

# systems integrationasia

# 2023

## IN RETROSPECTIVE



**Installation:**  
Epson's 3LCD Projectors  
Transforming the Wings of Time  
Night Show

**Explore:**  
Barco CTRL -Streamlining  
Control Room Solutions for  
Simplicity, Scalability and  
Security

**Event: SIIA 2023 - AV  
Momentum Celebrated with  
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The fifth edition of the Systems Integration India Awards took place on the 25th of October, marking a significant milestone for the bespoke event. The comprehensive coverage of the Awards can be found within these pages. As this marks the final issue of the year, our Feature column explores key facets that have shaped the AV World in 2023. Simultaneously, our Explore column delves into the significance of Barco CTRL in the realm of control room technology. The Installation column showcases “Wings of Time,” an award-winning night show located in Sentosa, Singapore. We spotlight the recent upgrade featuring Epson’s 3LCD projectors, enhancing the Wings of Time experience. Enjoy the read!



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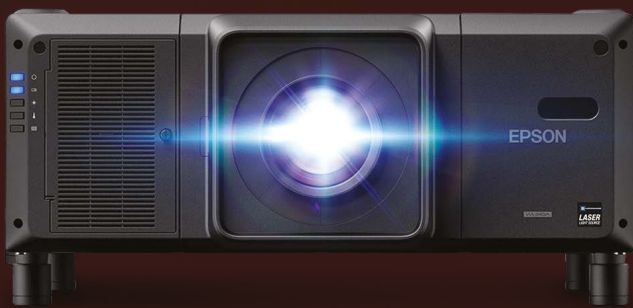


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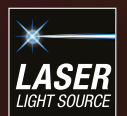


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# Improving Customer Relations and Revenue Streams with Remote Equipment Monitoring

by Brian Pickowitz, Vice President of Marketing, LEA Professional



AV is well integrated into people's lives on both a personal and professional level. One need only look at the regular search for reliable WiFi access points in public spaces to see how integral technology is to us these days — and woe to those who forget their charging cord(s).

A fairly universal adage is that AV systems seem to have issues at the most inopportune times, such as five minutes before a critical meeting is scheduled to begin or just before the curtain goes up on a cultural event. Complicating matters is that many facilities don't have full-time support staff to maintain the AV equipment, instead relying on system integrators to service their systems.

Due to travel time, even if a technician were deployed immediately, any system issue can significantly impact

a company's ability to perform its daily tasks before the problem can be resolved. This unnecessarily burdens the end customer and the integrator and can add tension to the relationship. Luckily, many manufacturers support remote monitoring for faster troubleshooting and problem resolution, often leading to happier customers. Let's unpack the benefits remote monitoring offers the integrator and the end user.

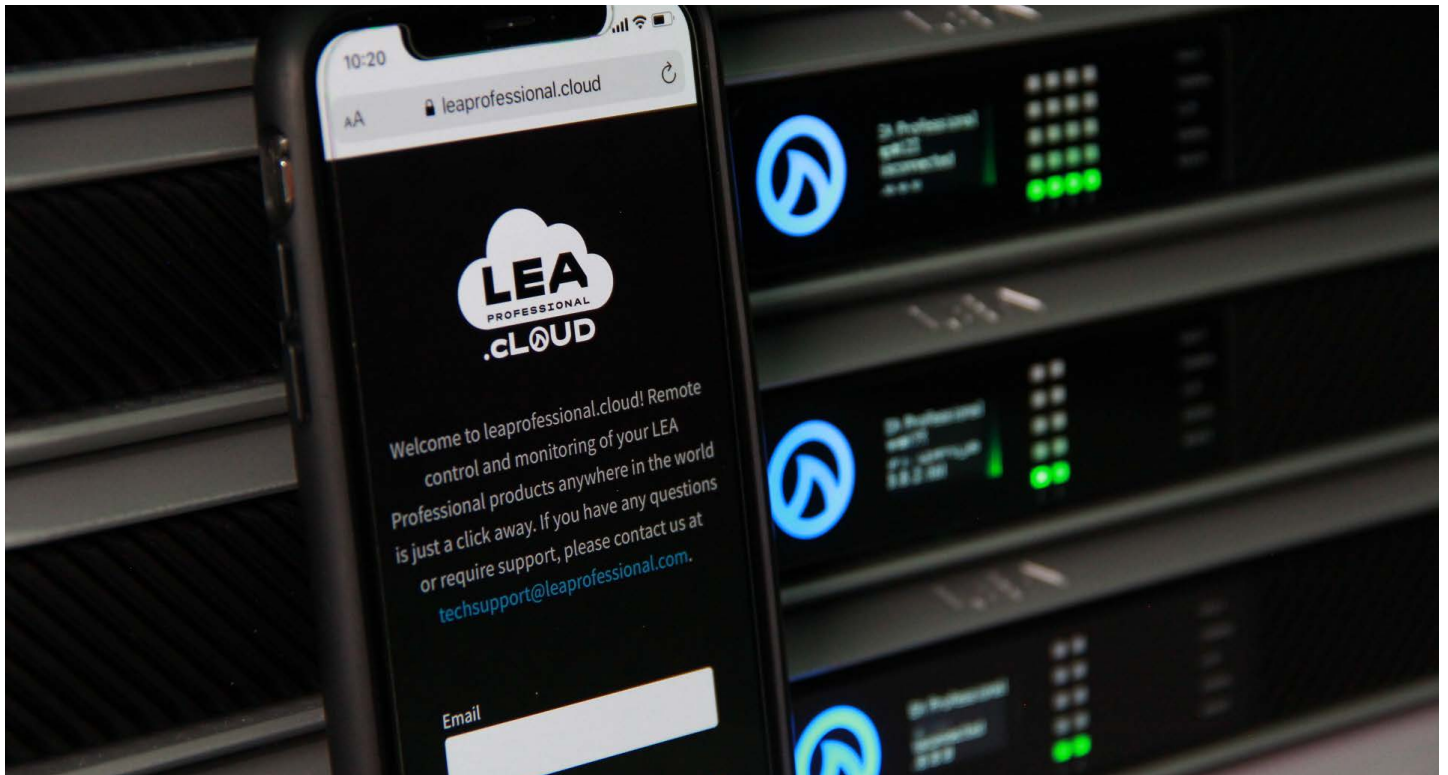
## Proactive Issue Resolution

Remote monitoring allows for real-time tracking of AV equipment performance. Many times, technicians can identify and address problems before end users even notice a problem occurs. Often, there may be an informal relationship between the system integrator and onsite IT or facilities teams to help facilitate certain issues, such as adjusting the air conditioning in the rack room if thermal warnings are indicated. This proactive approach minimizes downtime and ensures a smoother user experience.

## Cost Savings

By monitoring AV equipment remotely, organizations can potentially reduce the need for onsite visits and service calls, which leads to cost savings in travel expenses, labor, and time. Conversely, integrators can benefit from recurring revenue streams created by service contracts for remote monitoring services and can schedule their technicians more effectively for value-added service calls across all clients.





### Increased System Uptime

Depending on the application, system uptime can be critical for an organization, even involving redundancy if a primary device fails. Remote monitoring contributes to increased system uptime by detecting issues early and providing a means to address many of them promptly. This is crucial in high-use environments such as conference rooms, classrooms, and event venues.

### Remote Configuration

While end users will flag most AV issues as “emergencies,” much is based on perception. For example, the issue may involve adjusting volume levels or cycling a mute state. Sometimes, the end user isn’t given access to specific settings to avoid headaches, which makes it beneficial when AV equipment settings can be configured remotely, reducing the need for manual adjustments onsite. Similarly, troubleshooting steps can be performed remotely, saving time and resources associated with sending technicians to physical locations.

### Efficient Maintenance and Updates

Remote monitoring facilitates efficient maintenance of software and firmware updates. Updates and patches can be applied remotely during off-peak hours, ensuring the AV equipment is running the latest software or firmware without requiring manual intervention at each physical location.

### Performance Analytics

Remote monitoring systems often include analytics tools that provide insights into the performance of AV equipment over time. This data can be valuable for making informed decisions about equipment upgrades, replacements, or configuration changes to optimize overall performance.

### User Support and Training

Remote monitoring enables support teams to assist users in real time. Troubleshooting can be done remotely, and onsite users can receive guidance on how to resolve simple issues. Additionally, remote monitoring can be used for training purposes, allowing



support staff to guide users through new features or settings.

## **Scalability**

Remote monitoring — especially cloud-based services — is scalable, making it suitable for organizations with multiple locations or a widespread AV infrastructure. It allows technicians to oversee and manage numerous AV setups from a centralized location, ensuring consistency and control.

## **Customized Alerts and Notifications**

Many remote monitoring systems can be configured to send alerts and notifications based on predefined thresholds or events. This proactive alerting system ensures that technicians and key end users are informed immediately when critical issues arise, allowing for swift action.

## **Final Thoughts**

Perhaps the most significant benefit of remote monitoring is the peace of mind it provides to end customers. In today's digital world, we expect our technology to just work, and having expertly trained technicians working behind the scenes makes that expectation a reality.

Remote monitoring of AV equipment offers efficiency, cost savings, improved system performance, reduced downtime, and enhanced user support. It's particularly beneficial in large-scale AV deployments or when managing geographically dispersed AV setups that are common in Asia.

Remote support can be a great tool to supply more information to the service team and, in many cases, provide an avenue to remedy the situation without the need to dispatch a resource. Remote monitoring does not eliminate the need for technicians to travel onsite — if a power supply fails, someone must physically replace it. However, it does provide greater flexibility and responsiveness in dealing with many common issues that can be addressed or resolved over an Ethernet connection. From simple EQ adjustments or volume level changes to applying software or firmware updates in the off hours for access to new features and capabilities, remote management can be a boon to end users and integrators alike.

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# Sennheiser Optimistic About the Explosive Growth Potential of the AV Industry in India



At InfoComm India 2023, SI Asia caught up with **Naveen Sridhara, director of sales for Business Communication in India**, Sennheiser. He shares his view about the potential of the AV industry in India.

## The Beginning

Since the establishment of our office in India in January 2007, we have achieved several key milestones that have contributed to our growth and success. Our first office was established in Gurgaon, a city located in the state of Haryana. Recognizing the immense potential for business growth, we expanded our presence by opening branch offices in Bangalore and Mumbai, two prominent cities in India. To enhance the customer experience, we have also set up an experience center in Bangalore. This center serves as a hub for showcasing our products and solutions, allowing customers to witness firsthand the benefits and functionalities they offer.

## Future Plans and Expansion

India holds immense potential, making it a crucial market for us. We have made substantial investments in our Business Communication division by bringing together a team of talented individuals and allocating resources to develop customized solutions that drive

growth. Our journey in India has been remarkable thus far, and we are dedicated to maintaining our focus. Our approach revolves around engaging with our partners and end-users, understanding their specific requirements and expectations, and crafting solutions that simplify collaboration and learning. Our goal is to empower end-users to concentrate on their meetings and learning, leaving the rest to us. Moving forward, we plan to further expand our presence and market reach by collaborating with additional partners and enhancing accessibility to our products for end-users.

## Opportunities Across India

While cities like Delhi, Mumbai, Bangalore, Hyderabad, Ahmedabad, and Pune continue to be our major hubs for business and growth, we also recognize the potential that lies within other tier 2 markets.

## Key Challenges

One of the ongoing challenges we encounter is the availability of skilled manpower in the AV industry. While we are dedicated to hiring and retaining the best talent, there is a significant lack of awareness about the AV industry as a whole. This makes it difficult for us to attract qualified professionals who possess the necessary expertise and understanding of our field. We are actively working to raise awareness and educate individuals about the opportunities and benefits of working in the AV industry.

In terms of government regulations, we believe that expediting the process of license or product approval



would greatly benefit our organization and the industry as a whole. Timely approvals would enable manufacturers to plan their product positioning effectively, aligning with market demands and desired timelines. Streamlining the approval process would not only enhance our operational efficiency but also foster innovation and growth within the industry.

Additionally, infrastructure and connectivity issues pose significant challenges to our growth. The AV industry heavily relies on robust infrastructure and seamless connectivity to deliver high-quality services and products. In areas where infrastructure and connectivity are inadequate or unreliable, our ability to expand our operations and reach new markets is hindered. Addressing these issues and investing in the necessary infrastructure improvements would greatly support our growth goals and enable us to provide enhanced services to our customers.

### **Addressing the Challenges**

To address the ongoing challenge of skilled manpower, we have taken proactive steps to raise awareness about the AV industry and the opportunities it offers. We are actively involved in various associations that represent the AV industry, which allows us to connect with like-minded professionals and organizations. By being part of these associations, we can collectively put forward our concerns and work towards finding solutions. These associations also provide us with a platform to collaborate, share knowledge, and promote the AV industry as a viable and rewarding career choice.

### **Opportunities**

India is currently experiencing a positive trajectory of growth, driven by the expansion and establishment of corporate entities. Simultaneously, the government sector is witnessing substantial infrastructure

projects, presenting significant business prospects. Furthermore, in the educational sector, colleges and universities are actively embracing advanced technology to enhance the learning experience for students. This technological evolution in education represents a promising opportunity for us.

### **Staying Competitive**

Professionals and businesses can remain competitive and stay ahead of the curve in a rapidly evolving industry by focusing on technological innovation, customer-centricity, simplicity, and adaptability. To stay ahead of the curve, professionals and businesses should continuously invest in advancing their technology offerings. This involves keeping a close eye on emerging trends and technologies within the industry and being proactive in adopting them. Whether it's incorporating artificial intelligence, automation, or other cutting-edge solutions, staying technologically current is essential.

In a rapidly changing landscape, businesses can gain a competitive edge by offering proof of concept to their customers. This means demonstrating the practicality and effectiveness of their solutions. Providing real-world examples and success stories can instill confidence in customers and assure them about their investment.

### **Hope and Vision for the AV Industry**

Our hope and vision for the AV (Audio-Visual) industry in India are incredibly positive and forward-looking. We see this decade as a period of exceptional promise and growth, largely driven by substantial investments from both corporate entities, government initiatives, and educational institutions.

The significant influx of investments from corporations into the AV industry is a beacon of hope. We envision



*The Sennheiser TCC2 installation at an education facility in India.*

a future businesses recognize the importance of top-notch AV technology to enhance their operations, communication, and customer engagement. As the corporate sector increasingly embraces AV solutions, we expect to witness a surge in innovation and the development of cutting-edge technologies tailored to meet business needs. Additionally, Government-driven infrastructure projects and policies are pivotal in shaping the AV landscape. We anticipate continued government support and investments in AV technology.

The educational sector's commitment to implementing advanced AV technology is another source of

optimism. We envision a future where colleges and universities in India are equipped with state-of-the-art AV solutions to enhance the learning experience for students. This not only prepares the younger generation for the digital age but also creates a thriving market for AV providers specializing in educational technology.

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# How We Can Design for Sustainability

by Sharon Seah, Head of B2B, Logitech Southeast Asia



Logitech's tabletop camera, Sight, is made of 50% post recycled plastic.



The relentless pace of technological innovation today has fostered a linear model of 'take, make, dispose' approach. Across the tech landscape, incremental updates to new devices warrant an

upgrade every few years, and older devices are either packed deep into storage, or discarded. According to the [World Economic Forum Report](#), an estimated 53.6 million metric tons of e-waste are produced every year worldwide, with only a fraction formally collected and recycled.

Thankfully, as environmental concerns rise to the top of boardroom agendas, business leaders are sitting up and taking an inward look into how they can integrate

sustainability into their core operations and products. Sustainability, far from being an added weight on businesses, is increasingly being recognised as a powerful driver of innovation, resilience, and long-term profitability – and prioritising it is key to long-term success.

The biggest opportunities to reduce the environmental impact of a product arise early in the design process when critical decisions about a product are being made. Taking a leaf from [Logitech's FY 23 Impact Report](#), here are some ways for businesses to start adopting sustainable design practices.

## 1. Choosing better materials

The selection of the right materials that goes into the product is critical – prioritising renewable and recycled fabrics, plastics, and aluminum in the build of the products goes a long way. Such materials help

reduce the carbon impact and give a second life to end-of-life plastic from old products. At Logitech, we're **integrating certified post-consumer recycled plastic into our products**. As of March 2023, 58 % of Logitech products already include 'Next Life Plastics' and these materials are used across all product categories, including mice, keyboards, headsets, webcams, speakers, and video-conference systems.

## 2. Use clean and efficient manufacturing

Clean manufacturing is also of paramount importance – working with likeminded partners that champion sustainable practices, such as factories that purchase renewable electricity and operate in accordance with a code of conduct to avoid adverse impacts on people and the planet, and ensure responsible management of resources and waste. With a target to achieve 100% renewable electricity by 2030, we purchase renewable electricity to match the electricity footprint of our production facility and offices. Across the globe, Logitech has matched 94% of its own electricity footprint with direct and indirect renewable electricity purchases.

## 3. Designing low-impact packaging

Well-designed packaging is key to the product experience – it ensures that out-of-box setup is seamless and that products are well protected. Businesses can transition away from single-use plastic and embrace more recyclable, paper-based packaging solutions to reduce end-of-life waste and increasing circularity potential. For instance, 11% of all Logitech products now and more than 50% of new products utilise Forest Stewardship Council (FSC)-certified packaging.

## 4. Use efficient distribution

Where possible, optimise the distribution chain and take into consideration the packaging weight, shipper packaging, and pallet efficiency. Packaging adds to

the weight of the product, and how it is designed also impacts how products are being stored and transported between locations. By simply removing internal dividers in Logitech's Rugged Folio bulk packaging, we were able to reduce the weight by 50g per unit, which adds up to saving 50tCO2e (tonnes of carbon dioxide equivalent) per year.

## 5. Close the loop

Businesses can offer software and services to support and enhance hardware and customer experiences. They can also extend product life through durable and energy-efficient designs, repair services, secondary market sales, and product donation programmes. As part of Logitech's commitment to developing a more circular, lower carbon economy, the company has implemented a **trade-in programme** to refurbish older devices and extending its life. For devices that cannot be reused, they are responsibly recycled for free, thus closing the circularity loop. By supporting the extended lifetime of our products, including opportunities to access original manufacturer replacement parts and batteries, we are empowering consumers with simple and convenient opportunities to reduce waste and extend the life of devices

## Design with Sustainability in Mind

In a world where innovation often moves at breakneck speed, and the chase for the newest and latest commodity never ends, it is critical to acknowledge the impact that businesses can make in designing responsibly, and creating sustainable, built-to-last products. By making conscientious choices in product design, manufacturing, distribution, and end-of-life strategies, businesses can make a difference and pave the way to a more sustainable and greener future.

**Logitech**

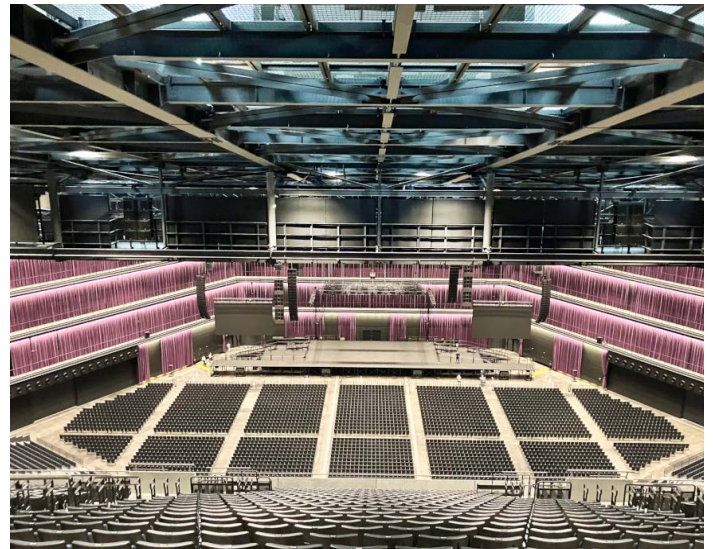


## Yokohama's Brand-New K Arena Receives L-Acoustics K Series Treatment

**JAPAN:** This autumn, the K Arena, one of the world's largest purpose-built music venues, opened on the waterfront bay of Minato Mirai in the central business district of Yokohama city, a major economic, commercial, and cultural hub of the Greater Tokyo Area just thirty kilometres south of the Japanese capital. Yokohama is home to a variety of museums, zoos, iconic city landmarks, and enriching cultural experiences that cater to the tens of millions of tourists visiting each year.

The nine-story high, 54,000 square foot K Arena is part of the Music Terrace, a commercial land complex developed by luxury real estate company the Ken Corporation. The complex will contribute to the work-life balance of the employees working in the next-door K Tower Yokohama offices, while also attracting

tourists with a tempting offer of premium retail and dining options and premium hospitality services at the Hilton Yokohama, also part of the Music Terrace. Holidaymakers looking for a relaxing time by the sea will be immersed in a culturally enriching experience with music at its core.



At the centre of the waterfront Music Terrace, the K Arena is a live concert venue where touring artists' unique expressions are translated into a pleasurable concert experience for audiences. The Arena includes a full range of hospitality features throughout its facility, including twelve food & beverage outlets as well as fine dining and VIP hospitality lounges for concert ticket holders.

To cover the arena's fan shaped, four-tiered, seven-level audience area, the K Arena management team sought out a best-in-class speaker system that would respond to a variety of technical production briefs and deliver high-quality, powerful sound to each of the 20,000 seats. The cavernous arena is equipped with sound-absorbing materials hung from the maintenance deck on the ceiling to reduce reverberation time. Further insulation materials spread around the arena minimise sound leakage beyond the arena walls.





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K Arena's management leaned on the entertainment technology expertise of Sony Marketing Co., Ltd. to deliver on-stage equipment, visual display units, lighting configurations and sound system integration to the arena. Sony Marketing Co., Ltd. sought the expertise of L-Acoustics Certified Rental Agent Hibino Sound, a pioneer in concert sound systems for over fifty years, which today boasts a deep roster of experienced system and mixing engineers across Japan, to help design the optimal system. Hiroshi Inoue, manager of Hibino Sound Div., System Technology Department praises L-Acoustics for its robust ecosystem of hardware and software. He especially appreciates Soundvision 3D modelling software, which "allowed us to know the impact of our sound design on each of the audience seating zones."



These tools proved invaluable to the Hibino Sound team as they integrated their proposed system design, which features main left-right hangs of 16 L-Acoustics K1 boxes per side over four K2 down, with 12 KS28 subwoofers flown beside each array and a single centre array of six Kara II for centre-fill. Twenty further K2 per side provide out-fill to the wide fan-shaped audience area. Two delay rings send sound to the upper tiers and back rows: the first consisting of six arrays of four K2 and the second including eight arrays of four K3 each. Two left/right arrays of five Kiva II

topped by two SB15m provide side-fill to the balconies. Eight KS28 and 20 Kiva II are on hand as a mobile system when needed and are most often used for ground-stacked rumble and front-fill, respectively.

A total of 86 units of LA12X amplified controllers drive the combined system of over 200 L-Acoustics speakers, with six P1 processors, two portable and four of them installed, receiving audio control signals over Milan AVB, with a backup via an analogue line from a device network control room. System engineers lean on the Autoclimate function of L-Acoustics P1 and LA Network Manager to assist with adjusting the system to the arena's humidity level, especially during the drier winter months, ensuring ideal attenuation of the system's high-frequency output.

Mr. Nozomi Sato, General Manager of Sales of the K Arena management team, praised the signature world-class sound and dependable nature of the L-Acoustics K Series concert sound system. "The sound is extremely pleasing to listen to. We have held previews for clients before we officially opened at the end of September. Everyone who came told us they would not have problems with the high-quality audio equipment installed," says Sato.

With global superstars and iconic bands such as Sam Smith, Jay Chou, Def Leppard and Mötley Crüe, and the MTV Video Music Awards Japan slated to take to the stage in the coming months, concertgoers and music fans are sure to be enthralled by the larger-than-life sonics of the K Arena.

### Hibino Sound

### K Arena

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## Magewell Integrates Ultra Encode AIO Live Media Encoder with Wowza Video Platform

**INTERNATIONAL:** Magewell has partnered with Wowza – a leader in live video and video-on-demand (VOD) streaming for over 6,000 businesses worldwide – to tightly integrate two of the companies' highly-acclaimed solutions. The new integration combines Magewell's **Ultra Encode AIO** live media encoders with the **Wowza Video** platform to form seamless and easy-to-deploy streaming workflows from encoding all the way through to delivery over Wowza's global content delivery network (CDN).

Supporting multiple encoding formats and a wide array of delivery protocols, Ultra Encode AIO offers a robust yet affordable encoding solution for applications ranging from live streaming and remote contribution to IP-based production. The versatile, PoE-powered device encodes video up to 1080p at 60fps or 4K at 30fps, and can encode one live input source or mix its HDMI and SDI inputs into a combined output.

Wowza Video is a comprehensive, integrated video platform designed for business-critical applications. Combining rock-solid reliability with global scalability and the simplicity of a single video solution for live streaming and VOD, it provides the core capabilities



of broadcast media servers without the cost and engineering requirements of typical broadcast deployments.

The new integration adds Wowza Video to Ultra Encode AIO's array of user-friendly output presets, enabling customers to seamlessly bring content from the encoder into the Wowza ecosystem without time-consuming manual configuration. Wowza Video subscribers can specify their Wowza access token within Ultra Encode AIO for automatic authentication, then stream to the platform using the RTMP protocol. Users can get up and running quickly while still having the option of customizing settings to their unique needs and environment. As always with Ultra Encode AIO, streaming can be triggered manually or scheduled, enabling automated, hands-off deployments.

"Many organizations want to leverage professional-level media encoding and content management systems to reach their audiences, but without needing

to hire a staff of expert engineers to run their video operations,” said Nick Ma, CEO and CTO at Magewell. “The integration of our Ultra Encode AIO with the Wowza Video platform provides a seamless solution to this challenge, and we look forward to continued collaboration in the future.”

“We are excited to work with the innovators at Magewell to enable powerful, world-class streaming operations for discerning enterprises and institutions,” said Tim Dougherty, director of sales engineering at Wowza. “Magewell has earned a tremendous reputation for the flexibility and robustness of their

solutions. The feature-rich but cost-effective Ultra Encode AIO hits a sweet spot that aligns well with the business needs of these customers and makes it an excellent on-ramp to the Wowza Video platform.”

Wowza Video integration is a standard feature on new Ultra Encode AIO units and is available to existing Ultra Encode AIO customers as part of a free firmware upgrade.

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## KV2 Strengthens APAC Team with the Appointment of Leo Tanzil

**APAC:** KV2 Audio has announced the appointment of Leo Tanzil to the role of Technical Support Director & Product Specialist for the APAC region. He will be providing valuable support to KV2's APAC sales director, Robert Adrian Tan.

With over twenty years' experience in pro audio, both as head of engineering for Kairos Multi Jaya, one of Indonesia's largest audio distributors and integrators, and most recently as an independent audio consultant, Tanzil is an important addition to the team.

"We're thrilled to welcome Leo to the KV2 family," says CEO, George Krampera Jr. "His technical expertise coupled with his passion for high fidelity sound make him an ideal choice for the role. As Technical Support Director & Product Specialist, Leo will be supporting specifiers and integrators in system design and commissioning, in addition to running training courses



*Leo Tanzil*

and providing technical support where it's needed. We set great store by our ability and commitment to providing top-notch technical support and education, so we're delighted to welcome Leo aboard."

Tanzil is equally pleased to be joining the KV2 team. "Pursuing perfect sound has been my lifelong passion," he declares. "That passion has been my driving force for over 20 years, and I firmly believe that science and engineering can fulfil the quest for perfect high-fidelity audio. At KV2 I have found a group of like-minded people who are as passionate about good sound as me and have the engineering skills to back it up. I hope that my experience across a wide range of applications, from houses of worship to hospitality and the performing arts will help build KV2's business across the APAC region, all the while enabling me to pursue my goals of continued learning and perfect sound!"

**KV2**



## Welcome to System reality.

d&b audiotechnik systems go beyond traditional loudspeakers. They offer complete, integrated sound reinforcement solutions, combining elements like speakers, amplifiers, processors, networking, and accessories for maximum efficiency.

### Complete sound reinforcement solutions.

The large Installation range of d&b audiotechnik loudspeakers and amplifiers is specifically designed to fit the unique requirements of the application.

Customization options like Special Colour (SC), Weather Resistant (IP54), and Sea Water Resistant (SWR) are available to suit different needs. d&b also offers stadium variants (SVS) with dedicated brackets for outdoor use. The Custom solutions team tailors systems to meet specific requirements.



Jio World Centre- NMACC, Mumbai, India







## Audio-Technica Appoints Mercoms System Sdn Bhd as its Commercial Distributor for Malaysia

**MALAYSIA:** Audio-Technica, a leading global manufacturer of high-performance professional audio equipment, is pleased to announce its partnership with Mercoms System, a prominent player in the Malaysian audio and technology distribution industry. This strategic collaboration will strengthen Audio-Technica's presence in Malaysia and provide local customers with enhanced access to its world-class audio solutions.

As a renowned provider of professional audio products, Audio-Technica is dedicated to delivering exceptional sound quality and cutting-edge technology to consumers, professionals, and audio enthusiasts worldwide. The appointment of Mercoms System as the official commercial distributor for Malaysia is part of Audio-Technica's commitment to expanding its reach and ensuring superior customer support in

the region. Mercoms System's extensive experience and in-depth knowledge in Professional AV & Control solutions, is well-equipped to effectively promote and distribute Audio-Technica's installation range of professional audio solutions to

system integrators, consultants, contractors, corporate entities, and government institutions within Malaysia. Their established network, commitment to excellence, and passion for audio technology align perfectly with Audio-Technica's values and mission.

"We are all very excited about this strategic partnership," said SK Teng, Managing Director at Audio-Technica (S.E.A.) Pte Ltd. "The first time when both organizations met, it felt like a long-lost friendship. Given the wide range of Audio-Technica's installation products and our future road map, it is without doubt that we need a strong partner in this sector to promote our philosophy – Respecting sound that creates connections and enriches lives. With the ever fast changing landscape of the commercial market, this partnership is ready to deliver exceptional customer support and benefit our customers in Malaysia." Mercoms Systems will distribute Audio-Technica's commercial audio product range, including Conference Systems, Installation Microphones, Smart Mixers and Wireless Microphone Systems to System Integrators, Dealers and Professionals across Malaysia. With this partnership, customers can expect a broader selection of Audio-Technica products and improved support services. We are thrilled with the opportunity to be appointed as the exclusive commercial distributor for Audio-Technica

in Malaysia,” said Steven Chan, Managing Director at Mercoms System Sdn Bhd. “It has always been our aspiration to offer a comprehensive microphone lineup that perfectly complements and enhances the ecosystem of installed audio systems in diverse applications. Now, with a well-rounded selection of A-T installed microphones, we aim to provide a complete microphone solution for our customers’ audio needs.

“Timing is everything, and our partnership with A-T couldn’t be more timely,” added Chan. “Post-pandemic, video conferencing has become the go-to solution for collaboration spaces, including huddle rooms, meeting rooms, boardrooms, town halls, and high-impact spaces. By incorporating A-T’s professional conferencing solutions, along with QSC Q-Sys Core,

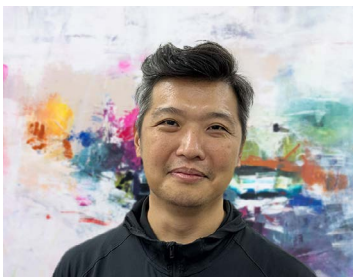
we will cater to every requirement of these dynamic meeting environments. With A-T’s state-of-the-art conferencing technology, we are assured in delivering an all-encompassing solution that addresses the specific demands of any meeting function.”

Both Audio-Technica and Mercoms System are excited about the opportunities this partnership will bring to the Malaysian commercial audio market. Together, they will continue to deliver superior audio solutions and bring new innovations to the community in Malaysia.

**Audio-Technica**

**Mercoms System**

## Clear-Com Appoints Dennis Low to Offer Full-Service Support for APAC Customers



**APAC:** Clear-Com’s dedication to supporting their customers with local support teams members is further enhanced with the

appointment of Dennis Low to its Singapore-based team as a Technical Support Associate. This strategic investment bolsters Clear-Com’s ability to provide the highest level of support for customers in the Asia-Pacific region, where it has technical support engineers in place across the region, primarily based out of Singapore and Beijing. Over the past two decades, Dennis has worked in a wide variety of roles in the audio industry

“Having taken on the role of AV department head and leading teams of volunteers in my previous roles, I believe in empowering people with the right skill sets so they do not feel overwhelmed by the technicalities of a product. That allows them to focus on what’s important, which is to use the tools necessary to support their business goals. Intercom is a powerful tool when properly implemented, and I look forward to sharing my knowledge with Clear-Com end-users as part of my new role,” says Dennis.

“Having a technical support associate with the background Dennis has will provide existing and future Clear-Com customers greater confidence that they will always be well supported by a local team of experts,” says Peter Fong, Clear-Com director of sales, APAC, adding that Clear-Com is also investing in its APAC Partners to ensure each has at least one fully trained technical sales engineer.

**Clear-Com**





## B-Tech AV Mounts Announce Official Partnership with Absen

**INTERNATIONAL:** B-Tech AV Mounts are pleased to announce a new eco-partnership agreement with the world's leading provider of dvLED display solutions, Absen.

B-Tech, whose dvLED mounting solutions have picked up numerous award wins and nominations, have till now collaborated with Absen on projects and events in an unofficial capacity, but have now expanded the scope of cooperation, that will bring a benefit to both brands and their respective customers.

With an overarching aim to deliver standardised, comprehensive, and consistent deployment of solutions and support strategies to global customers, both parties agree to adopt a collaborative approach to their technical, sales and marketing activities, to elevate the display industry and enable customers easy access to compatible products.

As a world-leading LED display brand, Absen enjoys a reputation for high-quality, reliable products, a global

presence, and full-service capabilities, and has seen them supply product for more than 50,000 installations in over 140 countries. B-Tech meanwhile, with their award-winning System X range, have developed the most comprehensive and adaptable dvLED mounting system available in the industry, allowing support solutions for Absen's extensive product line-up up to be configured and supplied at pace, from multiple stocked locations around the world.

Already the partnership has led B-Tech to launch a series of mounting solutions designed specifically for some of Absen's most popular product lines including all variations of Acclaim (A27), Clear Cobalt (CL) and the extensive Absenicon series of all-in-one displays, including the 21:9 and 32:9 ultrawide variations.

With each brand operating from multiple locations worldwide and a closely matching distribution network, customers have reassurance of the availability of suitable, easy-to-install Absen-specific mounting solutions, that can be quickly adapted should project parameters unexpectedly change.

Options for wall-mounting and for freestanding, mobile and bolt-down stands are available off-the-shelf, whilst curved or more complex projects can be quickly configured, potentially in just a few hours, thanks to 2-way sharing of information between B-Tech and Absen's highly skilled technical teams.

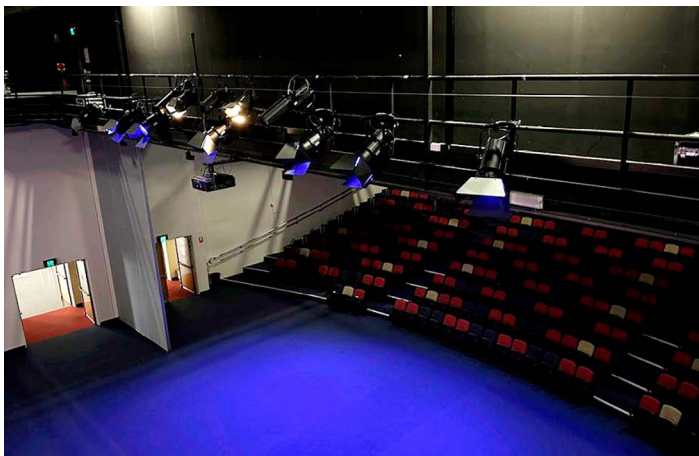
European LED Industry Development Director, Darren Banks comments, "We are thrilled to join forces with Btech AV Mounts and create a powerful alliance that will make Absen LED displays more readily available for our customers. This collaboration will enable us to simplify the process of choosing the correct mounting or trolley solution for our customers' projects and create opportunities for growth and success."

B-Tech AV Mounts managing director UK, Mark Walker commented on the agreement, "We are very excited to formalise what has already been a fantastic partnership with Absen, allowing closer collaboration of ideas and best practice to give the most seamless and user-friendly installations possible. With our shared focus on product quality, user experience and

best in class support for our distribution and reseller partners, we can both offer truly local support on a global scale."

**Absen**

**B-Tech**



## Cannon Hill Anglican College Auditorium Shines with Prolights Fresnels

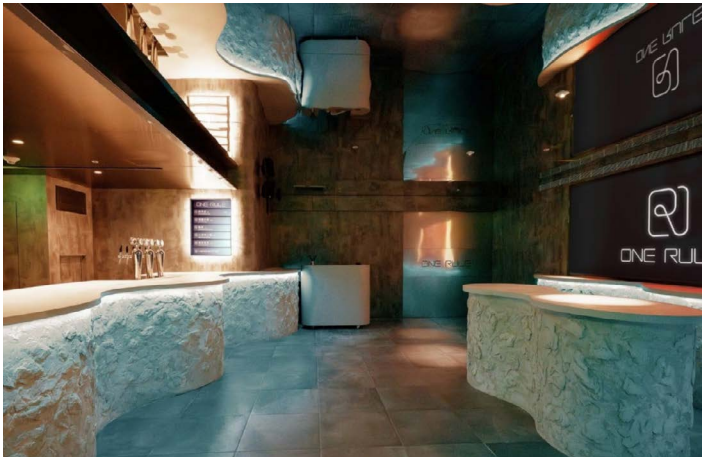
**AUSTRALIA:** Cannon Hill Anglican College in Brisbane, Australia, has upgraded its auditorium with an all-LED lighting rig including the Prolights **EclFresnel 2K** and **EclFresnel Jr**. Thanks to these fixtures, the College now has access to a vast palette of thousands of colours, providing endless creative possibilities for their performances. All lighting fixtures were supplied by Show Technology, the official Prolights distributor in Australia.

The Prolights EclFresnel 2K were installed in the auditorium, ensuring exceptional brightness and colour consistency throughout the space. To maintain the same level of quality in the foyer, which features a small stage, the EclFresnel Jr were strategically placed.

Josiah Kerridge, Brisbane Sound Group's installation and projects department manager, expressed his confidence in the Prolights EclFresnel 2K fixtures for this important project. Having previously installed numerous Prolights fixtures in various Queensland venues, Kerridge knew that the EclFresnel 2Ks were the ideal Fresnel fixtures for the College.

"I knew they would be bright enough, not just with the white output but also with their colour engine," remarked Kerridge. "With other fixtures, as soon as you switch between colours, the brightness can diminish significantly. Once again, reliability was a key concern, and I've never encountered any problems with Prolights Fresnel series. That's why I chose this option."

**Prolights**

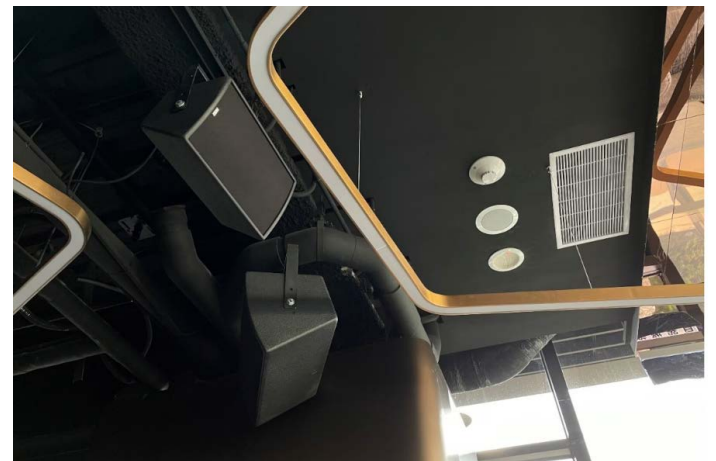


## NEXO Sound Rules at ONE RULE, a Sophisticated New Bar Complex in Taipei

**TAIWAN:** There's only one rule at ONE RULE – there are no rules! This new landmark, 10th floor bar complex in Taipei's lively Xinyi District promises free-spirited customers an indulgent experience ranging from drinks and snacks during the day to exquisite meals and cocktails after dark, with 180-degree views of the Taipei skyline and interactive entertainment from a large light wall.

Every night, there's non-stop music from guest DJs and, in addition to sofa seats, there are also private VIP boxes that can accommodate up to 15 people, making ONE RULE a popular destination for special events and parties.

Great sound is central to the relaxed vibe at ONE RULE, so owners opted for a NEXO ePS Series system, designed, and installed by New Taipei City-based AV technology specialists Yili Engineering Co., Ltd.



Proudly manufactured in France, the ePS Series builds on NEXO's industry-standard PS point-source platform to create a new, 'no frills', IP55-rated loudspeaker range that makes legendary NEXO engineering and performance more accessible in cost-critical installations.

The ePS Series delivers NEXO's trademark musical, high-output, full range sound, with all the versatility that comes with precision coverage, variable HF directivity and a small but flexible range of universal mounting hardware. Four lightweight point source cabinets partner high-excursion 6, 8, 10 and 12-inch LF drivers respectively with a 1.4" diaphragm HF driver (ePS12/1.7"), with dedicated 12, 15 and 18-inch subs available to extend LF performance.

**ONE RULE**

**NEXO**





## Renkus-Heinz ICLive X Loudspeakers Distribute Intelligible Audio Inside a Leading Indonesian Hospital

**INDONESIA:** In the past 20 years, hospitalisations in Indonesia for neurological-related conditions have increased rapidly, with stroke being the leading cause of death and disability in almost all hospitals in Indonesia. To improve stroke prevention, survival and rehabilitation, the Indonesian government's Ministry of Health established a new hospital on Java to serve as the country's epicentre of comprehensive brain and nerve health services. The 11-story hospital encompasses 11,000 square meters with beds for up to 350 patients. The hospital deployed steerable loudspeakers from **Renkus-Heinz** in their ballroom to deliver highly intelligible audio for medical seminars.

The hospital turned to PT Kairos Multi Jaya, Renkus-Heinz's Indonesian distributor together with PT DKSI, for help outfitting the audio system in the ballroom. They recommended Renkus-Heinz's ICLive X Series of steerable arrays to meet the hospital's goals of

even coverage and high intelligibility. The ICLive X Series provides complete customization of room coverage through individually steerable beams, and the loudspeakers' high directivity made them the best choice for the hospital's ballroom.

"There was no acoustic treatment in the ballroom, so the reverberation was considerable. Complicating matters further was that one wall consisted almost entirely of windows," said Damaran Kristanto, system designer with Kairos Multi Jaya. "We chose ICLive X to direct sound to the audience and avoid areas without acoustic treatment. The loudspeakers are also slim and very easy to install, and the SPL was high enough that delay loudspeakers were not required."

Kairos Multi Jaya installed two arrays in the ballroom, each comprising one ICLX and one ICLXL. Four ICLX-118S subwoofers rounded out the system. The ICLX steerable array module includes six 19 mm compression drivers on an Acoustic Source Multiplier (ASM) waveguide coaxially mounted in front of two 8-inch woofers. The woofer arrangements maintain significant pattern control down to lower frequencies, providing system designers with the horsepower, steerability and directivity to deliver consistent coverage and clarity in even the most challenging spaces. The exclusive ASM waveguide minimises acoustic source spacing, ensuring optimal high-frequency steering with no lobe distortions for precise, consistent performance.

The hospital staff was thrilled with the audio performance. Meetings and seminars are intelligible throughout the 590 square meter ballroom, even for participants sitting towards the back. The full-range response of ICLive X paired with subwoofers was also an excellent choice for social gatherings in the ballroom involving live and recorded music.



150 units of TCC 2 were deployed across the KIIT Bhubaneswar campus.

## Sennheiser Teamconnect Ceiling 2 Revolutionises Hybrid Learning at KIIT Bhubaneswar

**INDIA:** Kalinga Institute of Industrial Technology (KIIT), a renowned and highly sought-after educational institution in Bhubaneswar, India, has selected Sennheiser's TeamConnect Ceiling 2 microphones to enhance the learning experience across its campuses.

KIIT has 25 lush green campuses that are spread over a vast 25 square-kilometre land space that features world-class infrastructure and facilities to support its mission to deliver quality education and research across various disciplines. In the wake of the global pandemic, the university, like many educational institutions worldwide, faced the same challenge of

having to adapt to a hybrid learning model. With a substantial number of students attending classes remotely, KIIT sought a seamless, touchless solution that can mitigate hygiene risks and can serve both on-site and remote students.

Working closely with Sustainable Outreach and University Leadership Limited (SOUL), the project's principal integrator, KIIT found its solution in Sennheiser's TeamConnect Ceiling 2 (TCC 2). The university deployed 150 units of TCC 2, ushering in a flexible, hybrid learning experience that met their unique needs.

### Customized Audio for Diverse Spaces

The requirements seem straightforward, but the installation had its own set of challenges. Across 150 rooms in the university, each room required specific audio adjustments and settings due to the seating arrangement and layout of each room.



*KIIT installed 150 units of Sennheiser TCC 2 to elevate the hybrid learning experience*

The Sennheiser team and the team of engineers from SOUL played a pivotal role in ensuring the success of this project, and that all the requirements of KIIT were met. They carried out a seamless and hassle-free installation within the stipulated timeframe and delivered an outcome that satisfied the KIIT team.

Sasmita Samanta, chairperson and managing director, SOUL, commented, "We really appreciate the service and guidance rendered by Sennheiser team and SOUL. They understood what we wanted and simply delivered. Our instructors and students, regardless of whether they are on-site and remote, can now focus on learning and teaching without any disruptio

"The audio clarity is excellent, and we received feedback from students that it felt like they were physically in the classroom even when they were participating remotely! The TruVoicelift functionality and the speech intelligibility of the Sennheiser TCC 2 are indeed game changers," said Pradeep Kumar Mallick, associate professor at KIIT's School of Computer Engineering.



*The installation of TCC 2 was seamless and delivered an outcome that satisfied the KIIT team.*

### **KIIT's Journey to a Smart Campus**

Established in 1992, KIIT has grown from a modest industrial training institute into a thriving world-class university, offering a wide spectrum of undergraduate, postgraduate, and doctoral courses.

Since 2020, KIIT has been on a transformative journey to convert its campus into a smart campus through partnerships with leading industry brands. "Furnishing our campus with Sennheiser's products has significantly enhanced the quality of our educational offerings," shared Samita Samanta, vice chancellor of KIIT.

Naveen Sridhara, director of sales, business communication at Sennheiser India, added, "I am thrilled to witness the role that Sennheiser's TCC 2 has played in KIIT's journey to smart campus. At Sennheiser, we are committed to building the future of audio and creating audio solutions that can better serve our end-users."

**Sennheiser**



## Martin Introduces New P3 System Control Hardware and Significantly Enhanced Software Update



Harman Professional Solutions, the global leader in audio, video, lighting, and control, today introduces its Martin P3-175 and P3-275 System Controllers and P3 Software Update 6.0.0. Martin's latest generation of P3 tools are tuned specifically for Martin fixtures, unveiling limitless potential.

P3 System Controllers offer tight, accurate and full control over P3-enabled fixtures from one central location. Automated mapping, scaling, configuring, and addressing of fixtures saves time and eliminates the need to address fixtures locally.



*Martin P3-175 system controller, front and rear view*

The new Martin P3-175 and P3-275 System Controllers support video input up to 4K over HDMI and NDI with significantly increased output-capacity. Real-time previews illustrate how DMX controls and video will be rendered on the fixtures even when using a mix of control methods. The new hardware is fitted with the latest processors to deliver a smooth and responsive user experience.

Integrating with third-party software via the MVR standard, P3 System Controllers can import and export industry-standard files eliminating duplicate actions, enabling designs (and patches) to be shared between lighting consoles, CAD programs, visualizers and the Martin P3 ecosystem.

Undergoing major upgrades, the new P3 Software Update 6.0.0 presents an all-new, redesigned, modern interface which is ergonomic, smooth, and responsive with better support for darkened front of house and other performance-monitoring environments.

P3 System Controller Software 6.0.0 enables real-time feedback and remote system monitoring empowering system integrators to diagnose problems before they occur.

According to Wouter Verlinden, product manager creative LED, lighting and control, Harman are truly excited to elevate Martin P3 system control with a next-generation update that takes video-mapping of creative LED fixtures to a whole other level, and they are looking for ways to save designers valuable time. Custom content creation simplified with the ability to export a mask of mapped fixtures and the ability to import and export MVR files was just the beginning.



Harman is eager for everyone to experience the new P3 software enhancements and our newest P3 System Controllers.

Version 6.0.0 of Martin P3 System Controller software is available for the brand new P3-175 and P3-275 System Controllers, but also for the legacy P3-050, P3-150 and P3-300 models, extending those units with all the new features and enhancements. Version 6.0.0 is also available for our P3-PC version, running on any Windows computer and allowing lighting designers to get started easily and for free. It can be used as a basic mapping tool; addressing tool; Art-Net / sACN to P3 bridge; or as a full P3 control solution - mixing lighting controls and video content into fixtures. P3-PC System Controller Software 6.0.0 is now also compatible with Windows 11.

#### Feature Highlights:

- **Mix DMX and Video Control** - Gives the lighting designer the freedom to create unique looks by entering parameters or by sending content to fixtures to ultimately create the ideal look that the designer envisions.
- **Time-Saving MVR Integration** - Mapping and patches can be exported to third-party lighting consoles, visualizers, and CAD programs. There is no need to re-create a system repeatedly using different software packages.

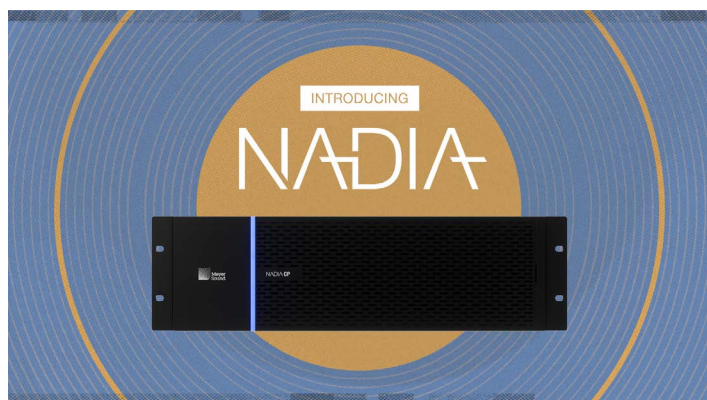
- **Remote Addressing and Setting** - Eliminates the need to physically access fixtures to address and configure each one locally via the display.
- **Real-Time Monitoring** - Offers a complete view of your entire system to diagnose any issues.
- **System-wide Synchronization** - Deliver perfect performance across the entire system, without visible lag and latency issues.
- **Live Preview** - Visualize results during pre-programming without connecting actual fixtures.

#### Additional Details and Specifications

- [P3 Family](#)
- [P3 Software Update 6.0.0 for P3-175/275](#)
- [P3 Software Update 6.0.0 for P3-PC](#)
- [P3-175 System Controller](#)
- [P3-275 System Controller](#)
- [P3-PC System Controller](#)

**HARMAN**

## Meyer Sound Introduces the NADIA Integrated Digital Audio Platform for Constellation Acoustic System Installations



NADIA is an integrated, network-based digital audio processing and distribution platform that will power future installations of Constellation by Meyer Sound. When incorporated into new Constellation installations, in addition to the processing power and inputs reserved for active acoustics, NADIA also provides separate inputs, processing, and matrixing to enable Spacemap Go spatial sound with no performance compromises for either function.



According to **Andy Davies, Meyer Sound senior product manager with NADIA**, the company has leveraged the latest advancements in DSP technology along with Milan-based AVB networking and combined

them with Meyer Sound's four decades of experience in dedicated signal processing for audio applications. The result is a uniquely powerful, scalable, and unified platform for signal processing and distribution. NADIA has been designed for our Constellation acoustic system, where the power of the new technology will allow more discrete zones for even higher resolution at substantially lower costs.

The NADIA platform supports up to 96 inputs for Constellation acoustic processing as well as 128 independent program audio inputs and comprises three hardware modules. All NADIA-based systems require at least one NADIA-CP core processor that supports 128 outputs. Additional NADIA-CP modules can be added to increase the number of outputs in the extended system by 128 for each module. All communication to and from the NADIA-CP module is via a Milan-compatible AVB network. All processing is at 96 kHz/64-bit floating point resolution.



For analogue input, the NADIA platform offers an input module, NADIA-AI12, providing 12 channels of analogue input with a preamp on each channel to accommodate Constellation microphones. For analogue outputs, the NADIA-AO16 provides 16 channels of analogue line level output.



NADIA outputs can be routed directly via the network to Milan end-point loudspeakers such as ULTRA-X20 series compact loudspeakers and USW-112P subwoofers. In an active acoustic system, which requires discrete output channels for a very large number of loudspeakers, this eliminates separate output modules and further reduces rack space and infrastructure requirements.

Each NADIA-CP module hosts up to 12 VRAS (Variable Room Acoustic System) processors, enabling the configuration of up to 12 discrete acoustical zones in a single unit. For scalability and cost efficiency, two licences are available: standard for all 12 VRAS processors, and lite for three processors at a substantially lower licensing cost. When compared to the prior D-Mitri processor solution, Constellation systems based on NADIA will benefit from reductions in both rack space and overall costs.

In addition to meeting the unique requirements of active acoustics, the prodigious processing power of NADIA allows for a separate partition dedicated to integrating sound reinforcement systems alongside Constellation. Many inputs are reserved exclusively for Constellation, with additional inputs available for multi-channel spatial audio processing backed up by a new signal path featuring two matrix sections. Along with an input matrix – addressed by Spacemap Go for easy, intuitive, and creative spatial audio – users gain new levels of granularity and control with a separate output matrix.

For flexibility and seamless system integration, NADIA also can connect to Galileo GALAXY 816 and 408 processors as well as mixing consoles equipped with direct Milan outputs, multi-channel computer playback from AVB-compatible Apple or Windows computers, and Avnu-certified format converters for other digital audio networks.

An updated control interface enhances how users work with Constellation's active acoustics in their venue. When implemented, Spacemap Go NADIA provides a separate, award-winning user interface for controlling dynamic spatial sound in integrated PA systems. All of this is backed up by the power of CueStation 8 as a calibration and programming tool.

NADIA systems also can be controlled by OSC commands to enable integration with third-party protocols when incorporating NADIA-based systems into wider AV and building control systems.

According to Meyer Sound Constellation director Pierre Germain, with the introduction of NADIA, Meyer Sound takes another giant step forward into the new era of Milan-based networked audio solutions. The benefits of NADIA to the system integrator and the end-user are obvious and substantial. Installations are faster, wiring and rack space requirements are reduced, while the end user enjoys lower energy consumption and more system flexibility. Perhaps, most importantly Constellation systems will provide more zones at a lower cost for even greater acoustical resolution and room adaptability.

Meyer Sound takes a unique and uncompromising approach to integrating active acoustics and dynamic spatial sound. Active acoustics and spatial audio have two very different sets of requirements. With Constellation, Meyer are not simply adding reverb to a spatial sound system, but rather creating a bespoke acoustic environment. Now with the power of NADIA, spatial sound can be introduced into that acoustic environment – without compromising either function – to create extraordinary audience experiences for venues of the future. The NADIA digital audio platform is currently being specified in all new Constellation acoustic system designs.

**Meyer Sound**

## LD Systems Launches New TICA Series for Installation Market



LD Systems has launched a brand-new product range specifically for the installation market. The TICA Series offers compact solutions for any size project that are flexible, easy to install and packed with features that deliver better sound and control.

The series includes everything from media streaming and mixing preamplifiers to a range of amps with different channel and power outputs. There are also Dante networked audio interfaces, transformers, headphone amplifiers and control interfaces.

Installers can build entire systems using workhorse products from the series, or alternatively, the TICA Series can be integrated into an existing installation providing additional connections or zones. They're small, functional, single purpose products that are accessible and extremely easy to install.



According to Gabriel Alonso Calvillo, product manager, Integrated Systems, DIO Dante interfaces have expanded the Dante portfolio and LD Systems expect that integrators will be keen to try these new products. The DIO 44 and DIO 22 Dante interfaces feature four-step gain control and 24V phantom power per channel. Additionally, all interfaces have signal indicators and can be daisy-chained together.

With the TICA Series, LD Systems are also offering several mini amplifier models with low or high impedance outputs. They feature different input



connections and simple third-party control options via GPI or voltage-controlled inputs.”

The AMP 205 is a two-channel mini amplifier that combines its compact size with passive cooling and high efficiency. It’s powered by a 2 x 50W Class-D amplifier, features 4 ohm outputs and has a user-friendly front panel. The AMP 106 T is a 1-Channel 60W Class-D amplifier that can drive low impedance or 70/100V line loudspeaker systems. Its small form is ideal for installers that are working on projects that have limited space, or where aesthetics are important.

The TICA Series has been designed for hospitality, retail, corporate and education applications. All the products are extremely compact, allowing them to slot into any project with ease. You can install them under

tables, behind screens and in ceilings, or installers can use the 1U TICA rack tray to put four devices next to each other. The TICA Series gives integrators the ability to build a system that fits the exact project requirements with minimal rack space.

The TICA Series has been designed for both trained professionals and users that don’t necessarily have high levels of technical knowledge. The series is unimposing as the products are easy to use and don’t have many confusing controls. TICA isn’t too complex for a consumer, and it doesn’t look too consumer-focused for professional installers.

This is a very exciting development for LD Systems, as they can now offer installers a high-quality, convenient and cost-effective solution for a wide range of projects. The **TICA Series** is available now.

**Adam Hall**



Example of how the TICA series can be used in a conference room.



## Contacta Offers Hearing Access to All with New RX-30 Rechargeable Loop Listener



Assistive listening specialists, Contacta Systems, have launched a new rechargeable loop listener, offering theatregoers, worshippers and students enhanced access to sound.

The RX-30 is a complete wireless receiver, designed to help people with hearing loss who don't use a hearing aid or cochlear implant.

The pocket-sized rechargeable receiver picks up signals transmitted by existing hearing loop systems which are fitted in millions of venues worldwide such as theatres, auditoriums, places of worship, public halls, and community centres.



The new RX-30 features a bass cut filter, flat frequency response and adjustable volume control, and comes

with headphones, enabling users to access clear sound comfortably and easily. Created by Contacta's in-house design team, the RX-30 offers up to 50 hours of battery life and comes with a range of charging options, with base stations to accommodate one, five, 10, 15 or 20 receivers.

According to Contacta's head of new business development, Ran Meyrav, employing the RX-30 in any venue that has a large area hearing loop, means that it can offer clear sound to customers who struggle to hear. The prevalence of hearing loss is growing but among those who are affected, there are many who don't use a hearing aid. The RX-30 bridges the gap. It delivers speech or music from a microphone, via the hearing loop, to the RX-30's headphones, or any hearing device the user chooses that has a 3.5mm jack. There is no latency, and the product suppresses both background noises and low frequency hums. It removes the effort of trying to hear, making venues more accessible to those who have hearing loss but choose not to own a hearing aid.

Being rechargeable is a unique feature of the RX-30, which is currently available to order. Contacta designed the RX-30 as a rechargeable unit following demand from its customer base. Its unique charging mechanism prevents accidental charging of any standard batteries. Having a drop-in charging station has cut out the need for cables and means the units are all in one place and easily located when customers request them.

The RX-30 receiver offers greater flexibility to both the venue and the user.

**Contacta Systems**

## LEA Professional 1500 Watt Per Channel IoT-Enabled Amplifiers now Available in APAC



Underscoring its commitment to listening to pro audio integrators and installers and responding with technologies that meet their needs, **LEA Professional**, a manufacturer of innovative, high-quality, professional-grade amplifiers with cloud- and IoT-based technologies, is now shipping its **Connect Series 1504** and **1504D** worldwide. This high-power amplifier sets the standard in pro audio amplifier performance, connectivity, and ease of deployment for large installations.



The LEA Connect Series 1504 four-channel model drives up to 1,500 watts per channel into 2, 4, and 8 ohms as well as 70Vrms and 100Vrms, and is available in **Network Connect (1504)** and **Dante Connect (1504D)** versions. The 1504D includes both 96 kHz-capable Dante and AES67 connectivity options. The 1504 and 1504D include advanced DSP with 96 kHz linear phase FIR crossover filters, acoustically

transparent look ahead RMS and peak limiters, 32-bit floating-point DSP with built-in sample rate converters, and two Smart Power Bridge channels.

Considering the significant adoption rate of Connect Series amplifiers amongst APAC integrators, LEA Professional's delivery of the Connect Series 1504 and 1504D fulfils another promise to its customers, in particular their integrators' desire for an option to provide high-power performance and IoT connectivity to large-scale and high-performance installations.

LEA Professional views APAC as a primary growth region, as evidenced by its growing number of local partners. The company looks forward to helping the region's integrators with installations that demand the highest performance out of their systems.

## Bose Professional Simplifies Commercial Sound with the Introduction of AudioPack Pro Systems



### AudioPack Pro

**Bose Professional** announced the introduction of the new AudioPack Pro systems: the ideal combination of their trusted line of in-ceiling and surface-mount FreeSpace loudspeakers and FreeSpace amplifier — all available in a convenient, ready-to-install pre-designed package.

Depending upon the AudioPack Pro system selected, the package includes either four or six Bose Professional FreeSpace loudspeakers and an IZA 190-HZ integrated zone amplifier — specifically matched and optimized to enhance the customer experience with premium sound.

The AudioPack Pro systems eliminate the guesswork with the perfect mix of performance and value, combining durability, clean design and ease of installation with remarkably consistent tonality. With either the in-ceiling or surface-mount option, clear voice reproduction and rich music are delivered while blending into any environment.

AudioPack Pro systems are available in the following configurations:

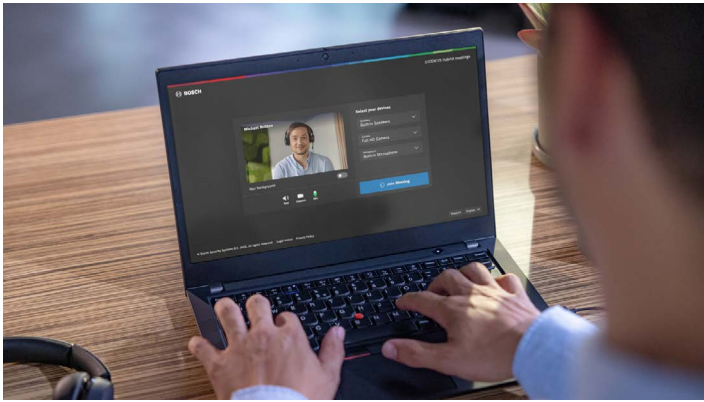
- AudioPack Pro C4W: Four white, in-ceiling FreeSpace FS2C loudspeakers and a FreeSpace IZA 190-HZ amplifier (available outside The Americas)
- AudioPack Pro C6W: Six white, in-ceiling FreeSpace FS2C loudspeakers, FreeSpace IZA 190-HZ amplifier and tile bridges (available in The Americas only)
- AudioPack Pro S4W: Four surface-mount, white FreeSpace FS2SE loudspeakers and a FreeSpace IZA 190-HZ amplifier
- AudioPack Pro S4B: Four surface-mount, black FreeSpace FS2SE loudspeakers and a FreeSpace IZA 190-HZ amplifier

Adding to the simplicity of the AudioPack Pro systems are the clear installation instructions available via QR code printed on the box, with professional tech support whenever needed — the perfect combination of simple, thorough instructions and as-needed support.

Learn more about the Bose Professional AudioPack Pro by visiting [BoseProfessional.com/AudioPackPro](https://www.boseprofessional.com/AudioPackPro)



## Bosch Releases Dicensis Hybrid Meetings, a Cloud-Hosted End-to-End Hybrid Conferencing Solution



Bosch introduces Dicensis Hybrid Meetings, a complete solution that seamlessly combines in-person and remote conference attendance. While face-to-face interaction remains essential, remote participation via internet applications has become a highly efficient option for conferences. Hybrid meetings combine the best of both worlds, with an efficient mix of onsite and remote participants. Since general online video conferencing applications often don't meet the needs of structured hybrid meetings – due to insufficient onsite system integration and lacking professional features like microphone management and compliant voting – Bosch has developed its own hybrid solution to create a highly flexible meeting environment for maximized efficiency and effectiveness.

### **Fully native, end-to-end hybrid meeting solution**

Dicensis Hybrid Meetings combines the stationary, IP-based Dicensis conference system with remote participation into a fully native hybrid meeting solution. As a cloud-hosted single supplier solution with hybrid participation at the core of the conference system, it caters to all security, reliability, and usability requirements.

### **Optimized meeting experience**

Dicensis Hybrid Meetings creates an optimal meeting experience for onsite participants using Dicensis conference devices and remotely connected participants who can attend via a browser based Dicensis application on PCs, laptops or tablets. The intuitive user interface for remote participation features a clear overview of all activities. Every participant enjoys equal participation options established by the integrated meeting management tools. Regardless of physical location, each participant is fully involved and enjoys the same speech priorities, voting rights and content sharing options. Last-minute information can be immediately distributed comprising the voting results and hall visuals – even when connected remotely. Dicensis Hybrid Meetings overcomes communication barriers by providing a consistent meeting experience with the same professional functions as if attending the meeting in person, maximizing the participation involvement.

### **One central, straightforward user interface**

The feature set ticks all the boxes for highly efficient, legally compliant meetings – centrally controlled over one straightforward user interface for the chairperson and meeting manager. They can control hybrid meetings the same way as in-person gatherings, including speaker timers, request list, response mode, voting with quorum, majority and voting weight with automated reporting in a tamper-proof format.

### **Ensured security and compliance**

Dicensis Hybrid Meetings offers a very high level of security. Data are processed with full data privacy-compliance, in accordance with international information security and privacy management

standards as well as the General Data Protection Regulation (EU GDPR). State-of-the-art data encryption using standardized IP technology and security features ensure protection against data tampering and hacking. The participant access is gate-protected as user profiles are managed by the local Dicensis server. Shared information remains confidential while no personal data are stored in the cloud. Both the cloud application and the stationary conference system are highly reliable and stable which is safeguarded by the Bosch top quality guidelines.

### Carefree cloud hosting managed by Bosch

Dicensis Hybrid Meetings is a complete service solution that includes all required fees, regular software updates, specialized support and Bosch-managed cloud hosting for constant availability, reliability, and peace of mind.

Dicensis Hybrid Meetings is initially available in select European countries and will gradually expand into other countries and regions starting from the first quarter of 2024.

[Bosch](#)

## Q-SYS Launches Zero-Bezel Models of AcousticDesign Series Loudspeakers



**Q-SYS**, a division of QSC LLC, is thrilled to announce a “zero-bezel” refresh of the 4-inch and 6-inch **AcousticDesign (AD) Series ceiling loudspeakers**.

The new models, including the **AD-C4T-ZB**, **AD-C4T-LPZB**, **AD-C6T-ZB**, and **AD-C6T-LPZB**, feature a white grille without a bezel, designed to meet the architectural needs of modern applications while preserving the premium acoustics that the AD Series is renowned for. Additionally, retrofit accessories are

available to add the new grille to recent Q-SYS loudspeaker models **NL-C4**, **AD-C6T-HC**, **AD-C6T-HP**, and black grilles are also available separately for all models.

According to Dan Saenz, product manager Loudspeakers & Amplifiers, Q-SYS is thrilled to announce the new models that not only add a touch of modern elegance to any space, but

also deliver the same premium audio quality that its customers expect from the AD Series. Also by providing retrofit options, Q-SYS makes it easier than ever for its customers to keep their audio systems in line with the latest design trends.

For more information on the AD Series ceiling loudspeakers, visit: [qsys.com/adceilingmount](https://qsys.com/adceilingmount).

## NEUTRIK Extends Fibre Portfolio with FIBERFOX EBC25 and FIBERFOX X-TREME EBC25



**NEUTRIK**<sup>®</sup>

Neutrik further expands its fibre optic connectivity portfolio with the introduction of two new variants of its HMA expanded beam multimode connector system.

Available in 2- and 4-channel configurations, Fiberfox EBC25 is a ruggedized development of its Fiberfox HMA expanded beam multimode fibre-optic connector system. Fiberfox EBC25 chassis is a jam-nut design, intended to meet a vast array of network, audio, video, lighting, and broadcast applications, in all manner of industrial, defence and civil engineering environments, wherever consistent levels of performance and reliability are mission critical.

The Fiberfox EBC25 series has an improved temperature resistance of -46°C to 71°C, and the connector's dimensions are fully compliant with the specifications of the MIL-DTL-83526 standard, ensuring its compatibility with other connectors using that standard. No special cleaning or measuring tools are required, enabling easy maintenance in the field, with the Fiberfox EBC25 system IP68 rated in both mated and unmated states. Its wear-free connectors are capable of up to 10,000 mating cycles without any maintenance. Cables are directly expandable with no couplers required; Fiberfox's easy to use bulkhead mounted connectors uniquely convert a standardized LC patch cable into an expanded beam solution.



Fiberfox X-TREME EBC25 is an especially 'hardened' cable assembly variant that additionally offers a cut-proof, rodent resistant double jacket glasses yarn cable construction. Exceptional cable retention is achieved using aramid yarn, and the entire cable design is encased by a black PUR outer jacket; making the cable assembly ideal for use in the harshest outdoor applications, able to withstand far greater environmental impact.

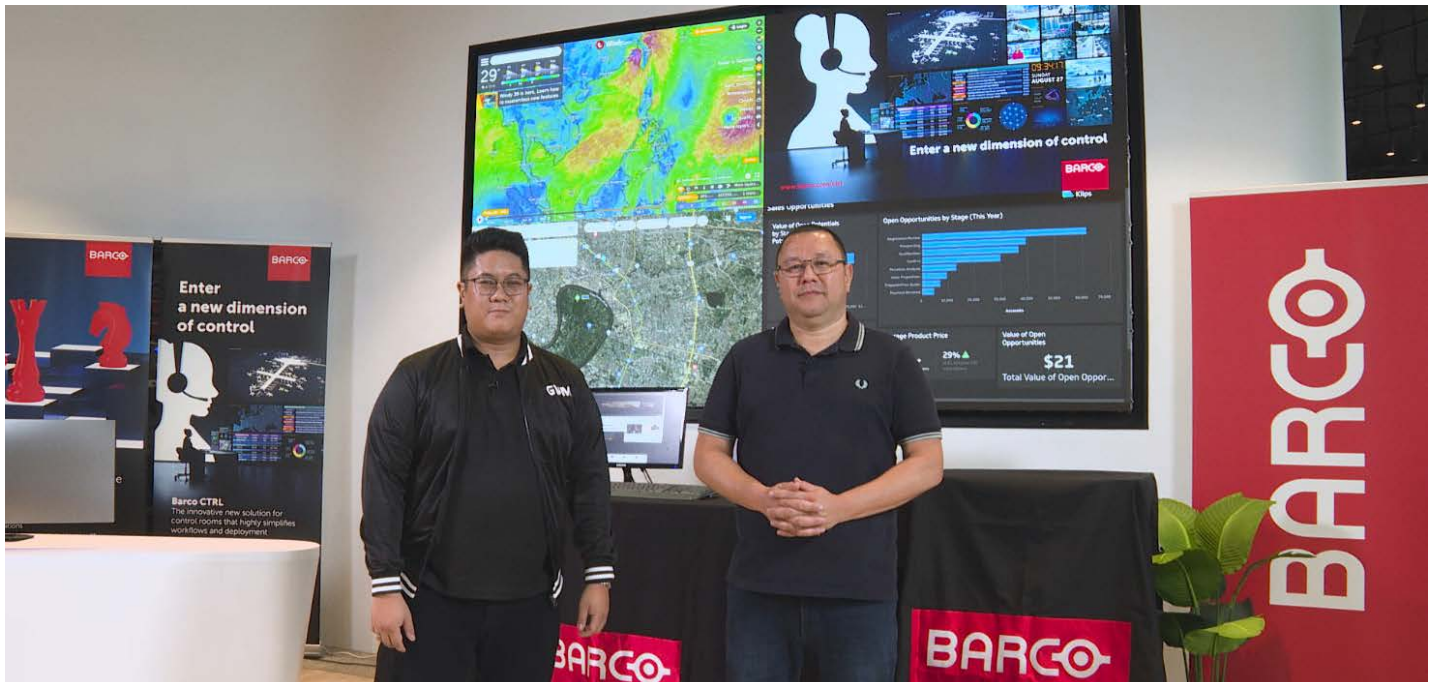
Fiberfox X-TREME EBC25 cable connectors come pre-assembled, with the finished cable available in standardized lengths, packed either on GT450, HT582 or SK4812 cable reels or air spool.

Fiberfox EBC25 and Fiberfox X-TREME EBC25 join Neutrik's rapidly expanding fiber optical connectivity solutions portfolio, comprising the Fiberfox HMA expanded beam, opticalCON Lite, opticalCON Advanced, opticalCON Hybrid Med and opticalCON Dragonfly series.

**Neutrik Group**



# Exploring Barco CTRL: Streamlining Control Room Solutions for Simplicity, Scalability and Security



*Bertrand Jenner, consultant of NextGen Design (R) and Brian Ikhsan, country manager, Indonesia, Global Vision Media.*

In the ever-evolving landscape of system integration and control room solutions, the Barco CTRL (pronounced as Control) system stands out as a powerful and user-centric tool. In this article, we delve into an insightful discussion between **Bertrand Jenner, consultant of NextGen Design and Brian Ikhsan, country manager, Indonesia, Global Vision Media (GVM)** about the significance of Barco CTRL in the context of control room technology. Bertrand and Brian, both industry veterans with years of experience, share their perspectives on the challenges and benefits of modern control rooms, highlighting the unique features that sets Barco CTRL apart, especially since control rooms have become an integral part of various sectors, from cybersecurity, emergency response centres and even industrial plants.

## Fundamentals and Challenges

Bertrand and Brian emphasize the fundamental aspects that underpin effective control room operations. Brian, drawing from his experience as an SI, highlights the importance of collaboration with end-users and consultants to address challenges and achieve desired objectives. He highlights that there might be challenges such as space constraints, ergonomic issues, ease of use of the technology and seamless operations brought up during the discussion and that the main objective is to find the best outcome. Bertrand points out the crucial nature of a reliable system, given that control rooms operate 24/7 and downtime can lead to substantial financial losses, as highlighted in a Gartner report estimating potential hourly costs at USD300,000.

### Barco CTRL as the Core Solution

At the heart of the conversation is the significance of Barco CTRL. Bertrand and Brian discuss how this system serves as a central hub, seamlessly integrating various components such as workstations, video walls, monitors, external sources, the network, cloud, and third-party solutions. Bertrand notes that most brands insist on using their hardware and features as is, and force the operators to have to work around the system. He states that in the case of Barco, the approach is focused more on the workflow than on the usage. He reiterates that unlike fixed matrix systems, Barco CTRL offers modularity, enabling easy scalability and expansion.

### User-Centric Approach

One of the standout features of Barco CTRL, as highlighted by Bertrand, is its user-centric approach. Rather than focusing solely on hardware and features, Barco CTRL prioritizes workflow and usability. This approach aligns with the needs of operators, offering an intuitive interface and minimizing the need for complex configurations and external control systems.

### Enhancing User Experience

Brian and Bertrand also delve deeper into the user experience, emphasizing features that enhance ease of use and efficiency. Barco CTRL's unified control capabilities enable operators to access features seamlessly, eliminating the need for external control panels. Brian highlights that with Barco CTRL, operators can open remote desktop directly and even have multiple sessions open on the same server in their layout without additional hardware. Bertrand adds that the ability to pull IP camera streams directly into the system, without requiring additional rendering units, further streamlines operations.

### Efficiency and Security

Bertrand notes that Barco CTRL has a smart factor that emerges as a crucial advantage when it comes to legacy systems. He states that incorporating Barco CTRL into existing setups by adding a few components, can lead to a cost-efficient revamping process without discarding the entire system. From legacy it becomes a hybrid system. Brian raises the issue of security, to which Bertrand reassures that Barco CTRL ensures encrypted video transmission with the whole system based on Linux Debian and adheres to robust enterprise security standards.

Bertrand further points out that because Barco CTRL is an IP based system, it is also easy to administrate and monitor from a remote location. For example, a single IT team could support multiple oil rigs control rooms scattered around a region, or worldwide. Another implementation would be that the SI can remotely maintain and help users located in different control centres..

### Conclusion

In this insightful discussion, Bertrand and Brian shed light on the dynamic landscape of control room solutions, with a particular focus on the advantages of Barco CTRL. From its modular design and user-centric approach to its enhanced security measures, Barco CTRL emerges as a versatile solution that addresses the evolving needs of modern control rooms. As technology continues to advance, Barco CTRL stands as a testament to innovation and efficiency in system integration and control room management.

To view the video of Bertrand and Brian exploring Barco CTRL click [HERE](#).

## ISE 2024 is 'Your Destination for Innovation' in Pro AV and Systems Integration



*For the past two decades, ISE has been the trusted platform for leading global AV brands to unveil and demonstrate groundbreaking solutions that enrich our lives. This year the innovation journey continues at the biggest and best edition yet.*

Integrated Systems Europe (ISE) will return to Barcelona (30 January – 2 February 2024) as the most comprehensive exhibition for the pro AV and systems integration sectors and is set to raise the bar once again.



**Mike Blackman, Managing Director, Integration Systems Events** said, "Without a doubt, ISE is your 'Destination for Innovation', and we will prove that this is not just a claim. With more than 1200 confirmed exhibitors and the biggest ever show floor space, attendees will have plenty of opportunities to



discover groundbreaking innovations at ISE 2024. In addition, our comprehensive content programme gives a platform to more than 100 of the industry's most innovative representatives. And don't miss our keynotes. These creative minds will impressively demonstrate how AV is shaping our daily lives."

Two decades of innovation and with no limit in sight, key highlights for ISE 2024 include:

**Seven Extended Technology Zones:** ISE 2024 offers a broad spectrum of the most innovative companies that cater to every interest. From Audio, Content Production & Distribution, Digital Signage & DoOH to Lighting & Staging, Multi-Technology, Residential & Smart Building, Unified Communications & Education Technology, you'll find everything under one roof. ISE has grown once again and will now also fill Halls 1 and 4 at Fira Barcelona Gran Vía. Hall 1 becomes the new home for Lighting & Staging, while Hall 4 provides a new location for Content Production & Distribution while also allowing the Multi-Technology and Lighting & Staging Zones to be extended.



**Congress Square & the Discovery Zone:** This year's significantly expanded Discovery Zone in Congress Square is a must-visit. More than 70 companies new to ISE since 2022 will be showcasing their groundbreaking innovations, ensuring that you encounter new and unexpected solutions that can revolutionize your projects.

The Catalonia Pavilion in Congress Square hosts local businesses active in the AV industry as well as highlighting business growth opportunities. It is also the location of the ISE Open Innovation Challenge, hosted for the third year running by ACCIÓ (the Catalonia Trade & Investment Agency) and Enterprise Europe Network. The Challenge is a hybrid matchmaking service that connects technology providers with Catalan corporations looking to purchase solutions. Also located in Congress Square is the Barcelona City Council who will host local start-ups as well as the Catalan Audiovisual Cluster.

**NEW for ISE 2024,** Plug and Play, the leading innovation platform that connects startups, corporations, venture capital firms, universities, and government agencies will host a four-day programme. Morning sessions at the Plug and Play Stage will kick off with keynotes and panel sessions on innovation topics, while the afternoons will be all about startups. Forward-thinking companies, at the forefront of innovation, will get the opportunity to showcase their solutions on stage and make pitches to investors. Located in Congress Square the Plug & Play Stage will be a chance to see the future in action.

**ISE Content Programme:** With nine specialist conferences taking place during the show, visitors can learn from the most innovative minds in the industry, enjoying a host of immersive demonstrations, inspiring panel discussions and workshops. There

will also be free-to-attend sessions taking place throughout the day at ISE, running concurrently with the conferences. ISE's innovative approach extends this year to the deployment of a real-time, AI powered translation and transcription service provided by KUDO for the conferences, ensuring that the content is available to the widest possible audience. Visit the ISE Conferences website to learn more about this year's comprehensive programme <https://www.iseurope.org/ise-2024-conference-programme>

### **ISE Tech Tours: AV in Action throughout Barcelona**

Get ready to meet the most innovative companies in Barcelona at the ISE 2024 Tech Tours! Collaborating with the Catalan Audiovisual Cluster, these tours provide a unique opportunity to witness cutting-edge technologies from the ISE show floor in action. The programme for 2024 has been expanded to offer even more exciting experiences this year. While the official tour slots are limited, many venues are open to the public during your stay in Barcelona. Don't miss the chance to witness technology at its finest, directly from the heart of Barcelona's innovation scene. Learn more about the ISE 2024 Tech Tours and register your interest at <https://www.iseurope.org/tech-tours>

### **Don't miss the biggest ISE yet!**

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Registration for ISE 2024 is open now. Visit [www.iseurope.org](http://www.iseurope.org) to sign up for updates, alternatively, keep up to date via our social media:

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# SIIA 2023: AV Momentum Celebrated with Rejuvenation

by Ram Bhavanashi

*Fifth edition brought to the fore new awards, new vistas, new vibes and new verve*



*Winners and partners together with Ram Bhavanashi at the stage.*

The 2023 edition of Systems Integration India Awards (SIIA) – Indian AV's most prized Awards event – organized recently in Mumbai – simply lived up to its punchline. Celebrating AV Momentum- Yes. Despite the oddities of kind, the bespoke event had not only renewed its cherished charm but also upped the ante for more, with newer participants walking the haloed dais.

Happening as it did in-person after the COVID-induced interruption of three years, the event, while rejuvenating the old vibes, has created new vistas and new verve.

When the curtains rose on the Hriday Marquee – a specially carved out convention facility at the luxurious Sofitel hotel at BKC in Mumbai – on the evening of 25 October, 2023, it was a much familiar, yet different setting, literally.

The physical setting was evidently different, having moved from the long-accustomed Bombay Exhibition Grounds of NESCO, to the premium hospitality venue at the up-market BKC. However, the intent and content was much the same, if not higher with some anticipated anxieties.

While being all familiar for its tone and tune, the rhythm was certainly a little higher with a few

How to fit a  
**projector**  
in this room?  
Why complicate  
when you can  
make things  
**easy?**  
How to  
**impress**  
without breaking  
the bank? Why  
waste energy  
if there's a  
**green**  
option?



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*SIIA 2023 – the Venue, the Vibes, and the Verve*

new notes being added to the composition (of the celebration).

Given the kind of tough times, tragedies and tribulations the industry had to live through, the event carried the weight of all, while hoping for the high.

While the fervour was again familiarly high, it also raised a sort of mild fears of uncertainty- for a sole reason of the event's chief patron was conspicuous by his absence- owing to a forced medical emergency!

Ram Bhavanashi, editor for India and ME, Spinworkz Pte Ltd, who officiated the proceedings, began with

thanking the event Partners with trophies for their support.

SIIA 2023 had seven Partners:

Corporate Category: **Sennheiser**

Education Category: **Clearone**

Government Category: **Kramer**

Infotainment Category: **Barco**

Projection Mapping Category: **Epson**

Partner: **Christie**

Event Sound Partner: **ANSATA**

### ***In a nutshell***

A total of 44 submissions across six Award categories that included a newly carved out sixth category – in addition to three specially created Awards for individual excellence, tallying to a total of 24 awards, it was a big deal in its own right- with all the right reasons.

The domain of Projection Mapping – as it had been exponentially expanding over the last few years so much so that – it demanded a separate category status. Hence the sixth Award Category.

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### DIALOG® UVHF Wireless Microphone

The ClearOne DIALOG UVHF is a highly flexible wireless microphone system that delivers, in a single access point, incredibly robust reception and more available spectrum on-demand than any other product in its class.





SIIA 2023: Ram Bhavanashi (fourth from right) in the league of the Event Partners.

Similarly, the SIIA organizers have long been contemplating the idea of adding “Individual Excellence” awards to the existing stable of institutional honours. Having been through four editions over the last seven years, it was felt it’s time they did it. Hence the awards for Individuals who excelled in their contributions in three different areas:

- \* AV Professional of the Year
- \* AV Women Professional of the Year
- \* Young AV Professional of the Year

For those who missed the grand occasion, here are the categories and winners in different budget ranges:

**CORPORATE CATEGORY PARTNER: SENNHEISER**

Budget Range of ₹1 cr – 4 cr:

**Winner:** Online Instruments India. Project: Deloitte Executive Discussion Center

Budget Range of ₹5 cr – 10 cr:

**Winner:** AV Integration Distribution (India). Project: Zebra Technologies

**Consultant** for this Project: 3CDN Workplace Tech

Budget Range of ₹11 cr and Above

**Winner:** AV Integration Distribution (INDIA). Project: Shell Chennai

**EDUCATION CATEGORY PARTNER: CLEARONE**

Budget Range of ₹1 cr – 4 cr

**Winner:** VALLECT. Project: AIIMS Bhatinda

Budget Range of ₹5 cr – 10 cr

**Winner:** HAVI Design India. Project: IIM Ahmedabad- New Academic Block

**Consultant** for this Project: Design Domain Consultants





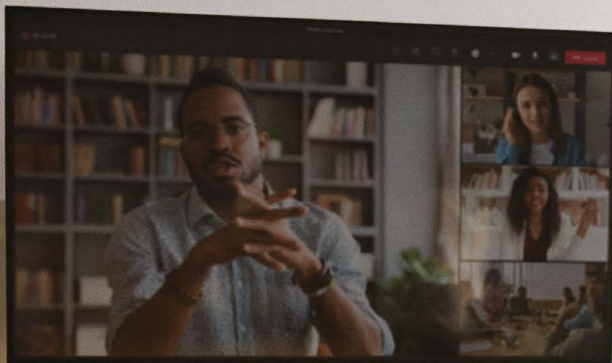
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Budget Range of ₹11 cr and Above

**Winner:** PLAY Technologies. Project: AlJamea-tus-saifiyah Marol Campus, Mumbai

## **GOVERNMENT CATEGORY PARTNER: KRAMER**

Budget Range of ₹1 cr – 4 cr:

**Winner:** VIN Semiconductors. Project: Innovative Lighting at Kevadia – Pack 3

Consultant for this Project: Rhino Engineers

Budget Range of ₹11 cr and Above

**Winner:** Pyramid Technologies. Project: LED Media Facade at India International Convention Centre

## **HOSPITALITY CATEGORY**

Budget Range of ₹1 cr – 4 cr

**Winner:** Eyte Technologies. Project: Hyatt Regency – Dehradun

## **INFOTAINMENT CATEGORY PARTNER: BARCO**

Budget Range of ₹1 cr – 4 cr:

**Winner:** Montu Electric Works. Project: Aqua Screen Musical Fountain at Siddipet, Telangana

**Consultant** for this project: Rhino Engineers

Budget Range of ₹5 cr – 10 cr

**Winner:** Tricolor India Schauspiel. Project: 3D Projection Mapping & virtual train journey theme-based show at Husainiwala, Ferozpur

Budget Range of ₹11 cr and Above

**Winner:** Modern Stage Service (Projects). Project: Smritivan Earthquake Museum

**Consultant** for this project: Design Factory India

## **PROJECTION MAPPING CATEGORY PARTNER: EPSON**

Budget Range of ₹1 cr – 4 cr

**Winner:** Magical Theatre. Project: Sound & Light show at Rajbada Palace, Indore

Budget Range of ₹5 cr – 10 cr

**Winner:** BAPS SHRI Swaminarayan Mandir Gondal Temple. Project: BAPS Swaminarayan Mandir Gondal Temple light & sound show

Budget Range of ₹11 cr and Above

**Winner:** Tricolor India Schauspiel. Project: Projection Mapping on Turnkey Basis at Gabber Stone, Ambaji, Gujarat

**Consultant** for this project: Rhino Engineers

## **Some notes of interest**

Noticeably, systems integration firms AVID, and Tricolor Schauspiel had won two awards each, while Consultancy firm Rhino Engineers had won three Awards for different categories.

The mid-budget range of ₹ 5 cr-10 cr in Projection Mapping Category, the End-User – who themselves had handled the systems integration job for their project – had filed their nomination and won the Award too- The BAPS Swaminarayan Mandir Gondal Temple.

## **The Individual awards**

**AV Professional of the Year:** Was conferred posthumously upon **Ratnesh Javeri**, a name that is nothing less than a legend in Indian AV, and who passed away early this year, falling victim to cancer



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*Mrs. Deepali Ratnesh giving a short speech after receiving the AV Professional of the Year award on behalf of her husband as she receives a standing ovation from the audience.*

**AV Women Professional of the Year:** Was conferred upon **Mahua Mukhopadhyay, director of AVID**, and a professional par excellence with enviable number of credentials (of honours and contributions to the cause of AV in India)

**Young AV Professional of the Year:** Awarded to enthusiastic youngster of below 35 years, this was awarded to **Mohan Hamal, country manager of Televic India.**

The event appeared to have peaked its momentum of celebration when the Award for AV Professional of the Year was announced.

Even as Sarah Joyce, Chief Global Officer at AVIXA waited for Mrs Deepali Javeri to receive the award on behalf of her husband, the entire audience paid a standing ovation as a tribute to Ratnesh who personified the highest degree of perfection in his line.

**Dave Labuskes, chief executive officer of AVIXA**, in his closing remarks, while commending the SIIA event, and the winners, observed that it all represented a very dynamic process of how the industry as a collective entity can transform the way people experience life.



*Dave Labuskes giving his closing remarks at the event.*

Ram Bhavanashi, in his thanking address emphasized that each of the event participant was a winner in their own right. For, it was a celebration of the momentum they all have collectively created, and therefore, all are equal stakeholders to the joy called Systems Integration India Awards.

SIIA 2024 would be held at the same venue on the evening of 3 September 2024. So, mark your date now for the big occasion next year.

[www.siindiaawards.com](http://www.siindiaawards.com)

# 2023 in Retrospective



As the global community navigates the aftermath of the COVID-19 pandemic, geopolitical tensions, and economic uncertainties, the AV industry has displayed remarkable resilience in 2023. According to the IOTA report by IHS Markit for AVIXA, the AV industry was on track to reach USD 263 billion by the end of 2022, with a projected CAGR of 5.9% from 2022 to 2027. Particularly noteworthy was the robust revenue growth in the Asia-Pacific (APAC) region, projecting a 6.6% CAGR during the 2022-2027 period. In addition to AVIXA, several other independent researchers like the Data Bridge Market Research have also affirmed the APAC region to be the largest contributor to the growth of the global pro AV market in the years to come.

As of now, the projected figures look to be on target but uncertainties can always trip this up. However, we can with certainty say that 2023 has escaped unscathed. In this article we look at some key aspects that has shaped 2023.

## In-person Exhibitions Make a Strong Comeback



*InfoComm India attracted over 12,000 visitors.*

There wasn't any real doubt that in-person exhibitions will drive visitors. After nearly three years of virtual events, many were eager to get out there to touch, feel, experience and talk to brands and peers. Though exhibitions did kick off in earnest in 2021, there was still some who were hesitant but this year, the number of attendees across all the AV-related exhibitions saw crowds almost close to pre-COVID era.

Looking ahead at 2024, we see most exhibitions coming back to their familiar event period, that should make it easier for all to plan their travel schedules better. ISE will be celebrating its 20th anniversary next year and it is already its biggest show with than 1200 confirmed exhibitors.

## xR and Virtual Production Studios Grow Aggressively



*TDC studio's first fully virtual production shoot of psychological thriller Mercy Road.*

Advance LED display and processor technologies have enabled organisations to fully embrace and invest in xR studios. Asia has seen significant growth in the set-up of such studios. One example is the Technical Direction Company based in Sydney, Australia. TDC is at the forefront of the market. The Australian company, established in 1981, owns and operates purpose-built Virtual Production facilities in Sydney, supported by a world-class team of experts. It has delivered large-scale Virtual Production facilities for TV, commercials, corporate films and blockbuster films including Marvel's Thor: Love and Thunder and the hit psychological thriller Mercy Road, which was Australia's first fully virtual production shoot. Mercy Road was released in Australia and the US in August 2023.

### VFX supervisor Andrew Robinson at VFX Studio

**Heretic Foundation** worked on the filming of most in-car scenes for Mercy Road at TDC Studios. He best sums up why XR studios are in demand. "Virtual productions are transforming the quality and speed of how productions are being made. They are also improving on-set decisions as well as team collaboration, unlocking more creative freedom for filming dynamic scenes." The quality of the final result blurs the line between staged and live production, which helps production companies save costs and be more creative.

## Ceiling Microphones are Transforming Education, Meeting and Boardroom Facilities



*Sennheiser Teamconnect Ceiling 2 Revolutionises Hybrid Learning at KIIT Bhubaneswar, India.*

There is little doubt that ceiling microphones regardless of brand are seeing strong uptake. Many educational institutes and corporate organisations understand the real value of being hybrid ready after their COVID-19 experience. Ceiling microphones together with supporting equipment such as loudspeakers and tracking cameras have transformed the experience of lectures and meetings in a positive



manner. More relevantly it is an important component in engaging remote participants as well.

Take for example Sennheiser, who share that they have noticed a greater adoption of wireless ceiling microphone systems that can elevate in-room audio and at the same time capably support a hybrid education model in recent times. According to **John Oh, sales director of business communication for Southeast Asia, Sennheiser**, the COVID-19 pandemic and the shift towards hybrid learning as well as the strong emphasis on hygiene and touchless solution has played a key role in driving this trend.

## Projection Mapping Grows with the Times



*The Krishna Janmabhoomi Temple featuring the son et lumière programme involving Christie's Griffyn Series RGB pure laser projectors.*

Projection Mapping still offers a visual grip that makes it an exciting medium. For us, India is an exponential market for projection mapping. The number of projection mapping projects this year with many still in the pipeline, makes India the number one country for projection mapping projects.

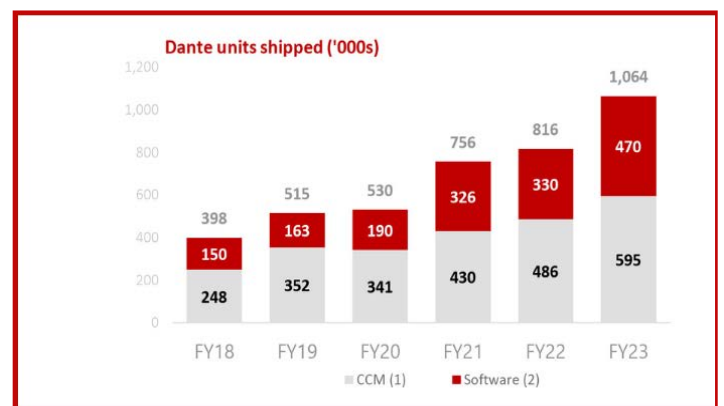
**Rishubh Nayar, sales director for India, Enterprise, Christie Digital** comments, "Growth opportunities

are evident across all vertical markets Christie India targets. Notably, experiential installations, particularly in Tier 2-3 cities like Ahmadabad, Kanpur, and Chandigarh, offer immense potential. India's focus on creating captivating visitor attractions, such as museums and son et lumière shows, is a reflection of a nation keen on showcasing its rich cultural heritage.

Another area that is seeing projection mapping being used is in the Infotainment segment, where different technologies including projectors are creating unique experiences at museums, portable exhibitions and even in corporate spaces.

**Mainak Sengupta, national sales head of ProAV/Events at Barco India**, states, "One prominent growth trend in the Indian AV industry is the digitization of museums and the creation of immersive experiences. Barco India is at the forefront of this movement, leveraging projection technology to transform museums into interactive spaces. Government support in the form of tourism-boosting policies and initiatives has led to the establishment and renovation of museums with digital interaction, fuelling the demand for our innovative solutions."

## AVoIP Continues to Gain Momentum



*Audinate shipped a record of over one million Dante units in FY 2023.*

Dante and SDVoE are strong proponents of Audio and Video over Internet Protocol (AVoIP). There are several reasons for this. Overall, the combination of cost savings, scalability, ease of integration, remote management capabilities, improved performance, and alignment with IT practices has contributed to the increasing popularity of AVoIP in various industries. Advances in network technology, such as the widespread adoption of high-speed and high-bandwidth networks, have improved the reliability and performance of AVoIP systems. This has led to better audio and video quality, making AVoIP a viable alternative to traditional AV systems. One key reason is the convergence of information technology (IT) and audio-visual (AV) systems is a significant trend. AVoIP leverages standard networking protocols, aligning it with IT practices and making it easier for IT professionals to manage and support these systems.

This year, Audinate announced that it has shipped a record of over one million Dante units. More than 550 OEMs license Dante technology, delivering over 3,800 networked and video devices, including video cameras, microphones, loudspeakers, and amplifiers.

In just a few short years, the SDVoE Alliance has grown to include over 50 members shipping more than 700 interoperable products – transmitters, receivers, transceivers, network switches, projectors, displays, infrastructure products and much more. The flexibility, availability and sustainability of SDVoE's technology, which is powered by the BlueRiver ASIC, had enabled its members to navigate supply chain disruptions. Today, more than 85% of SDVoE members can ship products within two weeks. Additionally, over 70% of SDVoE members have provided high-quality solutions without increasing prices over the last year.

## Restart of Acquisitions



After an expected quiet COVID-19 period, acquisitions have restarted. But before we delve into that, there was some concern in relation to a past acquisition. It is natural that acquisitions take some time for the different organisations to find their feet as to how their people and technologies can work seamlessly to offer better solutions. HARMAN acquired AMX in 2014. Though there were transactions, there wasn't anything really to shout about. In the industry there was growing concern for AMX. With HARMAN being in turn acquired by Samsung in 2016, it added to more uncertainties. Thankfully, this year, HARMAN unleashed a slew of AMX solutions that has brought the brand back to the fore. Carefully thought of features that are user-friendly and meet the current demands of users' needs has propelled interest in AMX solutions again.

Back to some of the acquisitions this year, that peaked our interest. **Biamp acquired Evoko.** **Rashid Skaf, Biamp's president, CEO, and co-chairman** highlighted that the acquisition will enhance Biamp's 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.

**QSC acquired Seervision.** a Swiss-based industry pioneer in AI-driven camera automation software. The

acquisition accelerates the Q-SYS strategy to develop and deliver a scalable and flexible software platform with intelligent audio, video and control technology that supports integration with leading unified communications & video conferencing applications in the era of post-pandemic hybrid work. Seervision's camera automation software combines years of research in multi-camera control with deep expertise in real-time optimization, machine learning, and predictive motion models to automatically predict and track a person's movements. Seamlessly integrating into existing AV/IT ecosystems, the software can control multiple pan-tilt-zoom (PTZ) cameras with smooth, broadcast-quality motions that rival the capabilities of human-operated cameras, delivering an immersive collaboration and viewing experience. As with the Q-SYS software-based Platform, Seervision's software is architected to be hardware agnostic.

Most recently **VIOSO acquired domeprojection.**

**Benjamin Fritsch, managing director of VIOSO GmbH,** stated, "This acquisition is a major milestone in our company's history, with the competition becoming partners in the best sense. VIOSO's overall expertise in the AV market and the massive growth in simulation market perfectly aligns with domeprojection's competence and reputation in the simulation branch. This is a unique alliance with a grand vision and incredible possibilities for our customers."

There is also the Bosch bombshell announcement that the company intends to realign and sell its Video, Access and Intrusion, and Communication business units. The Electro-Voice brand that is part of Bosch is 93 years old. The Bosch brands that are up for acquisition have been part and parcel of the AV industry and are known to be reputable. Hopefully a strong player sees the potential and acts on purchasing the business units. The unpredictability will certainly affect the state-of-mind of the 4,300 staff

across 90 countries that are in those business units. The earlier the clarity, the better for all involved, before more good and experienced professionals are lost.

## MSG Sphere Grabs Global Attention



*Photo copyright of Sphere Entertainment Co.*

Everyone has been in awe of the impressive and immersive entertainment venue, MSG Sphere. A global icon, Sphere, located in Las Vegas, stands 366 ft tall and spans 516 ft across – the largest spherical structure in the world. The exterior of Sphere, called the Exosphere, is the largest LED screen on Earth. The Exosphere consists of approximately 1.2 million LED pucks spaced eight inches apart, with each puck containing 48 individual LED diodes capable of displaying 256 million different colours. This vivid canvas can display stunning and dynamic imagery unlike anything ever seen before – all at an unparalleled scale.

At 16K x 16K resolution, Sphere's interior LED display plane is the highest resolution LED screen in the world. Soaring to a height of 240 feet, and with over 3 acres of display surface, the screen wraps up, over, and around the audience to create a fully immersive visual environment.



Complementing the visuals is the Sphere Immersive Sound powered by HOLOPLOT that features beamforming technology simultaneously sending unique audio content to specific locations, allowing guests to hear completely different content – such as languages or instruments. Sphere Immersive Sound is the most advanced concert-grade audio system in the world – using 3D audio beamforming technology and wave field synthesis to deliver targeted, crystal-clear and uniform audio to every seat in Sphere.

There is a lot more technology in Sphere. Next year, InfoComm will be held in Las Vegas which gives you a great opportunity to experience Sphere in-person.

## What Caught Your Attention in 2023?

**Peter Hunt, Group CEO, Hewshott**



In being asked what caught my attention this year, most would expect me to reference a clever little box or a piece of software, but I find myself looking over the horizon and trying to work out what the end game is, if it even exists.

I've come to the conclusion that it's the item in plain sight that's going to cause the biggest level of disruption, and that's the humble **USB-C connector**. The more and more devices that rely on USB-C to communicate a

broad range of peripherals will eventually eliminate all other forms of connector. We've seen this with cameras and microphones, it will be speakers and screens next.

And when you ask why, look at the increasingly regulated MS Teams environment and the level of control that is being influenced through that medium.

So as an industry, we need to do two things. The first is to accept it's here to stay, just like HDMI replaced the XGA and BNC connectors all those years ago, USB-C is the next leg of that journey. The other is not to allow the USB-C connectivity to limit the creative flair that the AV world is so good at. That means taking USB-C and enabling many more peripherals to operate over that connector, extending it over longer distances and avoiding it becoming a bottleneck to delivering quality AV.

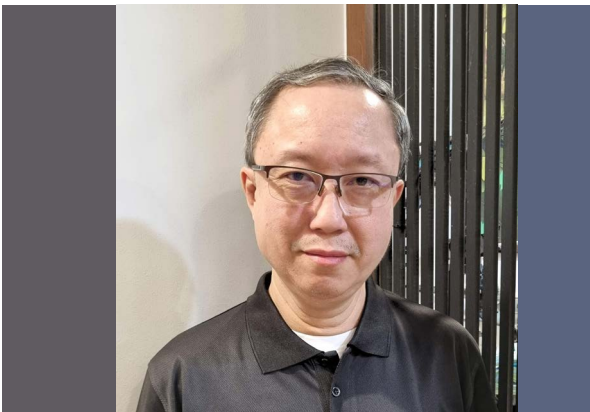


**Zane Au, Director of SM&W's Hong Kong and Beijing offices**

**Direct-view vs. Projection.** While we continue to see a reduction in specifying projectors, it's clear that projectors are still filling specific needs, including new ones. Corporate clients prefer direct-view displays over projection screens, whereas higher education is

still very much into projection (especially in standard classrooms where LED walls is not yet cost effective). Fundamentally, projection is still relevant because of the retractability, particularly for large training and multi-purpose spaces, where there is a window or a wall that the client does not want to obstruct permanently. Clients prefer projectors and screens that become out of sight when not in use. A large flat wall that looks dark when not in use is very concerning to end clients. At the same time, many clients are not yet prepared to take on the responsibility of producing digital signage content when a flat panel is not in use or in an open space.

There is a growing need (that we certainly did not anticipate four years ago) for **ultra-low noise projectors and ultra-short-throw projectors** capable of handling screen sizes larger than 150 inches. The introduction of the Microsoft Front Row 21:9 aspect ratio has sparked increased interest in projection, as it offers a cost-effective alternative to 21:9 displays and requiring substantially less infrastructure. Smaller ultra-short-throw projectors built into credenzas are also gaining popularity in executive offices, providing video conferencing capabilities without the need for large flat panel installations.



**Robert Soo, Principal Consultant, Cogent Acoustics**

2023 is a very interesting year, but it has also been a rather mixed bag of events, situations and feelings, both good and not so good.

With the Covid pandemic somewhat in the rear-view mirror now, I had many projects waking up from their dreadfully long hibernation and were all roaring and ready to race towards the finishing line. Thus began the mad rush, while having to deal with shortages in AV manpower and equipment, plus substantial cost increases, all brought about by the past lockdowns. But this is a good problem.

Then there's the trade shows and other industry gatherings that are clearly back with a vengeance. People celebrated the return of in-person training and not needing to stare for hours into the screen. Joining in the celebrations **are churches who rejoiced at the return of their worshippers to the physical sanctuary**, as this not only improves the spiritual health of their members, it also helped with the church finances that funds not only mission programs but also their AV upgrading projects, much to the delight of the AV industry.

Indeed, things seem to be looking up, but with the recent wars in the Middle East and Eastern Europe, plus the geopolitical tensions arising in Asia, the AV industry needs to be prepared for potential new tsunamis. But the pandemic has taught us to be resilient, flexible and resourceful, so we are hopeful and we are ready to take on new challenges. Hello 2024, see you real soon!

**SINGAPORE**

# Epson's 3LCD Projectors Transforming the Wings of Time Night Show

*Epson's EB-PU2216B, with its 3LCD technology, delivers a remarkable threefold increase in colour output, ensuring brighter and more vivid images*



Photo courtesy of Mount Faber Leisure Group

## **FACTFILE**

**Project Name:** Wings of Time

**Project Location:** Sentosa, Singapore

**Project Segment:** Attraction

**Systems Integrator:** Spectrum Audio Visual Pte Ltd

**Key AV Solution:** Epson 3LCD projectors

**AV Highlight:** The recent deployment of Epson 3LCD projectors has further enhanced the Wings of Time experience with bold and rich colours

*Wings of Time, an award-winning night show located in Sentosa, Singapore, has been captivating audiences with its multi-sensory experience since 2015. Set in the open sea, this iconic show takes visitors on a journey through time, exploring the adventures of friends who discover a prehistoric bird-like creature named Shahbaz. With the show's cutting-edge multimedia effects, pyrotechnics, and remarkable storytelling, it has become Sentosa's top-rated attraction. In this article, we delve into the role of Epson's 3LCD projectors, in enhancing the Wings of Time experience.*

## **Epson's Contribution to the Spectacle**

One of the key elements that bring the Wings of Time show to life is the use of projectors. To understand the significance of these projectors, we turn to an





interview with **Alex Chee, Deputy Manager of Attraction Operations at Mount Faber Leisure Group**, the company that operates this captivating spectacle.

"In an outdoor multi-sensory show like this, projectors play a crucial role in enhancing the audience's experience at Wings of Time," Alex Chee explains. The show is projected onto nine triangular-shaped backdrops using Epson projectors with high-resolution capabilities. These projectors excel in displaying minute details and providing accurate colour reproduction, contributing to a captivating and immersive experience for the audience. The projectors work in tandem with lasers, water fountains, and pyrotechnics to create a spectacular show.

### Epson vs. DLP Projectors

Alex Chee also highlights the transition from DLP projectors to Epson's 3LCD projectors, shedding light on the differences in end-user experience. According to Chee, Epson projectors offer several advantages over DLP projectors.

These advantages include a longer lifespan and reduced maintenance requirements, resulting in substantial cost savings. Epson's 3LCD projectors can operate for up to five years or more, saving more than 50% on consumables like lamp kits. Furthermore, they are filterless, eliminating the need for filter changes and streamlining maintenance. The projectors also boast durability, with an IP5X certification for the Epson optical engine and laser light source module.

### Enhancing Realism and Engagement

The impact of Epson's projectors on the Wings of Time attraction is clear – they significantly enhance

the overall experience. These projectors provide a vivid and enhanced visual display, immersing the audience in the storyline and special effects. In essence, they make the show more engaging and memorable for all guests.

### Unique Projector Requirements

In an interview with **Alex Chua, Manager of Epson Sales Division, Business VI**, we gain insights into the unique requirements and advantages that Epson projectors offer to attractions like Wings of Time.



Epson's commitment to delivering an exceptional experience goes beyond just providing projectors. As Alex Chua explains, "We needed to ensure colour uniformity across the projected images for a pleasant

viewing experience." This is essential for precise colour detailing in projection mapping and the specific installation location of Wings of Time.

### The EB-PU2216B and ELPLM10 Projectors

Epson's EB-PU2216B projector is tailored to meet the unique demands of Wings of Time. The EB-PU2216B, with its 3LCD technology, delivers a remarkable threefold increase in colour output, ensuring brighter and more vivid images. These projectors are also equipped with an IP5X certified optical engine and laser light source module, offering high dust resistance for consistent performance, even in dusty environments. The EB-PU series also offers a versatile selection of up to 9 optical lenses, accommodating various installation challenges.

## Positive Feedback from Attraction Managers

Attraction managers and operators have expressed their satisfaction with Epson projectors. Their feedback highlights key features such as colour uniformity, brightness, and resolution. Many have praised the lightweight design of the projectors, combined with the IP5X protection, as well as the user-friendly set-up settings for easy calibration.

## Technical Support and Maintenance

Epson understands the importance of keeping these attractions running smoothly. To ensure uninterrupted operation, they provide post-sales support, with a team available to troubleshoot and diagnose any issues. They also offer on-site support to address technical concerns promptly, minimise downtime and ensuring the show goes on.

## 3LCD vs. DLP Projectors



*Epson 3LCD projectors at Wings of Time.*

Comparing Epson's 3LCD projectors to DLP projectors, Alex Chua emphasises the significant advantages that 3LCD projectors offer, such as up to three times more colour lumens and gamut, enabling precise colour reproduction and fine detailing. He also highlights the elimination of the "rainbow effect" associated with DLP projectors.

For a visually stunning attraction like Wings of Time, these factors are of utmost importance.

## Contributing to Sustainability

Epson's commitment to sustainability extends to its projectors. The use of laser projectors at attractions like Wings of Time results in up to \*50% less power consumption compared to traditional lamp projectors. These projectors also use mercury-free technology, reducing waste associated with traditional mercury lamp replacement. Additionally, Epson's packaging materials are eco-friendly, with 80% of carton box and cushioning materials being recyclable.

By deploying these projectors at tourist attractions, Epson aims to encourage more companies to embrace sustainable technologies and reduce their environmental footprint.

The Wings of Time night show is a testament to the power of technology and innovation in creating captivating and memorable experiences for visitors. Epson's 3LCD projectors have played a pivotal role in enhancing the experience for this attraction into a visual spectacle, offering improved performance, image quality, and sustainability. As attractions continue to evolve and push the boundaries of entertainment, partnerships like this one exemplify the harmonious integration of cutting-edge technology with storytelling and artistry.

Epson's partner, Spectrum Audio Visual Pte Ltd was responsible for the installation of the projectors and rendering support in making the entire setup a success. To view the Epson projectors in action at the Wings of Time, click [HERE](#).

\*Power consumption comparison between current laser models and past lamp models of Epson projectors.

**Epson**

**Mount Faber Leisure**

# Ideal Systems Integrates New Technologies in Dubai's Gen-Z-focused blinx Media Creation Hub

*The blinx Media Creation Hub takes the honour of being the first IP Based NDI infrastructure in the region*



## **FACTFILE**

**Project Name:** blinx

**Project Location:** Dubai, UAE

**Project Segment:** Broadcast Media

**Systems Designers and Integrators:** Ideal Systems

**AV Highlight:** Creation of a state-of-the-art Media Creation Hub that presents multi-platform, diverse,

inclusive, and culturally relevant content that resonates with its target audience of digital native Gen-Z and Millennials in the Middle East,

**Key AV Brands:** Solid State Logic Audio Mixers, Mo-sys Tracking System, Dejero Bonded Cellular, Liantronics LED Displays, Sienna NDI Media Infrastructure, Lynx Technic Infrastructure, Densitron, Sony Cameras, Vitec Robotics, Vizrt Graphics, Litepanels, Cisco Switches, GB Labs Storage.



**Ideal Systems** successfully delivered a state-of-the-art Media Creation Hub for Dubai-based **blinx**, a youth-oriented media and news organisation that broadcasts across the Middle East.

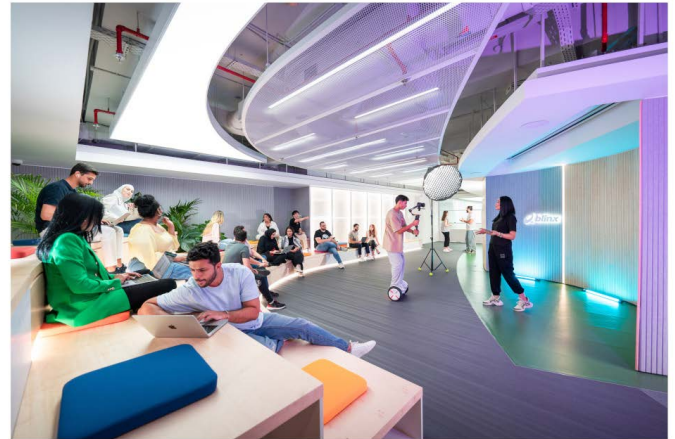
Ideal Systems delivered the following new technologies in this project :

- \* The first IP Based NDI infrastructure in the region.
- \* The first hybrid Cloud-based MAM and NRCS system facilitating the blinx team's access to resources anywhere in the world
- \* Dante Audio infrastructure
- \* Dejero Cellular Bonding Transmitter ([https://product.idealsys.com/dejero\\_engo/](https://product.idealsys.com/dejero_engo/))
- \* XR Production
- \* Mosart Automation
- \* Robotic Camera Support System

The new Media Hub includes a next gen metaverse / extended reality (XR) studio, as well as cutting-edge video production facilities and control rooms. The studios are fitted with the latest live production tools including Artificial Intelligence (AI) systems to assist content creators to craft content. The setup includes a complete 4K-ready audio and video chain facilitated by modern AI, NDI, and Dante tools.

blinx was created by Nakhle Elhage, a well-known Arab broadcast journalist who stated, "Our aim is to attract Gen Z viewers and millennials who prefer getting all their information, whether news or entertainment on social platforms today," says Nakhle. "We bring the live production experience to multiple smart devices

and screens, creating a holistic on-demand social ecosystem where MENA youth audiences will be able to find culturally relevant content at their fingertips."



The core of blinx's operation is based on an end-to-end NDI/Dante video/audio chain. The 4K system was designed and implemented through the partnership between blinx and Ideal Systems teams who worked closely with several leading and innovative media technology manufacturers to create the state-of-the-art Media Creation Hub solution.

blinx chief creative officer Fadi Radi stated "Traditional broadcasters use a one-to-many communication model. Our digital platforms, however, will leverage personalization and interactive features to engage our audience more directly and meaningfully. blinx is data-driven and uses AI extensively to reach our audience through scientific methodologies."

The blinx core video backend is NDI based on virtual NDI infrastructure from Sienna and NDI hardware from Kiloview, which provides a comprehensive suite of NDI processing tools. blinx's unique integration of a redundant NDI router from Sienna and Densitron's control system for seamless routing capabilities, form a fully redundant Tier-1 broadcast grade NDI core for the facility. For audio, Ideal provided Dante audio consoles and processing modules from Solid State



Logic (SSL). A notable feature of the blinx's setup is the inclusion of XR studio sets and LED screens from Liantronics, providing a cost-effective solution for XR/AR production. "We built an XR production studio with the help of fine pitch LED Display supplier LianTronics utilizing the latest LED Technologies and Mo- sys tracking," explains Ayman Khatib Ideal's head of MENA region.

Ideal provided blinx with hybrid MAM and NRCS systems, supported by cloud and AI services from AWS. These systems enable blinx to create and manage media content effectively and provide a better user experience.

Mimir, a cloud-based video collaboration and production tool, forms the backbone of blinx's editing suite with various AI and production workflow tools, while Dina, a cloud newsroom tool, drives the news and editorial workflows with Vizrt powered graphics and virtual studios. The integration of AI into blinx's operations helps with content recommendation and creation, personalization, automatic tagging, and metadata generation and enrichment, as well as content creation. By enriching video and media assets with metadata, AI helps improve searchability and the

optimization of content for search engine ranking. Videos are easily transcribed into any language, making it easy to find assets based on spoken words in transcripts, object, and face detection, and many more parameters created by AI. Videos and images are accessible from anywhere with

an Internet connection, and reused across multiple applications in blinx, such as ingesting video content over NDI, for searching and adding media to their news stories in Dina.

To cater to younger audiences who prefer graphics-heavy content, blinx employs Vizrt tools to create high-quality virtual sets, augmented reality (AR) graphics, and interactive elements. Remote production and automation tools enable blinx to produce 4K ready content in the cloud, ensuring it can be delivered to various devices in the correct format, with different graphics sets on each one to fit the device optimized for how the viewers want to consume content.

"The innovative approach taken by blinx set it apart from legacy broadcasters and represents the future of news and content production, offering a modern media hub that leverages personalization and interactive features to engage younger audiences while data-driven and AI-enabled technologies dramatically increase the speed and efficiency of multi-platform content production and creation," said Ayman Khatib head of MENA region for Ideal Systems.

Check out the video about the blinx studio [HERE](#).

KOREA

# Electro-Voice and Dynacord Sound System Meets Multi-Purpose Needs of Modern Seoul Church

*A selection of Electro-Voice loudspeaker models, driven and controlled with Dynacord electronics and software, were specified to seamlessly cover different areas in the church*



## **FACTFILE**

**Project Name:** Grace Kwangsung Church

**Project Location:** Seoul, South Korea

**Project Segment:** House of Worship

**Systems Designers and Integrators:** dB Sound Interactive

**AV Highlight:** A versatile sound system was integrated to accommodate the various services

and events held in the church, that combines exceptional acoustic performance with low-profile, architecture-friendly aesthetics.

**Key AV Brands:** Electro-Voice, Dynacord and SONICUE sound system software





An Electro-Voice and Dynacord system is setting a new standard for house of worship sound in Korea at Grace Kwangsung Church in Gangdong-gu, Seoul. The newly constructed house of worship features a modern multi-purpose design and needed an equally versatile sound system to accommodate the services, worship meetings, church events and concerts that take place there. And, of course, the top priority was to ensure the utmost clarity and uniform coverage for the congregation during church services.

Bosch2

Six X1-212/120 line-array loudspeakers and two X12-125F flying subwoofers per side serve as the main system, with one EVC-1122-VI variable-intensity model for precise centre fill. Four ultracompact EVU-1082/95 and eight FRI-2082 loudspeakers serve as fills for the over/under balcony areas. The system is powered by a combination of one IPX10:8, one TGX20 and two TGX10 power amplifiers from Dynacord and is controlled and monitored with SONICUE Sound System Software. Powered loudspeakers also play a

key role at the church, with eight compact PXM-12MP coaxial powered monitors providing on-stage sound and ZLX-BT models on-hand for portable PA support.

The system achieves the requisite high-resolution for spoken word, the flexibility for various community events and the high-output capacity for concert sound. In addition to the audio aspect, the system's low-profile aesthetics keep sightlines open and compliment the

church's architecture.

"The system has delivered exactly what we wanted – we are very happy" says Mr Park, executive pastor at Grace Kwangsung Church.

"It's amazing," adds Mr Kim, audio engineer, "the system gives us great coverage throughout the church and with SONICUE, I can monitor and control the system easily and effectively."

MrKim of dB Sound Interactive is equally pleased with the results: "The X1 arrays are a solution we can trust to provide coverage from the front to the back of the hall. We didn't even use processing at first and it still sounded fantastic. Many thanks to the Bosch team for technical support and advice on this project."

**Bosch**

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