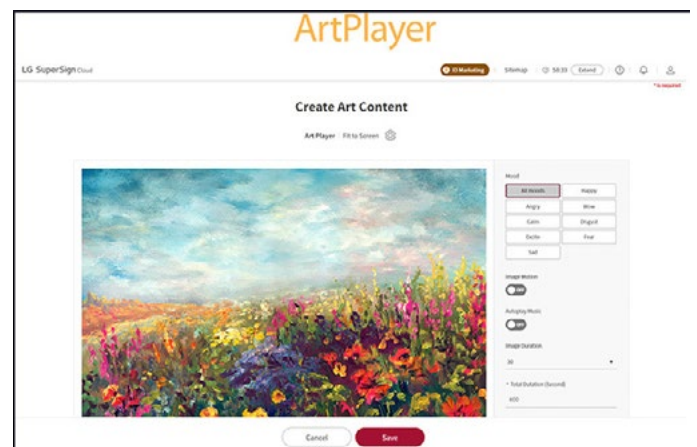
**Harman**



## LG Electronics and ArtPlayer Partner to Provide LG SuperSign Cloud Art Service

**GLOBAL:** ArtPlayer has chosen LG SuperSign Cloud for collaboration due to LG's significant market presence and a global reach, providing LG SuperSign Cloud solutions to customers around the world deployed in various industries and sectors, including retail, hospitality, transportation, healthcare, education, and corporate environments where the benefits of art can be advantageously displayed.

Regularly creating fresh content may seem challenging, but LG SuperSign Cloud's Art Service, ArtPlayer, grants users access to an eclectic array of refined art for their displays, elevating the atmosphere in diverse settings such as offices, hotel lobbies, and restaurants.



*ArtPlayer web UI.*

"We are delighted to partner with LG by seamlessly integrating ArtPlayer directly into the LG SuperSign Cloud's user interface, thereby expanding the reach of our art service to LG customers worldwide," said Morten Kryger, managing director of ArtPlayer. "They can display rotating artworks, easily change display options, and optional mix the art with other content in their playlists."

ArtPlayer can be used for digital signage purposes within hospitality establishments. Digital screens displaying artworks can serve as eye-catching

signage to guide guests, promote facilities, or provide information about events and services.

Additionally, ArtPlayer can contribute to a therapeutic environment in healthcare facilities. The presence of visually captivating and calming artworks has been shown to reduce stress, anxiety, and discomfort for patients, creating a more calming and supportive atmosphere.

ArtPlayer is not only beneficial for patients but also for healthcare staff and visitors. The presence of engaging and visually captivating artworks can uplift moods, reduce stress, and improve the overall well-being of those working in or visiting healthcare facilities.

According to LG: Regularly creating fresh content may seem challenging, but LG SuperSign Cloud’s Art Service, ArtPlayer, grants users access to an eclectic array of refined art for their displays, elevating the atmosphere in diverse settings such as offices, hotel lobbies, and restaurants. These captivating motion graphics can promote a soothing and entrancing experience for customers in the waiting area.

Additionally, the ArtPlayer in the LG SuperSign Cloud is an annual subscription service that provides AI-curated images which can evoke moods like ‘calm’, ‘happy’, and ‘exciting’, transforming public displays into artistic showcases instead of mere advertisements.

**LG SuperSign Cloud**



# SCREEN YOUR VISUAL WORLD

YES TECH  
New Product Launch



Join us online

October 18, 2023 18:00 GMT+8

October 19, 2023 02:00 GMT+8



**Mview**

Outdoor Fixed Installation



**Mnano II**

Fine pixel Pitch





## Barco and Crestron Announce Patent License Agreement

**INTERNATIONAL:** Barco and Crestron Electronics, Inc., both global leaders in workplace technology, have entered into a global patent license agreement earlier this year. This enables Crestron to utilize some of Barco's ClickShare patents for Crestron's own collaboration solutions, including AirMedia wireless conferencing and presentation systems. The agreement will further spur the growth of solutions for the BYOM market with the development of additional presentation and conferencing solutions.

In today's working environment, 60% of workers still face technical challenges when they're joining a hybrid meeting. The Bring Your Own Meeting (BYOM) concept enables users to host calls from their own laptop with their preferred conferencing solution, using the audio and video equipment in the meeting room. Because of the growing interest in hybrid meetings, Barco and Crestron expect the market for wireless conferencing systems to accelerate significantly over the coming years.

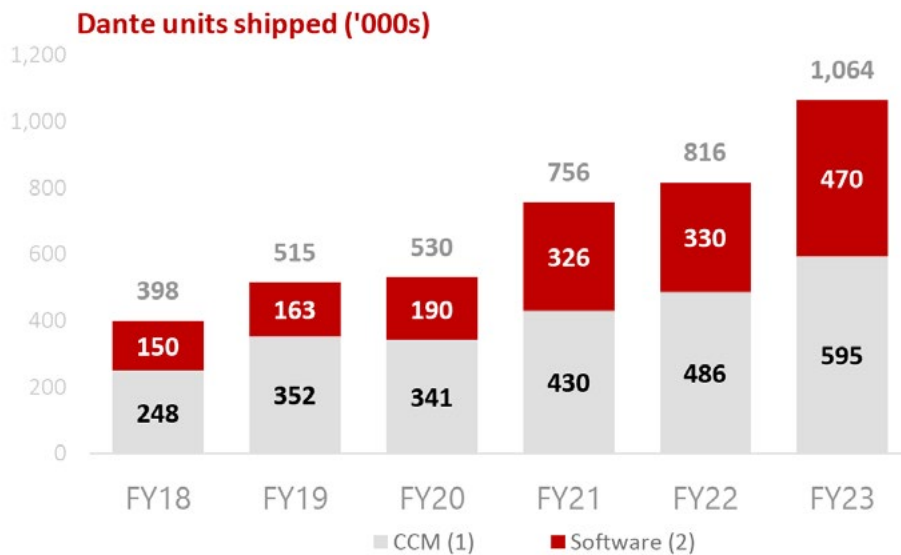
Barco has been leading the BYOM market, with innovations covered by patented inventions. The company will continue to develop collaboration technologies that put the user at the heart of the experience. Moreover, the agreement between Barco

and Crestron aims to further spur the growth of the BYOM market, with each company investing in technology that enables collaboration with a simple experience for employees.

"Our customers expect fully integrated solutions that make workplace collaboration simple. With this agreement, we will bring robust wireless conferencing based on Barco's ClickShare intellectual property to our popular digital workplace technologies to meet the growing demand for BYOM solutions," **said Andrew Ludke, senior director, Product Management at Crestron.**

"Intellectual property is at the heart of technological innovation, so it must be embraced and safeguarded," **said Stijn Henderickx, EVP Meeting & Learning Experience at Barco.** "This agreement between Barco and Crestron demonstrates that mutual beneficial solutions can bolster development and innovation in the market while recognizing the value of patents and intellectual property." Innovation is an essential part of Barco's DNA. In particular to ClickShare, Barco has obtained more than 50 patents in major jurisdictions like the EU, the US and China. The patents cover a broad range of innovative wireless presentation and conferencing features, underlining ClickShare's simplicity and ease of use. Barco continues to closely monitor the wireless presentation and conferencing market. The company has built a strong track record in enforcing its intellectual property rights against companies copying ClickShare's unique features.

**Barco**



## Audinate Ships a Record One Million Dante Units in Fiscal Year 2023

**AUSTRALIA:** Audinate Group Limited (ASX:AD8) recently announced that during the company's 2023 fiscal year (FY23), which ended in June, it had shipped more than one million hardware and software units of its industry-leading AV-over-IP solution, Dante. The one million units is the greatest number of Dante units ever shipped in a 12-month period. The list of Dante products includes software, chips and modules that original equipment manufacturers (OEMs) integrate into their products to create Dante audio and video hardware solutions for end users, as well as the Dante AVIO accessories built by Audinate.

Dante is an industry-leading protocol for AV networking, which enables the distribution of multi-channel audio and video signals via standard Ethernet networks with near-zero latency and perfect synchronization. More than 550 OEMs license Dante technology, delivering over 3,800 networked and

video devices, including video cameras, microphones, loudspeakers, and amplifiers.

Semiconductor analyst reports in 2022 showed the supply chain challenge was more of a demand than a supply issue, and Audinate's results reflect these findings. In FY23, to increase the availability of Dante products, the company introduced new products like the Brooklyn 3 module and worked with manufacturers to implement software-based solutions such as Dante Embedded Platform and IP Core. The company also negotiated on behalf of its large community of manufacturers to receive an increased allocation of supply-constrained chips. Today, Audinate believes it has largely overcome COVID-related supply challenges. "To deliver a record number of Dante units in a year hampered by supply challenges demonstrates our commitment to working with our partners and suppliers to ensure the availability of Dante products," said **Aidan Williams, chief executive officer at Audinate**. "The most inspiring aspect of this milestone is knowing there are now a million more Dante-enabled products on their way to the market, helping customers solve real AV challenges and improving end-user experiences."

**Audinate**



## d&b audiotechnik Announces Partnership with Dubai Opera

**DUBAI:** d&b audiotechnik, the global provider of professional audio technology solutions, has announced a major new strategic partnership with Dubai Opera. The new arrangement will see d&b audiotechnik become an Official Technology Partner for the world-class venue, which will adopt the immersive audio technology of d&b Soundscape for its Studio venue.

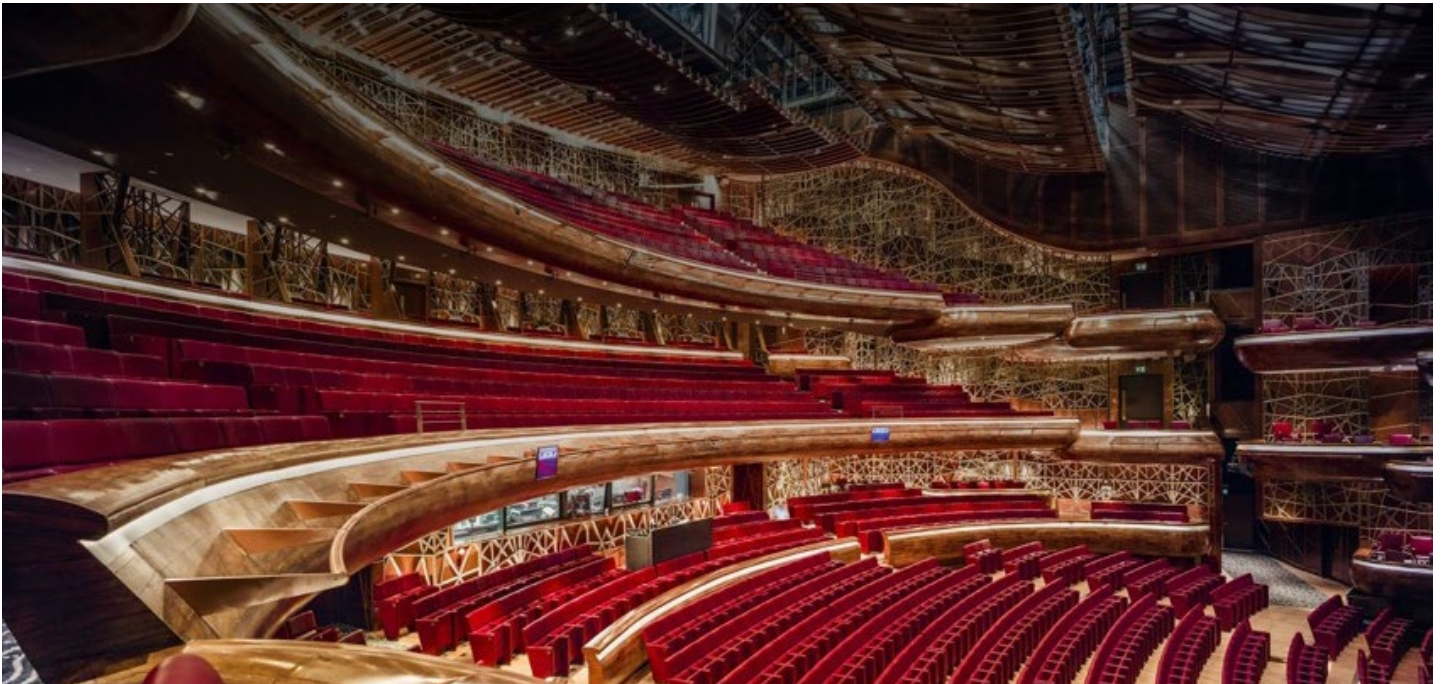
Opened in 2016, Dubai Opera is a thriving, multi-format performing arts centre, hosting a wide program of performances and events ranging from theatre, opera, and ballet, to concerts, conferences, and exhibitions. This new partnership with d&b audiotechnik, which was unveiled at a Dubai Opera official press conference by Dr. Paolo Petrocelli, Head of Dubai Opera, alongside representatives from Dubai's Department of Economy and Tourism, Dubai Culture

and UNESCO, is one of several new initiatives designed to ensure the venue's continued role as a cultural hub for the region's arts, entertainment, and creative education.



By embracing technological innovation in this way, Dubai Opera aims to broaden its artistic horizons, ensuring its place as an indispensable performance destination for the Middle East. Its partnership with d&b audiotechnik ensures a cutting-edge auditory experience at Dubai Opera's Studio, delivering an immersive sound experience that will nurture and promote creative expression.





“As we embark on the new season, we are filled with immense pride in the remarkable artistic diversity that characterizes our line-up of performances and productions, catering to the entire community and bringing together prestigious companies and celebrated artists from around the world onto the stage of our exceptional venue,” says Dr. Paolo Petrocelli, head of Dubai Opera.

“d&b audiotechnik is honoured and excited to become the Official Technology Partner for Dubai Opera,” says Brad Maiden, VP of Business Development, d&b Middle East. “This partnership elevates Dubai Opera and d&b audiotechnik as industry leaders when it comes to experiential performance, technical innovation and developing performing arts in the Middle East. The installation of d&b Soundscape into the Dubai Opera Studio provides local and international artists with an exceptional immersive sound system, and

the audience with the full aural sensory experience through our signature d&b quality of sound.”

Amnon Harman, CEO of d&b audiotechnik, comments, “Our partnership with Dubai Opera is driven by a strong set of mutual goals: Our willingness to explore new technological frontiers to experience a multitude of art forms, our commitment to the development of the Middle East performing arts industry into a sustainable industry that is globally recognized as fostering the very best talent – and, importantly, our combined sense of unity and togetherness, working as one team – at d&b, we call this ‘Wir-Gefühl’.”

The adoption of the ground-breaking d&b Soundscape in the Dubai Opera Studio will be implemented in time for Dubai Opera’s forthcoming 2023/24 season of performances.

**d&b audiotechnik**

## Datapath Launch Wealth of Benefits with Latest Aetria Developments



Datapath, world-leading engineers of visual solutions, has announced additional functionality and capability to its Aetria solution which further enables control rooms to benefit from Datapath's 'anything, anywhere' ethos. Aetria – Datapath's unique solution for multi-point video management and control – has introduced the Aligo TX100, along with multi-head source support for its Arqa workstation, plus remote shutdown, reboot, and power up of Aetria Wall Controllers that combine to take Aetria capabilities further than ever before.

These latest innovations bring even broader scope to managing video sources, as well as providing end users with a more efficient, clutter-free and eco-friendly control room environment.

### ***Aligo TX100 Quad HD / Single 4K AVoIP transmitter***



The Aligo TX100 is a highly scalable transmitter which can ingest a single 4K source, or up to four independent HD sources for IP distribution to any suitable endpoint in an Aetria solution. Each source also has a dedicated USB connection for independent KVM control.

Alongside the visually lossless stream of each connected source, Datapath's SQX technology



provides a simultaneous compressed stream for transmission across low-bandwidth networks, integration with third-party systems, or archiving.

With a single 10Gb connection to the AV network, the Aligo TX100 provides a cost-effective solution for bringing HD sources into Aetria. Routing up to four independent HD sources over the 10Gb connection reduces the cabling and switch ports required.

### ***H.264 & H.265 IP Encode, Distribution, and Display***



With support for the ActiveSQX2 IP encode/decode card, Aetria now provides capabilities for encoding content to h.264 or h.265. Encoded streams can be unicast or multicast across the Aetria network, then decoded for display and monitoring on configured video walls and operator workstations. Streams can be encrypted as needed to provide enterprise-grade security when encoding and transmitting content between endpoints.

### ***Multi-head source support for Arqa workstation***

Sources with multiple graphics outputs (multi-head) are now supported in Datapath's Arqa workstation, where operators can access them with full keyboard and mouse control. Multi-headed sources can also be displayed on Aetria Wall Controllers either individually or collectively as part of a pre-configured Window.

This provides more flexibility for the user, as well as freeing up desktop real estate with considerable savings on additional screen investment costs and, of course, their subsequent power usage.

### ***Remote shutdown, reboot, and power up of Aetria Wall Controllers***

Video wall controllers connected to the Aetria system can now be shutdown, rebooted, or started (via Wake-on-LAN) from Aetria Command Center.

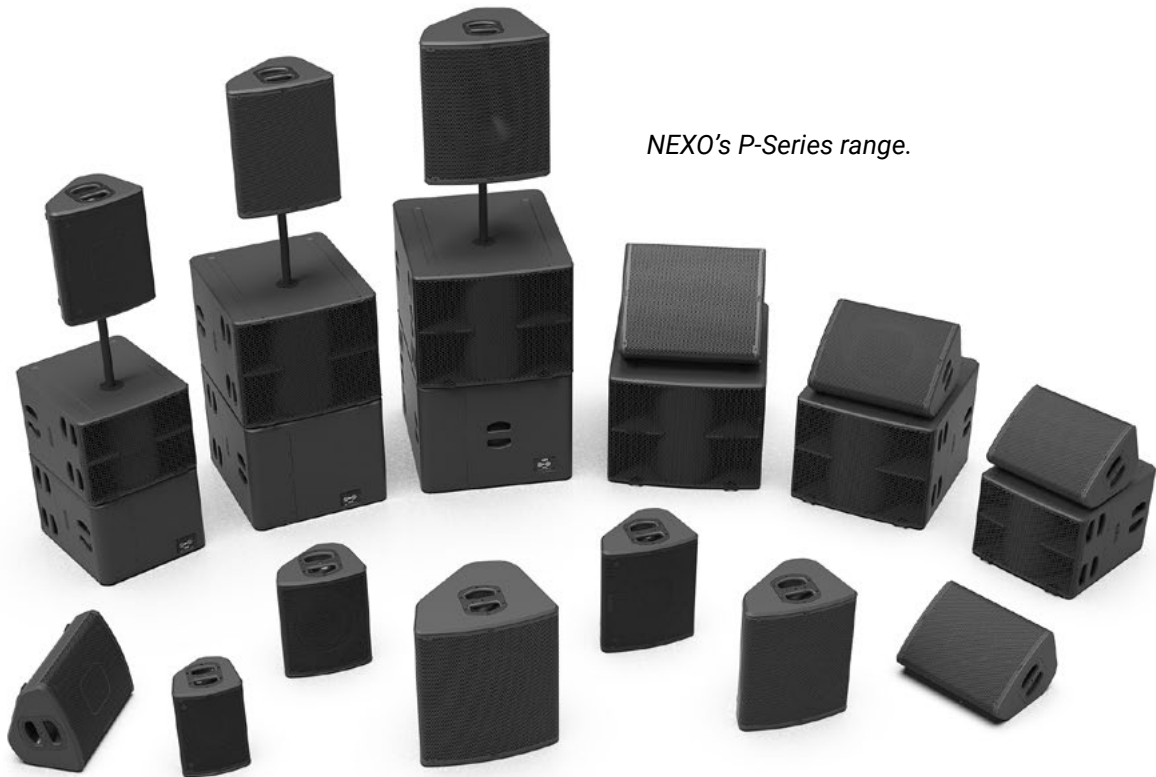
This can be useful when installing and configuring video wall controllers that are located away from the video wall screens. It can also be used to allow equipment to be easily powered down when not in use to save energy, allowing for a quick and efficient energy saving process for non 24/7/365 operations.

These latest advancements are available now. To learn more, along with Datapath's broad range of licensing options for Aetria, please speak to your area account manager or go to:

### **Datapath**



## NEXO Expands Industry-Standard P+ Series Point Source Speaker Range with New P18 and L20



*NEXO's P-Series range.*

Building on the company's acclaimed expertise in compact, high-output, point source loudspeakers, NEXO's P+ Series proved an instant hit following the launch of the P12 back in 2019. Widely installed in theatres, halls, sports stadia and hospitality settings, and highly valued as essential inventory for countless rental and event production companies around the world, the P+ Series now expands with the launch at PLASA 2023 of the new the P18 and L20 sub.

Joining a range that already includes P8, P10, P12 and P15 models, the new P18 employs a long-excursion, Neodymium 18-inch LF / 4-inch diaphragm HF coaxial driver in a curvilinear enclosure of custom birch and poplar plywood.



*NEXO P18.*



The cabinet footprint is relatively compact, measuring 680mm x 579mm x 446mm. Frequency response is 50Hz-20kHz, and the SPL is an impressive 140dB Peak (passive mode) / 142dB Peak (active mode).

Like other speakers in the P+ Series, versatility of the P18 is enhanced by an ingenious system for varying HF coverage patterns. Horn flanges can be interchanged to deliver a choice of directivities – from the 60°x 60° that is provided as standard, to a 90°x 40° or an asymmetrical 50°- 90°x 40°. Switching between different directivities can be accomplished in just 15 seconds, easily removing the steel grille with a coin, and replacing the flare, which uses a magnetic fixing.

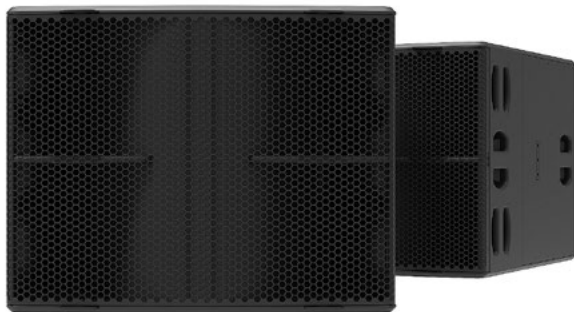
The new P18 is available in Touring, Installation (passive only) and hybrid TIS versions. In the Touring version, two large handles on each side hold a 35mm pole stand adaptor and Speakon connector for discrete connection when the cabinet is used on pole stands or in wedge monitor applications. Two other Speakon connectors are included on the back plate. In the Installation version, a cable gland with a 2-core cable for audio input ensures IP54 protection when it is used outdoors.

Joining existing L15 and L18 sub bass cabinets in the P+ Series, the new L20 uses a 20-inch long-excursion driver, achieving an SPL of 141dB Peak and extending LF response down to 28Hz.

NEXO NXAMPMK2 or DTD/ DTDAMP deliver tailored power and processing solutions, combining multi-channel, high powered, networkable amplification with sophisticated loudspeaker control and protection. Linear phase presets included for P+ cabinets in both vertical and horizontal configuration – and for the full range of NEXO cabinets – make it quick and easy to configure a 'Plug & Play' solution for any system.

The new P18 and L20 are accompanied by a comprehensive range of accessories, enabling them to be used in a wide variety of touring and installed applications.

### Nexo



*(L) Duo view of L20, and (R) P18 connected to L20 via polestand.*



## Key Digital Introduces Updated KD-Pro4x1X-2 HDMI Switcher



*The front and rear panels of the Key Digital KD-4x1X-2 HDMI switcher.*

Key Digital, award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions, has launched the second-generation KD-Pro4x1X-2: a 4x1 UHD/4K/18G HDMI switcher with 4x1 auto switching, audio de-embedding and a plethora of control options. According to DeWayne Rains, Key Digital VP of sales, for applications ranging from conference rooms to huddle spaces, classrooms, theatre, and gaming spaces, the KD-Pro4x1X HDMI switcher is a core tool for many of Key Digital's customers. The updates to the KD-Pro4x1X-2 ensure the availability of this affordable solution into the future.

In addition to auto-switching that, when enabled, automatically selects a newly detected source, or switches away from a newly disconnected source, the KD-Pro4x1X-2 offers front-panel-button, IR, RS-232, TCP/IP and trigger voltage control, and features status-monitoring LEDs. Intuitive end-user system control is made easy via the remarkably featured yet free iOS Key Digital App, which scans

and auto-detects the KD-Pro4x1X-2 (along with any other KD App ready Key Digital hardware sharing the network) for population of pre-built GUI control screens. The KD-Pro4x1X-2 also offers integrated web UI control from any browser on any networked device for a complete control solution that includes AV switching via IP, KD-Amp220 audio with microphone mix via RS-232, and KD-CamUSB PTZ web cam control via RS-232. CEC control is passed through from the selected HDMI source to the connected display.

To flexibly feed amplifiers, DSP processors and sound bars, the KD-Pro4x1X-2 delivers audio de-embedding in both analogue (two-channel on a 1/8-inch [3.5mm] jack and balanced/unbalanced outputs on a six-pin terminal block with support for sampling rates up to 192 kHz) and digital (optical & SPDIF with surround audio support including DTS-HD Master Audio, DTS:X, Dolby TrueHD and Dolby Atmos at sampling rates and channel counts up to 96 kHz/7.1).





Web UI

The Key Digital KD-4x1X-2 HDMI switcher features a built-in web GUI interface that provides a complete system control solution.

The KD-Pro4x1X-2 supports all SD, HD, VESA and Ultra HD/4K video standards with resolutions up to up to 4096x2160 or 3840x2160 24/25/30/60hz at 4:4:4. Standards and protocol support further includes Dolby Vision, HDR10, fully licensed HDCP 2.2 compatibility, deep colour support up to UHD/4K 30Hz 4:4:4/12 bits or 60Hz 4:4:4/8 bit and a full buffer system that manages TMDS re-clocking / signal re-generation, HDCP authentication to source and display, and EDID Control handshake. EDID management utilizes an internal handshake library in addition to native EDID data copied from the output/display.

The KD-Pro4x1X-2 utilizes an updated internal layout and chipset to deliver the rich feature set of its predecessor with no increase in price. It is available to ship from stock at an MSRP of US\$519.

**Key Digital**

## Airtame Partners with AVer to Deliver Next-Level Collaboration Flexibility with Wireless Cross-Platform Solutions



**Airtame** creator of the hardware-enabled SaaS platform that allows seamless collaboration in businesses and schools, today announced a strategic alliance with **AVer** an award-winning provider of video collaboration and education technology solutions, to offer seamless integration of the Airtame Hybrid Conferencing Solution with a wide array of AVer's core camera and video bar solutions. Together, Airtame and AVer support the flexible conferencing options end-

# 52 SOLUTIONS UPDATE

users are increasingly demanding in BYOD (bring-your-own-device) and hybrid work environments.

According to Jonas Gyalokay, Airtame co-founder, this integration helps end-users easily achieve scalable, all-in-one conferencing solutions that meet today's evolving communication needs. Airtame's partnership with AVer allows the former to deliver high-quality, flexible and future-proof solutions that enable easy onboarding to seamlessly connect in-office participants with those on the other side of the screen, thereby making the integration with the latter's top-tier cameras extremely easy.

Businesses, educational facilities, and end-users have come to expect highly customizable, reliable collaboration tools to ensure seamless experiences for all users regardless of skill level or location. Airtame's unique approach to the BYOD experience addresses these needs, and leverages state-of-the-art partner peripherals to provide unmatched value and flexibility to users – setting a new standard for hybrid communication.

Airtame's award winning wireless conferencing platform – compatible with Microsoft Teams, Zoom, and soon, Google Meet and Webex – can now be completely integrated with a suite of AVer cameras including the CAM520 Pro2, CAM550, VC520 Pro2 USB Cameras, VB342+, VB342 Pro Video Soundbars, VC520 Pro all-in-one conferencing system, PTZ310UNV2 4K Streaming NDI® HX3 Camera and DL30 Distance Learning Tracking Camera. AVer's PTC310UV2 AI Auto Tracking Camera will be available for compatibility

with Airtame at a later point as result of ongoing collaborative innovation between the two brands.

The integration supports small, mid-sized, and large meeting rooms to provide powerful flexibility and seamless hybrid meeting room experiences, regardless of location. AVer's industry-leading conferencing cameras, all-in-one conferencing systems, video soundbar solutions, and AI Auto Tracking cameras also enable Airtame to deploy its multi-use products like signage, conferencing, and screen sharing into a number of different environments, providing end-users and integrators with even more options.

AVer director David Kuo says that AVer is determined to provide all end-users with the easiest and most efficient conferencing experience possible. He added that AVer's alliance with Airtame truly marries high-quality hardware with cutting-edge software; AVer's industry-leading conferencing cameras, all-in-one conferencing systems, and video soundbar solutions are complemented perfectly by Airtame's hybrid conferencing platform.

## [Airtame/AVer](#)

## Martin Audio Announces THS



Capable of 135dB peak, Martin Audio's latest announcement, THS, is an extremely powerful point source loudspeaker which combines very high output with extended frequency response. It joins the wider TH series and is ideally suited to medium-scale DJ club applications and installations which call for exceptionally high sound levels from a compact, standalone loudspeaker system.

Packing three high-technology drivers into a relatively small trapezoid enclosure, its innovative three-way triaxial configuration delivers enhanced output for its size and gives it the edge over comparable two-way systems in terms of superior mid- and high-frequency performance. Adding a compact Martin Audio SX subwoofer to extend low frequency output creates a dynamic, four-way set-up with a small footprint.

To ensure the most effective use of amplifier count, THS is designed to be bi-amplified, with an internal passive network performing the mid/high crossover function.

The THS triaxial driver is a remarkable, state-of-the-art device. Its LF section comprises a reflex-loaded, high-specification 15" LF driver with a 4-inch coil, water-proof cone and neodymium magnet structure. A 4-inch midrange ring radiator and a 2.5-inch HF ring radiator,



both with high temperature polymer diaphragms, are arranged coaxially at the rear of the LF driver and integrated into a 1.4-inch exit. This transitions through the magnet structure of the LF driver into an 85-degree x 50-degree horn. The horn itself is user-rotatable, with a large mouth to maintain pattern control down through the midrange.

The durable birch plywood enclosure is finished in hard-wearing textured paint and incorporates multiple threaded inserts to facilitate a variety of portrait and landscape mounting options—including eyebolt, yoke, pole, and truss mounting. Twin handles assist installation and deployment, while a steel grille, with triple-layer polyester backing, protects the drivers and resists dust and water ingress.

**Martin Audio**



## Sonnet Announces Solo2.5G Ethernet Adapter



Sonnet Technologies has announced the Solo2.5G USB-C to 2.5 Gigabit Ethernet (2.5GbE) adapter, a new low-cost addition to Sonnet's comprehensive array of wired Ethernet network adapters. Featuring NBASE-T (multigigabit) Ethernet technology, the **Solo2.5G adapter** adds 2.5GbE and Gigabit (GbE) network connectivity to a broad array of computers and iPad tablets, enabling superfast data transfers over the existing Ethernet network cabling infrastructure found in most buildings today.

### **What It Does:**

Measuring just 1.2 inches wide by 2.8 inches long by 0.6 inches tall, the Solo2.5G is a compact, fanless 2.5 Gigabit Ethernet adapter for Mac, Windows, Chromebook, and Linux computers and iPad tablets. Equipped with an RJ45 port plus link and activity LED indicators, the adapter supports 2.5GbE (aka 2.5GBASE-T) connectivity via common Cat 5e (or better) copper cabling at distances of up to 100 meters. The adapter's 0.3-meter captive USB-C cable connects to a USB-C or Thunderbolt (Type-C) port on a

computer or tablet and is bus-powered for convenient, energy-efficient, and portable operation.

### **Why It's Important:**

The Sonnet Solo2.5G takes advantage of NBASE-T technology to offer users a simple and inexpensive solution for adding faster network connectivity to computers and iPad tablets equipped with USB-C and Thunderbolt (Type-C) ports.

When used with a 2.5Gb Ethernet-capable switch, network-attached storage (NAS) device, or Wi-Fi router, the Sonnet adapter can deliver performance at 250 per cent the speed of Gigabit Ethernet without a wiring upgrade, saving organizations the expense of upgrading older infrastructure. When needed, Solo2.5G also supports 1Gbps link speed.

### **When Can You Get It:**

The Solo2.5G USB-C to 2.5 Gigabit Ethernet adapter (part number SOLO-NBASE-T) is available now from Sonnet and soon from its worldwide distribution and reseller partners at the suggested retail price of US\$24.99.

### **Sonnet**

## The USB-C Extension of the Future: Introducing the Lightware Taurus TPX



In the ever-evolving landscape of technology, meeting room connectivity is taking a giant leap forward with the advent of USB-C technology. With USB-C becoming the go-to standard for connectivity, the next frontier in this domain is USB-C extension. Lightware, known for its innovative engineering, has unveiled the Taurus TPX, a two-box (transmitter/receiver) variant of the highly acclaimed Taurus UCX platform, poised to revolutionize USB-C extension.

One of the standout features of the Taurus TPX is its ability to extend video connectivity with unparalleled ease. It effortlessly integrates USB and HDMI 2.0 4K@60Hz 4:4:4 signals, extending them over impressive distances of up to 100 meters. This capability opens up a world of possibilities for creating flexible and versatile meeting room setups.

In larger meeting spaces, the Taurus TPX takes BYOM compatibility to a whole new level. It provides USB-C connectivity that covers audio, video, control, data, and even charging, supporting laptop or mobile devices with up to 100W of power. This means you can effortlessly connect and power your devices, making it ideal for modern collaborative workspaces.

The Taurus TPX serves as a hub for all your USB devices. It allows you to connect a total of eight peripherals and seamlessly switch between different host devices, such as cameras, speakerphones, touch monitors, and more. This flexibility ensures that your meeting room setup is tailored to your specific needs.

Streamlining your meeting room setup is also a breeze with the Taurus TPX. It offers the convenience of remote powering for the RX unit using a single CAT cable, eliminating the need for additional power outlets and adapters. This not only simplifies your setup but also leads to cost savings.

### ***Unrivalled Solution for Medium and Large Meeting Rooms***

The Taurus TPX is the ultimate solution for medium and large meeting rooms. Its transmitter and receiver seamlessly communicate over a single CAT cable, utilizing SDVoE technology to ensure a smooth transition between the two. This market-leading innovation empowers you to extend USB-C signals over longer distances, giving system architects the flexibility they need to design medium and large meeting rooms that cater to diverse needs.

The Taurus TPX isn't just about bridging longer distances; it redefines signal management and connectivity. By harnessing advanced technology, this device forms a transmitter-receiver configuration with the functionality of the UCX product range. It liberates users from the limitations of traditional USB and HDMI cables, offering seamless integration of multimedia signals over distances of up to 100 meters in a point-to-point setup.

**Lightware**

## Atlona Launches Next Generation of HDMI Switchers



Atlona has unveiled the company's next generation of AT-HDR-SW Series of HDMI switchers and matrix switchers. Available immediately, the three new matrix switchers deliver superior video performance including support for 4K/UHD video @ 60 Hz with 4:4:4 chroma sampling, as well as HDMI data rates up to 18 Gbps and support for high dynamic range (HDR) formats. All models offer a compact design for under-table mounting inside meeting and learning spaces.

According to Atlona, the HDR-SW Series carries over the same reliability, flexibility, and feature-rich traits of our UHD-SW models and they improve on their predecessors by offering full compatibility with 4K sources and the latest 4K HDR formats. Along with dependable, pristine-quality image presentations in commercial and residential applications, their extensive integration capabilities simplify installation and ensure maximum reliability. Each model has five HDMI inputs, with various outputs to help system integrators and end-customers choose the ideal configuration for their application requirements:

- **AT-HDR-SW-51** (one HDMI output) – An ideal choice for conference rooms and meeting spaces, the HDR-SW-51 can also feed larger, multizone distribution platforms such as Atlona's OmniStream AV over IP systems.

- **AT-HDR-SW-52** (two HDMI outputs) – Ideal for presentation spaces where two displays are needed, the HDR-SW-52 is a matrix switcher that can feed separate content into dual, side-by-side presentation displays. Outputs can be mirrored or matrixed via selectable switching modes.

- **AT-HDR-SW-52ED** (matrixed HDMI and HDBaseT outputs) – Offering the same benefits and features as the HDR-SW-52, this model's HDBaseT output transmits video, embedded audio, and Ethernet over distances up to 330 feet, and pairs perfectly with the Atlona AT-HDR-EX-100CEA-RX receiver. The HDR-SW-52ED can serve a lectern-installed confidence monitor inside auditoriums and lecture halls alongside the main projector. It is also ideal for meeting rooms to feed into a main display, and a secondary display along a side wall.

The HDR-SW Series features reliable EDID management features, automatic input switching, and HDCP 2.2 compliance. Additionally, 4K downscaling to 1080p at 60, 30, or 24 Hz is available when connected to an HD display. All three models can de-embed audio from an HDMI input to S/PDIF or balanced analogue audio outputs, and are controllable via Ethernet, RS-232, and IR.

All HDR-SW Series models also offer advanced integration capabilities that can be easily configured and managed through a built-in web interface or Atlona's Velocity AV control, room scheduling and device management system. The HDR-SW Series is available now through Atlona's global network of authorised channel partners.

**Atlona**



## Magewell Adds Duo of 4K Models to Eco Capture Family of M.2 Cards



Magewell has unveiled two new models in the company's **Eco Capture** family of ultra-compact, power-efficient M.2 video capture cards. Hot on the heels of the recently introduced Eco Capture AIO M.2 -- which features selectable HDMI and SDI 1080p60 inputs -- the **Eco Capture HDMI 4K Plus M.2** and **Eco Capture 12G SDI 4K Plus M.2** capture 4K video at 60 frames per second over HDMI or SDI interfaces, respectively.

Magewell's Eco Capture cards offer systems integrators and OEM developers a space-efficient, high-performance video capture solution with low latency and low power consumption. Ideal for use in small, portable or embedded systems where full-sized PCIe slots are not available, the cards feature an M.2 connector and measure only 22x80mm (0.87x3.15in). The new models are the first Eco Capture cards to leverage a PCIe Gen 3 bus interface, offering increased DMA bandwidth over earlier siblings.

The two newest models capture 4K video up to 4096x2160 (including 3840x2160 Ultra HD) at frame

rates up to 60fps, with higher frame rates available at lower resolutions. The Eco Capture HDMI 4K Plus M.2 features an HDMI 2.0 interface, while the Eco Capture 12G SDI 4K Plus M.2 flexibly supports single-link 12G-SDI or quad-link 3G-SDI connectivity. Eight channels of embedded audio can also be captured alongside the video.

All Eco Capture cards are compatible with Windows and Linux operating systems and support OS-native APIs including **DirectShow**, **DirectKS**, **V4L2** and **ALSA**. FPGA-based video processing enables high-quality up/down/cross-scaling, picture controls and color space conversion without burdening the host system CPU. A comprehensive SDK provides developers with direct access to the full feature set of the cards.

The Eco Capture HDMI 4K Plus M.2 is now shipping, with the Eco Capture 12G SDI 4K Plus M.2 expected to ship very soon.

**Magewell**

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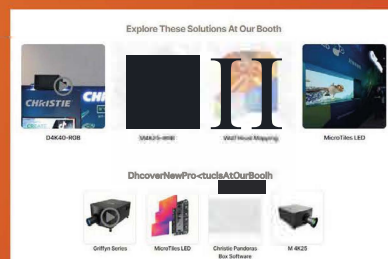
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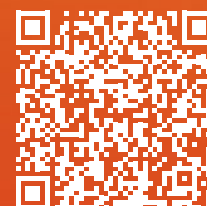
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Day 1 | 25 October | 14.00 - 16.45

Level 1, Room 104A

### Redefining Workspaces : Empowering the Corporate World with Emerging Technologies

**Keynote :**

Tech in the Corporate World : Reshaping Business Operations in India

**Case Study :**

Tech-Powered Workspace

**Panel Discussion :**

The Future of Work : Opportunities and Challenges

## VENUES & LIVE EVENTS

Day 3 | 27 October | 10.30 - 12.30

Level 1, Room 104A

### The Digital Makeover : Emerging Technologies Shaping Venues and Live Events Supported by Event and Entertainment Management Association (EEMA)

**Welcome Remarks :**

Sabbas JOSEPH, Founder-Director at Wizcraft International Entertainment Pvt Ltd

**Keynote :**

Redefining Venues and Live Events with Digital Innovations by Roshan ABBAS, Actor -Writer-Director, Event Manager

**Case Study - A Digital Success :**

Tech-Enhanced Event Planning and Execution JWCC's Experiential Journey in Creating Experiences by Azam PASHA, Head ( Director ) Events Delivery-Event Planning and Operations, Exhibition Services and Guest Services

**Panel Discussion :**

Emerging Technologies in Social and Religious Venues and Live Events and its Impact on Growth of the Same

## EDUCATION

Day 2 | 26 October | 10.30 - 13.15

Level 1, Room 104A

### Education Transformed : Redefining Learning Experiences through Next-Gen Technologies Co-Organised with ICT Academy

**Keynote :**

The Digital Evolution : Reshaping Education in India by Mr. Hari Balachandran, CEO, ICT Academy

**Case Study :**

Enriching Classroom Engagement

**Panel Discussion :**

Future-Proofing Education Embracing Challenges & Opportunities

### How Technology is Enabling Education and Work with Flexible, Secure & Empowering Learning & Collaboration Opportunities?

## RETAIL

14.00 - 16.45

Level 1, Room 104A

### The Future Store : Personalisation and Efficiency through Emerging Technologies in Retail Co-Organised with IIID

**Keynote :**

Tech-Powered Retail : Transforming Shopping Experiences in India

**Case Study :**

Creating a Seamless Shopping Experience

**Panel Discussion :**

Emerging Technologies - Shaping the Future of Retail

# INDUSTRY FORUMS

Co-organised with India's esteemed government agencies and trade associations, the Industry Forums will deliver valuable insights from real-world project case studies from key vertical markets, highlighting tech adoptions and applications.

Day 1 | 25 October | 14.00 - 16.45

Level 1, Room 104B

## India Future Ready - Safety & Cyber Security Planning Considerations for Government Installations - Co-Organised with CSI, Mumbai Chapter

Opening Remark by Dr. Suresh A. Shan, Chairman, CSI Mumbai Chapter  
Chief Guest Address by Shri. R. Doraiswamy, Executive Director-IT , LIC of India

Panel Discussion on India Future Ready :  
Safety & Cyber Security Planning Considerations for Government Installations

Panel Discussion on :  
Scaling Security Resilience Through Detection of Vulnerabilities

Day 2 | 26 October | 10.30 - 13.15

Level 1, Room 104B

## The Urbanisation Challenge for India - Expectations and Roadmap - Co-organised with All India Institute of Local Self Government (AIIISG)

Keynote Address by :  
Dr Amitabh Kundu, Economist and Urban Expert

Panel Discussion on the Urbanisation Challenge for India :  
Expectations and Roadmap

Case Study on the Transformation of an Indian City :  
by Dr. Binu Francis, Secretary, Thiruvananthapuram Corporation

14.00 - 16.45

## Smart CIO 2030 - Co-organised with CSI, Mumbai Chapter

Opening Remark by Dr. Ganesh Magar, Honorary Treasurer, CSI Mumbai Chapter

Panel Discussion on :  
Smart CIO 2030: Usage of Big Data & Data Science For Enterprise Scalability

Panel Discussion on :  
Digital Transformation Driven Through AI

Closing Remarks by ACP Suresh Swami, (retd) Vice Chairman, CSI Mumbai

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## AV LEADERS CONNECT (BY INVITATION ONLY)

Level 1, Room 104A

Day 1 | 25 October | 10.30 - 12.00

### Steering the Course : Charting the Future of AV Integration in a Changing Landscape

#### Welcome Address :

June Ko, Executive Director, InfoComm Asia Pte Ltd

#### Keynote :

Harnessing Disruptive Technologies for AV Innovation - Dave Labuskes, CEO, AVIXA

#### Panel Discussion :

The Customer Perspective : Evolving Expectations and Requirements in the AV Market



A series of power-packed knowledge-sharing sessions led by AVIXA's leading experts on Pro-AV technical skills and practical know-hows. This is a must-attend for AV technical personnel and professional end-users.

Level 1, Room 102

Day 1 | 25 October | 10.30 - 13.00

### Conferencing & Collaboration

#### Panel Discussion :

New Priorities for the New Workplace  
- New Strategies and Technologies

#### Case Study :

Creating a Multi-Purpose Hybrid Room for Indian Oil Cooperation Ltd - Puneet Dhar, National Product Manager, Creston India

#### Case Study :

Elevating Hybrid Work and Learning Environments  
- Griffiths ZACHARIAH, CTS, Associate Vice President, ClearOne

14.00 - 16.45

### Learning Solutions

#### Panel Discussion :

AV Tech and The Future of Learning Environments

#### Case Study :

Global Experience Center at OP Jindal University - Manikk Guptha, CTS-D, CTS-I, Havi Design India LLP

#### Case Study :

Hybrid Distance Learning Classroom for IIM Kozhikode - 3CDN Team

Level 1, Room 102

Level 1, Room 102

Day 2 | 26 October | 10.30 - 13.15

### Digital Signage

#### Panel Discussion :

Digital Signage : Emerging Technologies

14.00 - 16.45

### Security & Control

#### Panel Discussion :

Control Rooms of the Future:  
2023 Trends and Technologies

**Case Study on Security & Control**

Level 1, Room 102

Day 3 | 27 October | 10.30 - 12.30

### AV Technology

Auditorium Design & Acoustics  
- Vijay Purandare, Consultant, V N Purandare

AV over IP : Real Life Best Practices - Rob Muddiman, VP, EMEAI, ZeeVee

Level 1, Room 104B

### CTS Pre Workshop

CTS Exams - How to Successfully Study for It ?  
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## High-Tech Healing

*Exploring How Cutting-Edge AV Continues to Shape the Present & Future of Asia's Healthcare Landscape*

*by Elton Noronha*



Over the course of the past decade, only a handful of sectors have succeeded in unequivocally affirming their pivotal significance quite as distinctly as the healthcare industry. Beyond serving as a literal lifeline for billions across the globe, healthcare has ascended to the status of a transformative juggernaut; catalyzing paradigm shifts across critical domains such as operational processes, patient experiences, and healthcare-focused training methodologies. The widespread convergence of cutting-edge professional AV technologies with healthcare have not just made it easier for healthcare professionals to navigate day-to-day business operations, but have also significantly enriched in-patient and out-patient experiences, while

simplifying and enhancing even the most complex of medical procedures, as well.

The numbers behind this intersection are nothing short of astounding; as recent independent market reports suggest that the global healthcare AV market is poised to outgrow the staggering projection of \$10.8 billion by 2027, with Asia emerging as a prime driver of this expansion. This upward trajectory seems to be corroborated by AVIXA in their MOAR report which noted that healthcare in 2022 contributed roughly USD7.2 billion to the global pro AV revenue; with an expected CAGR of 4.7% in the years to come. According to the report, healthcare professionals had

indicated increasing their capital improvements in 2023 by 55.7% with 27.2% of that being allocated to professional AV systems.

AV solutions in healthcare transcend technology; as technologies like conferencing solutions, audio solutions, LED displays, automation, and more; have successfully reshaped healthcare delivery by creating more immersive, patient-centric environments that not only ensure a higher standard of care, but also improves clinical outcomes.

A simple yet understated example is the use of state-of-the-art digital displays as digital signages within healthcare facilities to offer real-time updates, wayfinding assistance, and crucial health-related information, all while maintaining a harmonious and calming environment. On the other hand, advanced audio technologies and conferencing capabilities have successfully bridged geographical gaps by connecting medical professionals, patients, and caregivers with crystal-clear audio and high-definition video, even across vast distances.

Furthermore, professional AV solutions are also found to play a crucial role in critical healthcare applications spaces like operation theaters and medical imaging + diagnostics, in addition to healthcare boardrooms, meeting rooms, training rooms, seminar halls, and auditoriums. These advanced technologies continue to revolutionize the way healthcare is delivered, discussed, and learned; ultimately leading to better patient outcomes while building a more informed and capable healthcare workforce.

In the pages that follow; we explore the present and future of professional AV in healthcare across Asia, where innovation knows no bounds, and excellence is the benchmark.

## Audio Solutions Within Healthcare Establishments

Many AV experts affirm that the recent pandemic played an instrumental role in providing healthcare management countless lessons – cardinal of which includes the fact that each facility must prioritize preparing for the worst-case scenarios. Several establishments realized that various elements of their operations could not effectively support patients during times of dire crisis; and for many a crucial aspect of their operations that was noted to be severely lacking was their audio and communications systems. “With clear and reliable audio playing a vital role in healthcare settings for effective communication; generally speaking, the greater the emergency or intensive care services a facility provides, the more comprehensive the requirements are for onsite audio and communication,” asserts **Manny Kitagawa, business development manager, IP Endpoint Technology, AtlasIED**; who notes that China’s First Affiliated Hospital of Zhengzhou University (noted for being the world’s largest hospital, with a capacity of 7,000 patient beds) was one such major healthcare provider to swiftly and efficiently reevaluate their audio and communications infrastructure.



“For most large hospitals, administration and security teams need the ability to deliver announcements and alerts clearly across the facility or in specific zones or departments. Next, departments across a hospital will have varying communication needs depending on the level of care being provided in each. For example, an emergency room or intensive care unit will have a greater need for localized paging, from patient rooms to nursing stations. These zones need audio capabilities, including loudspeakers and amplifiers, to deliver



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*An AtlasIED IPX Series display (background) to enable visual communication via the integrated LCD screen and LED flashers. Models are also available with built-in speakers to facilitate general paging or emergency messaging in locations such as hallways.*

audio to personnel; while specific staff need to make localized announcements via phone intercoms or microphone paging systems,” explains Manny as he speaks about the audio and communications systems that are commonly outfitted in healthcare facilities like hospitals.

To add to this, Manny notes that consolidation is a theme with AV technologies tailored for hospital applications, as he points to some of the latest equipment arriving in single endpoints with multiple capabilities, including a loudspeaker, LED displays, two-way communications, and flashers. He explains that these units may be used during the routine parts of the day to show time and date, or during emergencies where these same units can flash a specific colour, distribute audio and text-based alerts, and allow staff to communicate to a central communications station via a single button push on the unit.

“What was formerly installed in multiple locations is now contained in a single unit and installed in high-visibility and accessible areas throughout a healthcare facility. Additionally, the equipment is capable of integrating multiple disparate systems, including nurse call, hospital code systems, and newborn chimes to name a few. Furthermore, IP-based audio and communications systems have been proven to be excellent choices for healthcare facilities because the IT staff responsible for implementing the system are already familiar with the technology and can use software to monitor devices remotely. These systems often are required to run on a standalone network for redundancy purposes, which will demand close collaboration with the IT department to install and integrate them properly within the facility’s existing infrastructure,” he shares.

## Digital Signages within Healthcare Establishments

Digital signage solutions have become an integral part of the modern healthcare environment, wherein facilities like hospitals and clinics have successfully leveraged digital signage for a variety of purposes, ranging from general patient information to wayfinding and emergency notifications; and even advertising.



**Wayfinding:** Healthcare facilities can sometimes be quite complex and overwhelming places to find your way around. This is exactly where digital signages assist visitors and patients in navigating the facility efficiently, and helps in reducing unwanted stress and frustration. For instance, outdoor digital signages direct patients from the parking space to the main entrance (or department) thereby saving crucial time during a medical emergency; whereas, interior signages and digital door signages at high-traffic spaces such as the reception area enable visitors to find the right medical department along with the best route to reach there on time. Jump-screen technology has been noted to be a great boon within this application in particular. **In fact, a study published in India's National Library of Medicine once found that inefficient wayfinding costs hospitals around \$220,000 each year.**

**Emergency Alerts:** In case of emergencies or critical announcements, digital signages prove to be crucial in delivering real-time updates and instructions to staff and patients throughout the hospital, ensuring everyone remains informed and safe.

**Self-service Kiosks:** Self-service kiosks have been noted to enable a quicker "check-in" process for patients. A digital signage kiosk encourages patients to perform the check-in themselves instead of waiting for the healthcare facility's official personnel. Healthcare establishments have implemented self-service kiosks by integrating their digital signage solution with their "appointment and queue management" solution; wherein, through self-performed check-ins, patients can proactively check their doctor's next available slot and schedule their appointments accordingly. This process has been noted to reduce the healthcare facility's dependence on internal staff for manual tasks like appointment scheduling and patient check-ins.

**Patient Education:** It is noted that on average, the waiting time for patients at healthcare facilities can be anywhere between 15 minutes to 45 minutes, depending on a variety of factors. While in the past, most patients have expressed a resounding feeling of stress and anxiety during this 'waiting time', the prudent use of digital signages have allowed healthcare establishments to effectively tackle this inconvenience. Strategically placed digital signages have been deployed to not just display a warm and nurturing "welcome" sign in the waiting room to reduce patient stress; but also engage waiting patients by screening a host of health-related tips, educational content, yoga practices, positive customer reviews, and relaxation tips. Furthermore, such displays have also been used to playing informational videos about the latest medical equipment and procedures, inform about the working hours + schedule + contact information of doctors and medical specialists, providing information about the latest treatment methods and safety measures, and also notify upcoming events like health check-ups, healthcare seminars, and welfare events. In addition to these aspects, the use of signages to display the approximate waiting time for each patient has also been noted to reduce negative emotions and improve transparency.

**Advertising:** Recent studies have showed that approximately 54% of customers obtain health-related information from digital signages; with over 78% of these digital signage viewers being able to recall at least one message. The understanding of this dynamic has led to healthcare establishments leveraging digital signages to not just effectively market their services, but also extending the opportunity to various affiliates like pharma companies and health insurance providers to advertise their products and services. Establishments like hospitals and private clinics have

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been noted to increase their business awareness and revenues by 18% to 120% simply by deploying digital displays for advertising purposes.

In addition to the above; a variety of professional AV products have been integrated together to work seamlessly with each other as part of carefully curated and designed technological systems within a variety of healthcare settings.

## In-Patient and Out-Patient Video and Audio Conferencing

The integration of video and audio conferencing solutions has transformed patient care and healthcare operations in ways that have made convenience, efficiency and accessibility possible for patients as well as healthcare service providers.



**Telemedicine:** Telemedicine is a time-efficient way for a doctor to review a patient's condition, and with advanced audiovisual technology, it can deliver better patient outcomes. In-patient video and audio conferencing enable remote consultations, making healthcare accessible to patients who cannot physically visit the hospital (especially in rural areas or during times of crisis) and to specialists who

are unable to visit hospitals due to geographical constraints. Such telecommunications infrastructure leverages data collection systems, high-end cameras and microphones, ultra high-resolution displays, and communication platforms to offer convenience without compromising on the quality of care.

**Multi-Disciplinary Collaboration:** Healthcare professionals from different specialties can hold virtual meetings to discuss complex cases, leading to more comprehensive and effective patient care.

**Family Involvement:** Out-patient video and audio conferencing allow patients and their families to connect with doctors for follow-up consultations and care coordination, improving the overall patient experience.

## Imaging & Diagnostics

A key component of accurately diagnosing real-time patient conditions, especially during surgeries, medical procedures and diagnostic procedures, is for the medical professionals to have an absolutely clear picture of what they're dealing with. This ultimately depends on real-time relay of sharp audiovisuals, so that they can confidently make critical decisions that would assure positive outcomes. In such scenarios, the use of high-end diagnostic film imagers and DICOM-compliant (Digital Imaging and Communications) capture stations linked to high-end surgical cameras play a crucial role in delivering HD content across the hospital's network. This content can also be shared and archived using NAS storage or local storage options, while one-way and two-way communication between the OT and training rooms by means of real-time video conferencing can improve the entire medical training experience.



## Surgical Facilities

In the high-pressure environment of Surgical Rooms and Operation Theatres, where precision is paramount and great emphasis lies on noting finer details; split-second decisions can have a major impact on outcomes. In such a setting, the use of industry-leading professional AV technologies like Medical-grade AV systems and state-of-the-art zero-latency transmitters and receivers for signal transmission help in facilitating accurate understanding of the situation and thereby better decision-making capacity. High quality image capture through high-end cameras, coupled with an instantaneous feed into high-resolution monitors provide surgeons with clear, detailed images of the surgical field, and aid in precise decision-making during procedures. The same AV system plays a vital role in remote consultation and collaboration with specialists, which are made easier through the high-definition live-streaming of surgeries that enable the exchange of expertise in real-time. Furthermore, medical students and residents benefit from such real-time video feeds and recordings, allowing them to observe surgeries and learn from experienced surgeons.

## Training Spaces

Quality training plays a vital role in shaping the future of healthcare service providers; and a vital aspect of effective training is to offer medical professionals with real-world exposure that bridges theory and practice. An efficient amalgam of integrated professional AV solutions that enable live-streaming from the OT or diagnostic centres, coupled with advanced conferencing facilities that enable real-time discussions and collaborations with global experts, and the incorporation of presentation systems that improve engagement during exclusive demonstrations and seminars hold the key to fostering such a conducive learning atmosphere.



Key components of curated AV systems within such spaces include medical-grade cameras along with zero-latency transmitters, DICOM-compliant (Digital Imaging and Communications) capture stations, high-quality audio capture through lapel microphones or similar microphone systems, high-quality audio playback through ceiling or surface-mount speakers, interactive displays, and advanced wireless presentation systems complete with options for interactivity.

Furthermore, spaces like seminar halls and auditoriums which play an active role in the learning process for medical incumbents now-a-days tend to feature technologies like Active LED displays or video wall displays complete with high-end controllers, image processors, high-performance projectors, zero-latency transmitter + receiver systems, advanced streaming systems complete with recording capabilities, automated room control systems, and world-class audio systems like line-arrays or high-performance point source loudspeakers to facilitate a truly world-class crystal clear learning experience for students.

Alongside these conventional means of training, the use of simulation has also taken the world of healthcare by storm, allowing students to actively

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participate in the learning process through an immersive training experience that is made possible through the use of state-of-the-art AV technologies like ultra-high definition screens, surround sound systems, and newer technologies like Virtual Reality and Augmented Reality.

## Meeting Rooms & Boardrooms

Meetings rooms and Boardrooms at healthcare establishments, particularly universities and educational institutes providing healthcare education, are sensitive spaces that cater to a range of discussions, applications and stakeholders. With due consideration to this diverse diaspora, several establishments have equipped such spaces with dexterous industry-leading audiovisual solutions that can facilitate management related discussions with as much ease as catering to the collaborative needs of staff and students. Such AV solutions not only prioritise speed, seamless connectivity across locations and devices, and high-quality audio-video conferencing experiences; but also offer effective solution for crucial yet understated tasks like room scheduling, in-room control, secure data capture and exchange, and more.

Such rooms are often found to be outfitted with fine pitch Active LED displays with resolutions of upto

8K, along with premium in-ceiling or wall-mounted discreet high-performance loudspeakers and world-class ceiling or table-mounts microphones. Additionally, such rooms are also equipped to offer advanced wireless presentation capabilities, along with thoughtful provisions to facilitate wired presentations as well, without having to move from ones seated position at the table. Furthermore, comprehensive touch-based control interfaces that afford access to features such as room scheduling, lighting control, and overall room control are also noted to be a staple at such rooms.

But beyond the wonderful strides that the healthcare AV segment has achieved over the past few years; perhaps the most noteworthy is that within the realm of security.

## Role Of Pro AV Technologies In Healthcare Security

A report released in 2021 did note that a sharp increase in global population combined with a massive spike in healthcare demand has put a considerable amount of strain on healthcare facilities around the world; with an acute shortage of doctors and healthcare personnel leading to several cases of misanthropic incidents at healthcare facilities around the world. Referencing this scenario, Manny affirms that the adoption of high-performance technologies to afford better control over security and privacy within healthcare establishments have been noted to greatly reduce such instances. Manny proceeds to share the following details which encapsulate how deploying such high-performance systems have helped in elevate the healthcare experience for all stakeholders; as he notes:

### Staff Safety Through Mass Notification Technology:

Hospital personnel have a greater risk of violent incidents due to the volume of people that hospitals

care for and the various conditions of the patients they see. Given this risk, staff safety is critical, and hospital administrators are turning to technology to protect personnel. One option available is to equip staff with wireless ID badges with a built-in button that alerts hospital security teams and instantly identifies the person who initiated the alarm and their location. The devices integrate with hospital software systems to alert security teams of incidents. When security teams receive a signal from a staff member about an incident, they can use software systems integrated with the devices to send text messages and initiate onsite audio alerts through the hospital audio system to help bring awareness to the potential incident and keep staff members safe. The same one-button ID badge option can be programmed to alert medical personnel to emergencies such as cardiac or respiratory incidents, providing facilities with one other way to accelerate medical responsiveness.

**Confidentiality and Privacy:** Patient medical privacy is another critical concern in hospitals, and most countries require healthcare facilities to follow specific healthcare standards and regulations. Many interactions between patients and medical personnel are intended to be confidential, and various privacy standards and regulations within countries require hospital and similar healthcare service administrators to consider installing solutions to address security challenges, especially of the acoustic kind. In such situations **Sound Masking Technology** plays a vital role. In addition to high-end systems that maintain stored data in strongly encrypted formats, complete with multi-layered firewalls etc; healthcare facilities have been noted to employ sound masking technology to create a quieter environment while helping support patient and medical professional confidentiality. For example, establishments like hospitals may require sound masking in clinical areas such as patient rooms, corridors, nursing stations, exam rooms, and waiting

areas where patients speak with medical personnel about their conditions, potentially compromising patient privacy. Additionally, administrative spaces like executive offices, meeting rooms, or call centers that handle sensitive information, would also need sound masking technology to protect these confidential conversations. Like the broader audio technology in these facilities; sound masking also comes in IP-based options to help simplify the integration and installation.

In addition to the points shared by Manny, it is also important to note that technologies like Machine Learning and Artificial Intelligence have already begun showing their prowess within the healthcare domain, with a select few high-end healthcare facilities already sporting specialized systems that rely on an assortment of sensors (temperature sensors, high-def cameras etc) matched with highly precise AI processing to provide preliminary detection of potential symptoms to detect conditions that range from fevers and skin issues to something as severe as viral infections etc. Such systems are designed to be easily accessed and operated by the patient themselves, which means that healthcare staff need not be present at the location to provide any sort of assistance.

Furthermore, its integration with the healthcare facility's existing operational infrastructure allows for healthcare staff and doctors to be notified about the patient's condition well before any interaction takes place; and therefore, affords better opportunity for them to be adequately prepared, especially in cases of acute conditions.

## Prescriptions for the Future

There's no debate in the fact that the adoption of digital healthcare solutions has ample room to grow in the future; which in-turn presents a massive



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market opportunity for healthcare solution providers to leverage technology to improve medical care. In fact, one key area that healthcare facilities wish to continually improve upon is that of delivering the most optimum customer experiences.

On this topic in particular, a study conducted by Deloitte in India found that less than 35% of patients feel that they receive the information they need, while over 50% of patients affirm that they do not receive the same quality of medical care 'virtually' as they do when they visit a medical facility in person. Alongside this, the 2021 "Consumers Trends" report compiled by Press Ganey (a reputed firm for medical surveys) found that patients are 2.2x more likely to rely on digital resources (than on referrals) when choosing a healthcare service provider; with post-consultation feedback recording close to 70% of patients rating 'customer service' and 'communication' as key experience parameters.

It is important to note that the trend noted in India is found to be similar to other emerging markets in Asia such as Indonesia, Thailand, Philippines, Malaysia, and Vietnam; and by virtue of this, it becomes apparent that the growing emphasis on customer experience within healthcare settings presents a multitude of opportunities for professional solution providers to design bespoke solutions that can help healthcare facilities 'stand out from the competition' while also enhancing the overall value proposition towards their customers.

But while it's easy to be enamoured by the plethora of possibilities; it is also necessary to recognize the fact that designing and integrating healthcare facilities with optimized AV infrastructure is highly specialized and requires a specific certification level in many parts of

the world for service providers to be considered as an authentic technology solution partner.

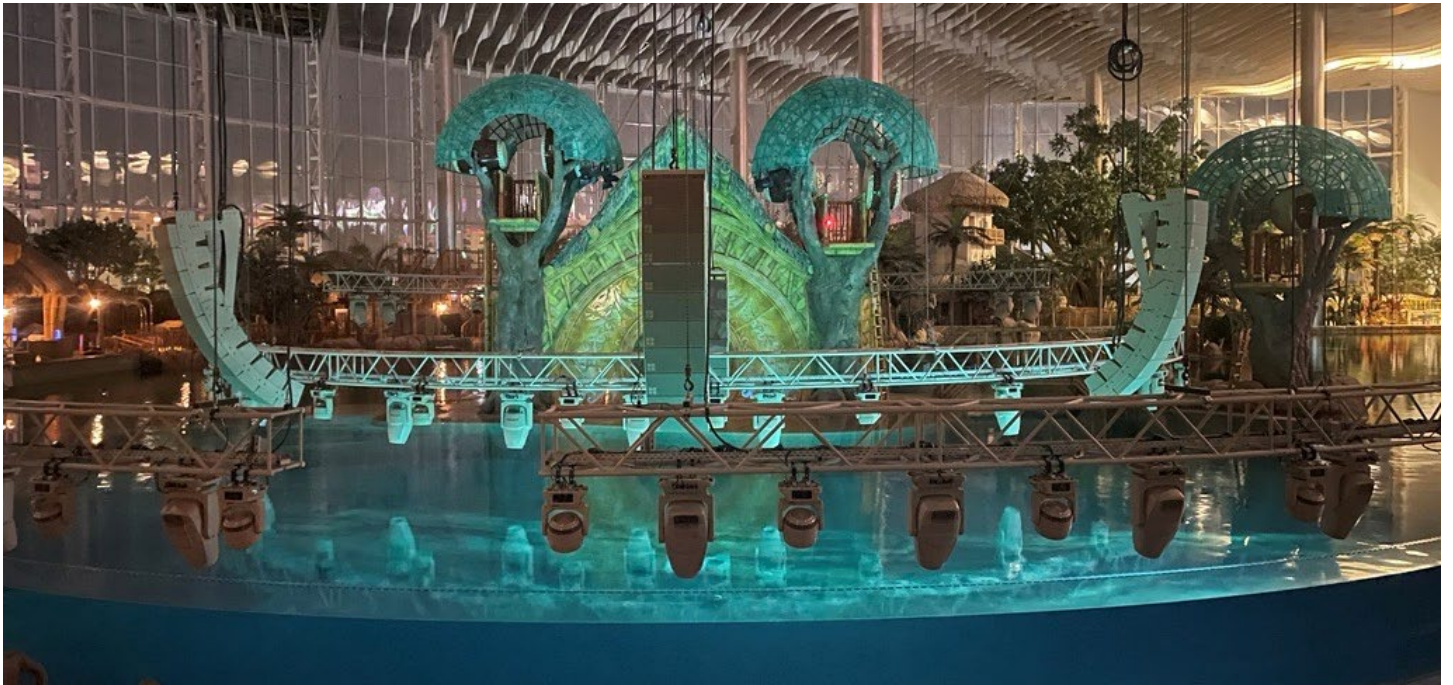
Explaining this point in detail, Manny elaborates "Professional system integrators who wish to become involved in healthcare projects need to research the country standards and building codes for these facilities and then design and install systems based on a list of requirements for each facility, which would vary depending on the size and the variety of provisions it wishes to include. It's also important to note that since the IT teams governing the respective systems will receive direction from medical teams on the types of capabilities; the key for integrators is to become familiar with the broad range of technology and identify the technology appropriate for specific spaces within a facility. As products become increasingly consolidated into single endpoints, integrators are expected to constantly be aware of such developments so that they can help healthcare facilities install fewer devices while still delivering the necessary patient care capabilities."

As technology continues to advance, we can expect even more innovative audio-visual solutions to further improve healthcare outcomes, reduce costs, and enhance patient satisfaction. The fact that the fusion of technology with human compassion has helped bring about a positive transformation in countless lives is undeniable; and in such an ever-evolving landscape, healthcare providers that embrace and invest in these technologies are well-positioned to deliver higher quality care and stay at the forefront of the industry.

**AtlasIED**

# Unusual Rigging & Engineering Rigs Up Marine Magic at Seaworld Abu Dhabi

*URE team successfully installs a series of acrylic ceiling panels in a very challenging environment*



## **FACTFILE**

**Project Name:** SEAWORLD ABU DHABI

**Project Location:** Yas Island, Abu Dhabi

**Project Segment:** Tourist Attraction

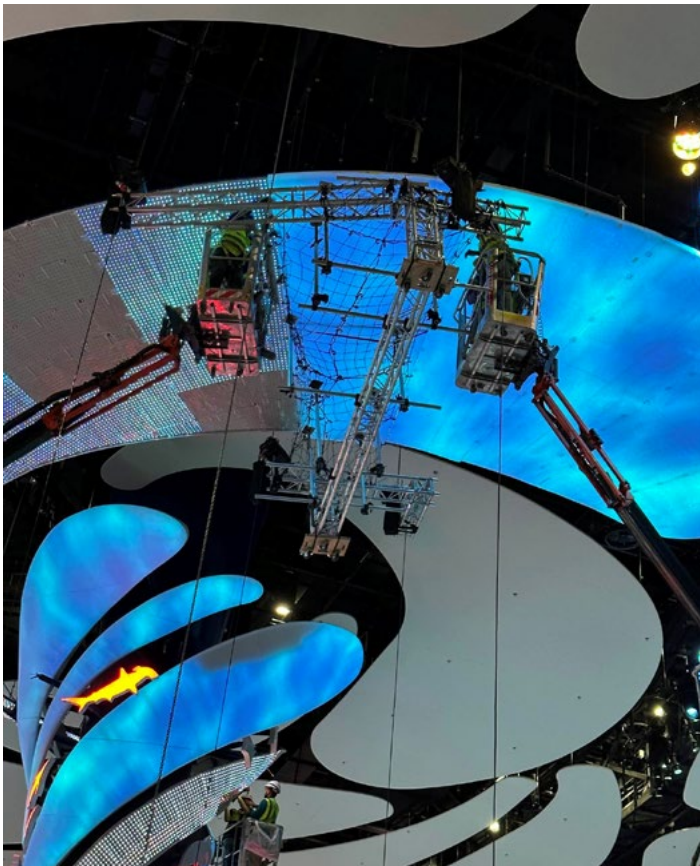
**Systems Designers and Integrators:** Unusual Rigging & Engineering (URE)

**AV Highlight:** The installation of a series of acrylic ceiling panels in the venue's central hub, One Ocean. The challenge was how to get a series of fragile, diminishing acrylic ceiling panels up 25 metres to a pre-installed curved, angled, convoluting MDF ceiling decoration, the underside of which was covered in programmable LED strip lighting.

# 74 INSTALLATION

Seaworld at Yas Island, Abu Dhabi is the region's first Marine Life Theme Park. It is also the first facility in the MENA region to achieve Global Human certification (the international brand of American Human, which is the world's largest certifier of animal welfare). The new attraction was delivered by **ALEC Engineering & Contracting LLC**, and opened its doors to the public in May 2023.

**Unusual Rigging** was brought on board by ALEC and subcontractors **ASU** and **Holovis** to handle the various rigging installations around the park, ensuring that the equipment and design solution remained constant throughout the different disciplines and buildings.



One of the main aspects of the project was the installation of a series of acrylic ceiling panels in the venue's central hub. Called One Ocean, the hub looks like an underwater cave with rocky arches marking the entrances to the park's other seven realms. Richard

Hoare project manager, URE commented, "ALEC's challenge was, how does one get a series of fragile, diminishing acrylic ceiling panels up 25 metres to a pre-installed curved, angled, convoluting MDF ceiling decoration, the underside of which was covered in programmable LED strip lighting, when each panel was bespoke in length, width and angle? It was a task the acrylic supply and installation contractor had declined to undertake. We have a good working relationship with ALEC so they asked us to rise to the challenge."

The URE team's solution was to design and fabricate a firm, adjustable, well supported bed to coax the panels (some as large as 5m x 2m – albeit only 80kg in weight) into their designated position. This was done by creating a H30v Truss cradle, modified for each individual panel, with a series of inverted, rubber base protected screw jacks and cargo nets supporting each panel. Richard continued, "We used 4 x Liftket Hoists to lift the cradle to be within proximity to the ceiling decor. Via 2-way radio communication, between roof riggers and observers in spider lifts, the cradle was angled using the 4 hoists to simulate that of the decor and finally bumped up to a distance where the screw jacks could be utilised to gently ease the panel up to its final seated position."

Once the panel was securely fitted into place, the cradle was lowered to floor level, the next set of four roof points were installed, and the cradle adjusted in relation to the points and size of the next panel.





URE's work for ASU and Holovis was broken down into two scopes. For ASU the Unusual team designed, installed and commissioned six custom curved trusses in the dolphin show area for lighting, one truss in Sea Line for the tank lighting, three trusses in the Coral tank, secondary steel stools to support cable reelers and 38 x 500kg rated rigging points in the multipurpose events space. Meanwhile, 4 x flown array for the dolphin show, 6 x flown array for the sea lion show and 10 x flown array for the One Ocean hub were designed, installed and commissioned for Holovis.

Richard said, "With any new build project, the biggest challenge is designing within a virtual model and keeping up to date with the changes as the build develops on site. With the team's experience using Navisworks, we are able to work alongside our clients to capture any clashes and design solutions before they become problems on site."

Also unique to this project was the corrosive ratings required for all the materials and products. For nearly

all areas, the URE team had to achieve a C4 rating which meant they had to work closely with their suppliers to make sure that all components were compliant. In total this required the truss to be powder coated to a specific thickness and number of coats with all the ends of the truss and weld holes being closed up. The hoist meanwhile had to be painted with a specific finish and all the loose rigging components had to be stainless steel GR 316.

Richard concluded, "This was a fantastic project to be a part of. We started work on this at the height of the COVID-19 pandemic which added to the challenges.

Commissioning was completed in May 2023 just ahead of the official opening. It was a pleasure to work with ALEC, ASU and Holovis to deliver a top tourist destination to the region."

### Unusual Rigging



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