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AUDIO I VISUAL I CONTROL I COLLABORATION I UNIFIED COMMS

AMBEDKAR MANIFESTED MAGNIFICENTLY IN VIJAYAWADA

Feature:
UC and The Workspace

News:
AIMS Announces Major Milestone in Development of IPMX Standards

Solutions Update:
Barco Launches Innovative ClickShare Bar for Effortless Wireless Conferencing

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“The challenge that exists and will continue to be a core challenge is the migration and globalisation of their solution rollouts. Locality, culture, technology prefaces and capabilities within the representative country are difficult to standardise.”

Enovec

To read more go to Installation on page **52**

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71 BUKIT BATOK CRESCENT
#06-13 PRESTIGE CENTRE SINGAPORE 658071
TEL:(65) 63162716

Thomas Richard Prakasam

Publisher/Editorial Director

thomas@spinworkz.com

Our cover story delves into another monumental installation in India that features the world's largest statue of Dr. B.R. Ambedkar. Dr. B.R. Ambedkar is celebrated as an Indian jurist, economist, social reformer, and political leader, notable for chairing the committee that drafted the Constitution of India. Alongside the statue stands a space that meticulously portrays the Doctor's life journey. Utilising cutting-edge AV technologies, PAN Intellecom assumed full responsibility for the design, management, acoustic consultancy, and systems integration of the space. India's AV industry remains a beacon in Asia, with numerous large-scale projects on the horizon. In our feature article, we delve into the latest developments in Unified Communications and Workspace technology. While hybrid models have gained acceptance, corporations are now refining systems to ensure enhanced security, scalability, and overall user experience.

EDITOR, INDIA AND ME

Ram Bhavanashi

ram@spinworkz.com

FEATURES EDITOR

Elton Noronha

elton@spinworkz.com

ADMIN & CIRCULATION

Julie Tan

admin@spinworkz.com

MEDIA REP CHINA,HONG KONG, TAIWAN

Judy Wang

Worldwide Focus Media

+86-13810325171

judywang2000@vip.126.com

DESIGN & LAYOUT

Hazel Gundaya

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Singapore 658071

Tel: (65) 63162716

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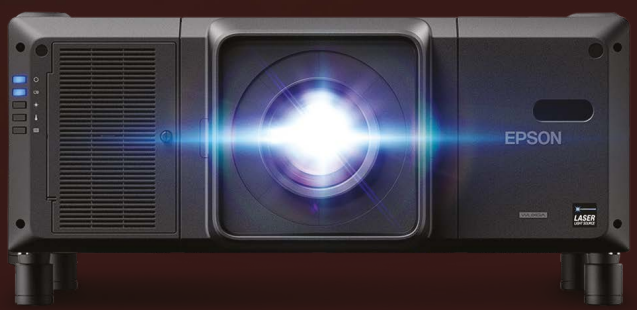

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Magewell Joins Q-SYS Technology Partner Programme and Unveils First Plugin

CHINA: Video interface and IP workflow innovator **Magewell** has announced that the company has joined the Q-SYS Technology Partner Programme. This programme enables software and hardware technology partners to create market-ready solutions that integrate seamlessly with **Q-SYS**, a cloud-manageable audio, video and control platform. The first result of the initiative -- the Q-SYS Control plugin for Magewell's **USB Fusion** video capture, mixing and presentation device -- has been endorsed with Q-SYS Certified status and is now available for download through the Q-SYS Designer Asset Manager found in Q-SYS Designer Software.

Magewell's USB Fusion hardware and accompanying app let users easily combine cameras, wired or wireless screenshares, and media file sources into visually compelling live presentations for streaming, live event production, online lectures, webinars, video conferencing and other applications. Users can switch between sources or combine inputs into attractive scene layouts.

The initial release of the Magewell USB Fusion plugin for Q-SYS supports basic source switching and scene layout capabilities. All functionality available through the front-panel buttons on the USB Fusion hardware can be replicated inside Q-SYS Designer Software. Support for additional USB Fusion features is planned for a future update of the plugin.

"Seamless integration between our products and integrated audio, video & control platforms makes AV deployments significantly easier for both systems integrators and end-users," said Nick Ma, CEO and CTO of Magewell. "We're excited to join the Q-SYS Technology Partner Program and to launch USB Fusion as our first Q-SYS plugin. We look forward to integrating more of our solutions into Q-SYS in the future."

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

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Electronics & Engineering Enhances City Music's Online Conferencing with Shure Stem Ecosystem

Singapore: City Music, one of Singapore's leading retailers and wholesalers of quality musical instruments and professional audio equipment, recently embarked on an exciting transformation journey, marked by a fresh corporate identity and a strategic relocation to enhance their client-centric approach.

The Challenge

As City Music moved to a new, state-of-the-art venue, the need to enhance the audio experience in online meetings became evident, both for the internal team and external participants, as platforms like Zoom, Microsoft Teams, and Google Meet grew in prevalence. It became clear to the music retailer that seamless and clear audio input and output are essential for creating a conducive and productive online meeting environment.

To tackle the challenge of inadequate sound quality in online meetings due to the lack of dedicated microphones for each participant, City Music sought an effective solution to deliver and receive crystal-clear audio, ensuring a seamless virtual meeting experience in the new era of remote collaboration.

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The Solution

Shure technical experts along with engineers from **Electronics & Engineering Pte Ltd (E&E)** worked to better equip City Music's new office to enhance their meeting experience. With the advantage of a blank slate, the new products seamlessly integrated into the office without any need for integration with previously installed audio devices.

(From top to bottom) Products: Stem Wall, Stem Hub, Stem Table.

The new, bigger meeting room required a scalable and flexible solution for its conferencing needs. **Shure Stem Ecosystem** was introduced to help address the challenges faced by the City Music team. With Stem Ecosystem, it not only provided the team with the freedom to customize the meeting room, but its no-programming approach saved both time and money.

An impressed Hoe Yeegn Lougn, Sales Director of City Music said, “The different parts of the Stem Ecosystem helped elevate our audio experience during online meetings. Both the microphones and speaker system worked seamlessly to deliver optimum audio quality for participants on both ends of online meetings.”

Advantages

Shure Stem Ecosystem was designed to give in-house IT teams the freedom and flexibility to get their conference room audio up and running with ease. City Music has benefited greatly from the implemented solution, meeting all their video conferencing needs. Interlinked with the Stem Hub which acts as the brain of the operation, the installed Stem Table and Wall gave high quality conferencing through a combined 24 microphones performing real beamforming with an innovative downward-facing speaker giving amplified performance, along with the audio quality of a full range of speakers and subwoofers.

By leveraging the Stem Ecosystem, City Music has significantly improved their online meeting experience. The team now benefits from crisp audio output without the need for individual headsets, resulting in clearer sound for participants on the receiving end. Moreover, the system has eliminated the requirement for individual microphones during conferences while ensuring high-quality audio input for all team members involved. This seamless integration of advanced audio solutions has elevated City Music's communication and collaboration, positioning them strongly in the evolving landscape of remote or hybrid meetings.

Commenting on the benefits of the Stem Ecosystem, Jayme Quah, Senior Sales Manager of Southeast Asia Shure said, “As the need for hybrid meeting environments continues to change, users are looking for scalable and flexible ways to create modern, BYOD conference rooms. Our most recent firmware updates further enhance Stem Ecosystem's

acoustic performance and make the installation process even more seamless.

(L – R) Hoe Yeegn Lougn, Sales Director, and Hoe Hsin Loong, Marketing Director of City Music.

City Music's Hoe enthused, "It has really enabled more effective communication during online meetings as we sound clear in our delivery. What's more, the setup looks clean and neat, adding to the ambience of our new office. It was simple to install, taking only about 30 minutes, and works great without any complicated setups.

In conclusion, Gerald Chew, Business Unit Head (Sales and Distribution) of Electronics & Engineering Pte Ltd remarked, "I am thrilled to share the latest milestone in our partnership with City Music - the successful installation of Shure's cutting-edge Stem Ecosystem Conference system. We are confident this installation will not only elevate the audio experience but also enhance the overall ambience and functionality of the space."

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Meyer Sound Marks 45 Years of Innovation with a Bold New Logo and a Reaffirmed Investment in the Future of Sound

INTERNATIONAL: Meyer Sound, a pioneer in professional audio since its founding in 1979, celebrates 45 years of innovation with a new logo that underscores its commitment to the future of sound. This rebranding initiative highlights Meyer Sound's continuous dedication to pushing boundaries, advancing technologies, and shaping the industry for the next generation.

A Legacy of Innovation

Meyer Sound has been a driving force in audio ever since John and Helen Meyer set up shop in Berkeley, CA four-and-a-half decades ago. From its inception, the company's mission has been clear: to create the best sonic experiences the world has ever heard.

Since then, Meyer Sound's trailblazing technologies, including trapezoidal loudspeaker cabinets, self-powered loudspeakers, processor-controlled loudspeaker systems, curvilinear arraying, and source-independent measurement systems, have become industry standards. The company's inventions have earned more than 100 patents and numerous prestigious awards, including TEC Awards, Parnelli Awards, and the R&D 100 Award.

"Scientific innovation, engineering excellence, an unwavering commitment to quality, and constant evolution—this is our legacy, and our future," says Meyer Sound Senior Vice President John McMahon. "Our dedication to craft defines us, and we're excited to carry this spirit forward as we set our sights on developing integrated sound solutions on an even broader scale."

Helen and John Meyer

Investing in the Future of Sound

As Meyer Sound embarks on a new era, it focuses on key initiatives in multiple areas:

The company continues to shape the future of audio technology, building on the successes of its PANTHER large-format linear line array and 2100-LFC low-frequency control element and an expanded investment in integrated solutions and digital systems, including the Nebra software platform and the NADIA integrated digital audio platform. And by actively advancing industry standards, from a leading role in the Avnu Alliance to the AES75 initiative, Meyer Sound is at the forefront of furthering the state of the art.

From its 38-year partnership with the Montreux Jazz Festival to ongoing collaborations with the Roskilde Festival, the Telluride Film Festival, and TED Conferences, Meyer Sound's strategic alliances showcase a dedication to delivering exceptional audio experiences and commitment to supporting the arts both in the local community and around the world.

Education is central to Meyer Sound's mission, with comprehensive and science-based programs tailored to all disciplines and experience levels. The company's newest offerings, marked by new partnerships and expanded in-person classes and online content, underline a significant investment in nurturing future industry leaders. Advocating for diversity, equity, and inclusivity, the company actively champions women, gender-expansive individuals, and other underrepresented communities in audio.

Meyer Sound strives to minimize its carbon footprint, following sustainable manufacturing practices and envisioning future product innovations with a green perspective.

A New Logo: A Symbol of Evolution

Accompanying Meyer Sound's 45th-anniversary celebration is a bold new logo that encapsulates the company's evolution and readiness for the future.

The versatile new design features heavier wave and type forms, filling more of the space it occupies and exuding a stronger presence. It is a visual representation of Meyer Sound's commitment to staying at the forefront of an evolving industry landscape and maintaining a clear and bold identity.

"The goal with the new logo was to create a mark that respects our history while better reflecting the scope of our business growth and strategic direction," explains Meyer Sound's Creative Director Simon Miller. "In a world where Meyer Sound's presence spans diverse platforms, the robust, modern design ensures an iconic presence that matches the strength of our technologies."

"This anniversary marks a time of transformative growth for Meyer Sound," adds McMahon. "As we double down on our investments in both acoustic innovations and digital ecosystems, our emphasis on partnerships, education, diversity, and sustainable solutions will drive our next chapter as we aspire to help people experience sound in ground-breaking new ways."

AIMS Announces Major Milestone in Development of IPMX Standards

INTERNATIONAL: In a landmark event for the Pro AV industry, the Video Services Forum (VSF), in collaboration with the Alliance for IP Media Solutions (AIMS) announced a significant milestone in the development of the Internet Protocol Media Experience (IPMX) standards. Concluding a rigorous VSF testing event held at the Matrox Video facility in Munich, where multiple manufacturers with IPMX implementations validated core specifications, IPMX has now achieved a crucial phase of maturity. This event marks the transition of many of the essential IPMX documents — encompassing critical aspects of audio and video transport, HDCP, control plane requirements, and system timing — from draft to finalized specifications. This pivotal step not only underscores the robust, collaborative effort behind IPMX but also signals a new era of innovation and interoperability in the Pro AV market.

Samuel Recine, Vice-President, Global Strategic Partnerships, Matrox Video & Pro AV Working Group Chairperson for AIMS, reflected on the significance of this milestone: "There is no question that IPMX is gaining momentum in the Pro AV market. The elevation of these documents from the VSF will only accelerate that trend and that is an enormously important milestone for IPMX and the Pro AV industry. With these documents in their final form, IPMX can now be implemented by even more manufacturers, which is what is needed for a robust, open AV-over-IP ecosystem."

The testing event heralds the release of several key IPMX specifications, a milestone in the protocol's development. These include vital documents for Uncompressed Video (TR-10-2), Constant Bit Rate (CBR) Video (TR-10-11), PCM Audio (TR-10-3), System Timing and Definitions (TR-10-1), HDCP Key Exchange Protocol (HKEP) Copy Protection (TR-10-5), and NMOS requirements specific to IPMX (TR-10-8).

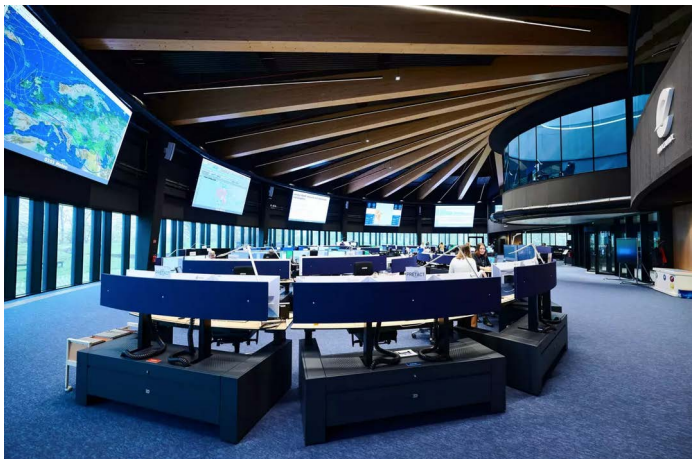
Brad Gilmer, Executive Director of VSF, reflected on the path that led to this achievement: "We've been witnessing the industry trend towards more convergence, which means removing unnecessary legacy barriers between not only IT and video production, but also between broadcast and the Pro AV market. That is why we started work on IPMX immediately after AIMS launched the initiative in 2020. The release of these documents is a big milestone not only for IPMX, but also for VSF as our work to evolve to meet the needs of a more diverse and interconnected world is clearly bearing fruit."

The journey of IPMX towards becoming a comprehensive solution for the Pro AV market continues with fervour. Work is ongoing on aspects such as interoperable USB extension,

rofiles, and detailed testing requirements. AIMS and VSF, as well as the Advanced Media Workflow Association (AMWA), creators of NMOS, remain committed to this collaborative effort, with the aim of announcing additional significant developments soon. Anticipation is high for potential updates and breakthroughs that may align with major industry events like InfoComm later this year. These efforts underscore a continued dedication to evolving IPMX into a fully realized, open standard that meets the diverse and interconnected needs of the modern Pro AV landscape.

More information on VSF and the IPMX core documents is available **here** More information about AIMS and its work is available at **www.aimsalliance.org .**

Barco Emphasises Security Ambitions with ISO/IEC 27001 Certification for Control Room Solutions



INTERNATIONAL: Barco , a world leader in control room solutions, announced it has been granted the ISO/IEC 27001 certification. This important standard on information security, cybersecurity, and privacy protection, defines the requirements an Information Security Management System (ISMS) must meet.

Operating in high-security markets, Barco's Control Rooms business unit is extremely focused on cybersecurity. With requirements always becoming more stringent, the ISO/IEC 27001 standard is the most prominent guide for establishing, implementing, maintaining, and continually improving an information management system. The certification is granted for Barco's video wall solutions and control room software (Barco CTRL. At this year's ISE tradeshow, Barco highlighted its CTRL software along with the award-winning TruePix direct-view LED and Barco UniSee II LCD video wall technology. These flagship solutions reflect the overarching 'Empowering control room excellence' message.

"At Barco, we have a long legacy of working in very secure environments," says Mathieu Dobbeleir, VP Products and Solutions at Barco. "Control rooms in the utilities, government, and airport markets, to name a few, operate in very high levels of (cyber)security. Not every manufacturer can comply with the needed standards. This ISO 27001 certification adds the trust that customers need: it not only proves the security of our processes, but also emphasizes our commitment to our customers' security. We are very pleased with this achievement that further positions Barco as a trustworthy partner."

Security as a portfolio focus

With over 30 years of experience in the control rooms market, we know the needs and expectations of our customers. Security is the keyword. Barco CTRL, the new software and hardware platform for control rooms, allows users to securely connect to their sources, from any location, and interact with the content on any video wall or operator desk. We designed this solution to be simple to set up and intuitive to use. Following the 'Security by design' principles, CTRL can even be applied in the most secure critical environments.

The Barco UniSee II LCD video wall perfectly shows all details with its superb image quality, and greatly enhances operator ergonomics - which makes a real difference in the control

room. As a TAA compliant solution, Barco UniSee II guarantees the security of the video wall. The solution is designed for the long haul, using the highest quality components, and redundancy options to prevent any chance of failure.

The same goes for the **TruePix LED wall** TAA compliant and extremely reliable. The mounting structure, of which we have a mechanical demo on ISE, ensures swift servicing and panel replacement with no risk of damaging the pixels.

The power of Barco's control room portfolio has convinced many customers, entrusting even the most critical tasks to our solutions. EUROCONTROL, for example, uses multiple Barco products (video walls and operator workflow solutions) to monitor all flights to, from and over Europe. The same goes for Heathrow Airport, where Barco solutions optimize and manage every aspect of the passenger journey – with the possibility to upgrade this scalable system to include additional locations. At Amsterdam University Medical Centre (UMC), Barco technology both ensures the security and the comfort of patients.

Crestron Celebrates the Professionals and Projects that Have Powered One Million Moments with DM NVX

INTERNATIONAL: **Crestron Electronics** a global leader in workplace and smart home technology, today announces that the esteemed **DM NVX AV-over-IP platform** will reach a monumental milestone this year as it approaches one million units sold. What began as the introduction of innovative technology has become a successful industry mainstay through the ingenuity of the professionals who trust the solution for some of the most iconic installations. At the core of the solution is a focus on reliability and security. This has made the technology a market-leading standout among its competition for a wide variety of applications, including powering mission-critical control rooms and high-traffic sportsbooks as well as serving as the backbone for frictionless workplaces and classrooms and seamless home entertainment.

As Crestron gears up to ship its one-millionth device this year, the company will be honouring the experiences that have led up to this point and looking ahead to all the projects yet to come. Since its inception in 2017, the partners who have championed the DM NVX technology have played a vital role in contributing to the adoption of the platform. Crestron will host the Crestron DM NVX Technology Awards Program to celebrate these projects and highlight the best installations across various verticals.

"Over the years, we have made continuous investments to the DM NVX platform, refining the technology to create one of the most effective solutions on the market trusted by both our partners and users alike," says Dan Feldstein, President and CEO of Crestron. "The DM NVX product line has always been an important part of the Crestron portfolio, and we look forward to celebrating this milestone with those who have embraced this solution, as their contributions have been at the heart of this success and intrinsic to this prodigious journey."

DM NVX technology offers unrivalled 4K performance and low latency streaming for immersive multimedia content distribution, delivering a cutting-edge audio-visual experience. DM NVX technology features a network-based design, which results in simplified integrations and a future-proof approach that ensures scalability and compatibility with emerging technologies. By combining video, audio, USB, and control into a single distribution platform, users can be confident that they can get the signals they need where they need them.

To learn more about the submission details and enter the Crestron DM NVX Technology Awards Program, please visit the entry **form**. To follow "Crestron's Road to One Million DM NVX Units", please visit **here** .

Xilica Partners AVer for Voice-Based Camera Tracking in Business and Education Markets

INTERNATIONAL: **Xilica** , a provider of collaboration products that help unlock the power of human connection, and **AVer Information Inc**. , an award-winning provider of education technology and Pro AV solutions, have announced a technology partnership to support the growing demand for voice-based Pan-Tilt-Zoom (PTZ) camera tracking functionality in medium and large collaboration spaces, such as conference rooms, multi-purpose rooms, auditoria, and classrooms.

The manufacturers have integrated control and monitoring of AVer's VISCA-based PTZ camera range into Xilica's room audio systems, offering a drag-and-drop, codeless experience for system integrators wishing to utilize AVer's Pro AV cameras for voice-based camera tracking. This functionality will soon be available within Xilica room systems for common beamforming microphone arrays including the Sennheiser TeamConnect Ceiling 2 and TeamConnect Ceiling Medium, Shure Microflex Advance MXA920, and the Yamaha Adecia RM-CG.

Voice-based camera tracking is a popular solution for effortless, engaging meetings, presentations, and lectures where in-room and remote participants are afforded the same clear view of activities without requiring a dedicated camera operator. Voice-based camera tracking offers flexibility of room use and presenter style, while covering multiple speaker positions.

"We're pleased to be able to offer our partners the ability to deploy AVer's high-quality Pro AV cameras natively within our systems," said Shaun Robinson, VP Product, Xilica. "By combining Xilica's easy-to-install room audio solutions with AVer's broad range of camera products, we can offer our joint customers a comprehensive solution for any size of space."

AIMS Welcomes NovaStar, CUX, and Appear as New Members

INTERNATIONAL: The **Alliance for IP Media Solutions (AIMS)** today announced its newest members: **NovaStar** , a leading global LED display solutions provider; CUX, a provider of audio, video, and environmental control solutions; and **Appear** , a global leader in high-capacity solutions for media processing and content delivery.

“We couldn’t be more excited to name NovaStar, CUX, and Appear as the newest AIMS members," said Andrew Starks, Board of Directors’ member and Marketing Working Group Chair for AIMS. "With NovaStar and CUX's deep-rooted experience in AV-over-IP for the Pro AV industry and Appear's specialised knowledge in broadcast IP media transport, all three companies will be instrumental in helping us propel IPMX adoption in these sectors and unlock new market possibilities."

NovaStar boasts a diverse range of products that encompasses everything from synchronised controls for LED displays to point-to-point calibration systems, AV-over-IP solutions, and cloud-based management services. The company’s solutions have been adopted for a variety of live events — including concerts and the opening ceremony of the 2008 summer games in Beijing— digital advertising signage, and more. Operating from 37 locations across the globe and catering to both corporate and retail customers, NovaStar is dedicated to delivering pioneering technology, tailored solutions, intuitive products, and dedicated customer support.

"Our solutions are widely implemented across a variety of Pro AV environments, where the transition to video-over-IP as the dominating infrastructure is well under way,” said Jason Xiao, Director of Product Development of NovaStar. “With AIMS’ IPMX poised to be at the centre of that infrastructure, the timing is perfect for NovaStar to become part of the alliance. We’re thrilled to contribute to a standard that will advance the whole industry through increased interoperability.”

Based in China, CUX is dedicated to delivering products and systems — including AV-over-IP solutions — that prioritize ease of use and are tailored for a broad spectrum of audio and video applications in various markets. The company's commitment extends to supporting the system integration sector from the design stage through implementation, with a guiding principle of “Technology promotes harmony, innovation changes the future.”

“Through our work supporting system integrators, we’ve gained a deep understanding of the interoperability hurdles that have plagued the Pro AV industry,” said Keven Pang, Executive Director of CUX. “We couldn’t be more excited for the arrival of IPMX as a solution to these

challenges and look forward to collaborating with AIMS and its members to champion its adoption."

Headquartered in Oslo, Appear specialises in premium live event contribution solutions that are utilized by an extensive list of rights holders and content providers, remote production products, and modular head-end platforms for IPTV and broadcast, with distribution options for cable, satellite, and terrestrial networks. Pushing the limits of media and entertainment innovation, Appear's primary focus is on delivering exceptional value to its global network of clients by elevating their content delivery to unprecedented levels of success.

"We've maintained a leading position in industry innovation through active partnerships with esteemed trade organisations and technology providers, with the goal of achieving seamless and secure media transport. We are thrilled to include AIMS among them," said Andy Rayner, chief technology officer of Appear. "As the boundaries between broadcast and Pro AV increasingly blur across various applications, we're eager to work with the organization to advance IPMX and bring interoperability to both domains."

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Sony Electronics and Nureva Enable Simplified Audio-Based Camera Switching

INTERNATIONAL: Sony Electronics, a pioneer in electronics and entertainment, and Nureva Inc., a leading provider of audio-conferencing solutions, have teamed up to create a large-room audio and video reference bundle. Featuring select Sony SRG series pan-tilt-zoom (PTZ) and remote cameras – including the AI-powered SRG-A40 and SRG-A12 cameras and the SRG-XP1 box camera – and the Nureva HDL410 audio-conferencing system, the interconnected and easy-to-specify solution provides automated audio-based camera switching collaboration in corporate and education environments.

Nureva's HDL410 system gives IT pros an easy and cost-effective way to outfit their larger spaces with full-room audio. It incorporates advanced audio capabilities including the next generation of Microphone Mist technology, which fills a space with thousands of virtual microphones to deliver the full-room audio pickup and clarity required for an inclusive meeting experience regardless of where participants are located or facing. Sony's SRG-A series (SRG-A40 and SRG-A12) of 4K PTZ cameras features built-in AI analytics to automatically and consistently track and naturally frame presenters, regardless of movement or posture. This innovation provides seamless content creation and control – all without operating a computer – in addition to IP, powerful zoom, easy configuration, and remote control for simplified operation. Also compatible with the Nureva HDL410 is Sony's compact and easy-to-install SRG-XP1 4K 60P IP point-of-view (POV) camera with a wide field of view.

Reference designs, which can be found on Sony's Architects, Consultants & Engineers (ACE) Portal and on Nureva's website , enable consultants and design engineers to easily integrate these solutions, which include Sony's PTZ and/or remote camera(s) and Nureva's audio system. Together they enable multi-camera switching that automatically directs the camera's focus to the current speaker. For use in extra-large spaces, including classrooms and conference rooms, components of the new solution can be purchased through major AV/IT distributors.

"We are very excited to team up with Sony on solution bundles that meet the demand for simplified full-room audio and multi-camera switching in larger collaboration spaces," said Nancy Knowlton, Nureva's CEO. "The combination of Sony cameras and Nureva audio systems delivers the natural viewing and listening experience our mutual customers are looking for."

"Audio and video need to work harmoniously to help elevate a live production with minimal complexity," said Rich Ventura, Vice President, Professional Display Solutions at Sony Electronics. "With this integrated solution from Sony and Nureva, we're jointly enabling users to streamline a previously complicated process. Consultants, design engineers and integrators benefit from a pre-engineered solution that is easy to spec and deploy with confidence. In turn, the corporations and educational institutions they serve are empowered to create a unified, simplified and automated way to make collaboration and presentations even more impactful, using the tools and providers they already trust and employ."

ZeeVee Partners with Alphatec to Expand Presence in India Market

INTERNATIONAL: ZeeVee , a global leader in AV signal distribution technology, is partnering with Mumbai-based Alphatec to further expand its presence throughout India.

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world.

The strategic partnership aims to simplify AV installations throughout India. Alphatec will carry ZeeVee's full line of AV over IP and RF signal distribution products, as well as its award-winning ZyPer Management Platform which helps make AVoIP installations easy. The relationship underscores both companies' focus on delivering innovative AV solutions across diverse sectors including corporate, healthcare, government, education and more.

According to Rajesh Patkar, ZeeVee's India Country Manager, "Our collaboration with Alphatec signifies a strategic alignment of our objectives to provide cutting-edge AV solutions to the Indian market. Alphatec's extensive reach and expertise complement ZeeVee's innovative product offerings, enabling us to better serve our customers and drive growth in India."

This partnership marks a significant milestone in ZeeVee's continuing expansion into the Indian marketplace. In 2022, the company appointed Patkar, a seasoned business strategist and sales leader with more than 30 years of experience in the AV industry, as its country manager for India.

"We are thrilled to join forces with ZeeVee, a global leader in AV distribution technology. Alphatec is committed to delivering the best-in-class AV solutions to our customers across India," said Devasis Barkataki, Founder and Managing Director, Alphatec. "This partnership enables us to enhance our portfolio with ZeeVee's state-of-the-art products, further solidifying our position as a leading distributor of professional audio and video equipment."

Xilica and Yamaha Unified Communications Announce Solutions Partnership

INTERNATIONAL: Xilica , a provider of collaboration products that help unlock the power of human connection, and Yamaha Unified Communications have announced a solutions partnership designed to simplify the installation and deployment of ceiling audio systems in medium and large collaboration spaces. The joint room solution focusses on integration between the Xilica ecosystem of processors, speakers and control, and Yamaha's ADECIA RM-CG ceiling-mounted beamforming microphone array, which provides coverage for rooms up to 56 sqm.

Resellers looking to deploy Yamaha's ADECIA RM-CG system in larger rooms and high-value spaces now have pre-built integration with Xilica's digital signal processing products — offering no-code, drag-and-drop implementation that enables use of the Yamaha ADECIA RM-CG in complex systems without the need for time-consuming implementation. In future, Xilica will enable its Follow Me automated voice-based camera tracking functionality for the Yamaha ADECIA RM-CG integration that enables voice-triggered PTZ camera control from any VISCA-based PTZ camera, including popular models from Aver, Canon, Sony, Lumens, and others.

Supported Yamaha ADECIA RM-CG functionality within the Xilica software includes online/offline status, full LED control, channel level metering, focus area control, as well as beam angle monitoring.

Xilica and Yamaha's system solution incorporates the Xilica Solaro QR1-UC, a micro-format, PoE-powered DSP with HearClear AEC technology and integrated control; the Xilica Sonia ceiling audio solution, a CatX ceiling speaker system that also provides a PoE-Port for networking and powering the Yamaha Adecia RM-CG, resulting in a single network drop; and the Yamaha ADECIA RM-CG beamforming microphone array. The bundled solution is available at leading distributors around the world, including Exertis Almo in the United States, DataVisual Marketing in Canada, Exertis AV in Germany, Austria, Switzerland and Italy, Esistemas in Portugal, and Amber Technology in Australia & New Zealand.

"Working with Yamaha to offer a joint audio solution for the medium, large and specialty space around the ADECIA RM-CG delivers a great option for our customers," said Shaun Robinson, VP Product, Xilica. "Yamaha's ADECIA RM-CG has a strong reputation in the channel for its high-quality, high-value ratio, and extending this with Xilica's feature-rich portfolio of DSP and ceiling audio products gives integrators the flexibility and functionality they need for spaces of any size and scale."

"Xilica and Yamaha's joint solution offers the broad pick-up coverage and superior sound quality of the ADECIA RM-CG with the flexibility of Xilica's medium and large room solutions," said Michelle Baeza, Director, Strategic Partnerships, Yamaha Unified Communications.

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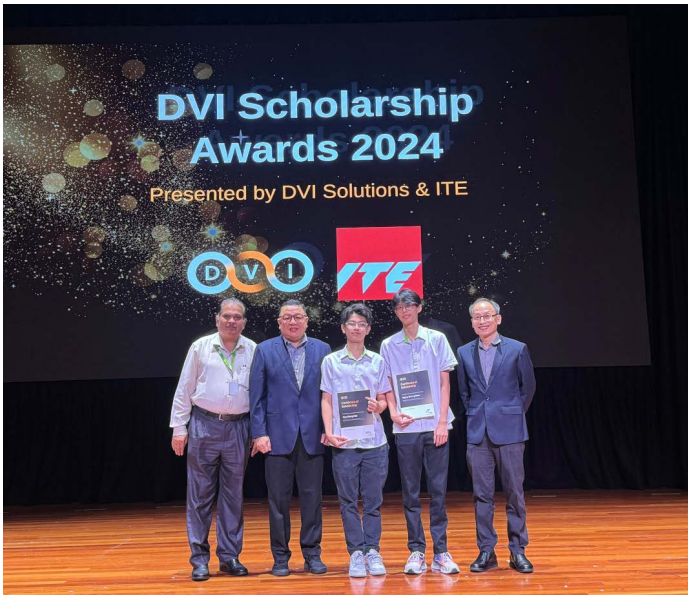
DVI Awards ITE Students Electronics Engineering Scholarships in Support of AV and IoT Education



SINGAPORE: DVI , a leader in providing Integrated Workplace Technologies across Asia, officially awarded their newly established scholarship to two deserving Electronics Engineering students at the **Institute of Technical Education (ITE)** at a ceremony held on 24 Jan 2024 at ITE Central. This scholarship is part of a 5-year agreement between DVI and ITE, demonstrating DVI's unwavering commitment to foster talent and contribute towards AV and IoT education in Singapore.

The scholarship, with an estimated total value of over SGD 20,000, will benefit two ITE students, each receiving two annual bond-free scholarships worth SGD 2000 yearly. The funds are intended to serve as a monthly allowance for students from courses relating to audio-visual and Internet of Things (IoT).

DVI's commitment to fostering innovative skill development in IoT and AV technology speaks to the motivation of this scholarship. Director of DVI, Chris Chong, expressed his thoughts during the ceremony, stating, “Singapore has been good to us, and we want to give back to Singapore in a meaningful way, not just financially but by working with ITE to mentor the next generation of AV and IoT professionals.”

Founded in 2002, DVI has consistently strived to shape workspace environments using the latest innovative communications and collaboration technologies. The partnership with ITE falls in line with this ethos, promoting DVI's dedication to nurturing local talent and fostering the growth of the sector in Singapore and beyond.

With this initiative, DVI hopes to continue making noteworthy contributions to Singapore's sustainable learning culture, supporting and inspiring the next generation of professionals—people who will be vital for the country’s evolving AV and IoT sectors.

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By Hyve

Riyadh Zoo Upgrades with Immersive Wavefront Precision Solution

SAUDI ARABIA: With bases in Saudi Arabia and Lebanon, specialist AVL integration company, Proline, recently won a competitive tender to equip a new outdoor zone at Riyadh Zoo—part of a new look for the popular visitor attraction, which was originally founded back in 1987.

For the sound system Proline chose Martin Audio's Wavefront Precision WPS in a bid "to elevate the zoo's auditory experience", according to Lead Project Coordinator, Elie AlKhoury. The integrators' goal was to deliver an unparalleled sonic experience to the zoo environment, at the same time meeting all industry standards.

Incorporated into the contract was the development of an outdoor stage, and thus Proline's approach focused on creating a seamlessly synchronised environment where music, visuals and lighting would integrate and harmonise to deliver an immersive and captivating outdoor experience.

"We selected WPS for its unparalleled sound quality, positioning it as the optimal choice among the available options," stated Mr. AlKhoury. "The WPS solution not only delivers exceptional acoustics but boasts advanced features such as precise dispersion control and uniform coverage. With its innovative technology and reliability, it aligns seamlessly with our commitment to delivering top-tier audio solutions."

Prior to finalising the decision, a comprehensive demonstration of the sound system had been conducted for the clients, enabling them to experience first-hand the exceptional capabilities and performance of the system, confirmed Mr. AlKhoury. "Proline prioritises transparency and client satisfaction, and by facilitating such a demonstration we knew

the clients would be both well-informed and confident in their choice."

Proline themselves had been equally confident in their recommendation, having experienced a long and fruitful relationship with **Martin Audio** over the years—consistently specifying their products for various events. "These have consistently delivered outstanding results, affirming the synergy between our expertise and Martin Audio's solutions," he continues.

For the Riyadh Zoo project, the components selected were curated under the expertise of AVL engineer, Houssein Ramadan. These were chosen to align seamlessly with the project's requirements and not only meet but exceed the highest standards of quality and innovation.

For optimal audio distribution, WPS enclosures were ground stacked, left and right of the stage, each featuring two beams and four speakers. "This sophisticated configuration, with a total of four beams and eight speakers, underscores the precision and versatility of the Martin Audio Wavefront Precision series, providing a balanced and immersive sound experience, which showcases the advanced capabilities of the audio system."

Its task was to reproduce a diverse range of sources, including live entertainment on stage, background music and clear voice announcements. Its integration into the general safety and evacuation system emphasizes its multifaceted role in boosting visitors' immersive auditory experience but also contributing significantly to the venue's overall safety and security.

The modelling and visualisation process was expertly carried out by a sound engineer from PRO LAB, Martin Audio's territorial distributor, using Martin Audio's 3D DISPLAY. "This was based on his deep understanding of sound dynamics and the unique requirements of the project," continued Mr. AlKhoury. "We benefited significantly from their technical support and their dedicated team of sound engineers played a crucial role throughout the implementation process, ensuring a seamless and optimised sound. This support underscores the strength of partnerships in achieving successful project outcomes."

Summarising the success of the integration Elie AlKhoury says that Martin Audio's Wavefront Precision has made "a transformative addition" to the site's sound distribution, delivering an unprecedented level of clarity and intelligibility. "This system excels in reproducing every nuance and detail with remarkable clarity and delivers a high-fidelity auditory experience," he says. "It not only rectifies any previous limitations but sets a new standard for excellence in sound reproduction."

Meyer Sound Constellation Brings World-Class Flexible Acoustics to Vietnam

VIETNAM: With the opening of the Ho Guom Opera in Hanoi, Vietnam has vaulted to the front rank of Asian countries offering the most advanced technical facilities for hosting the performing arts. The stunning new venue was presented to the public in a soft opening in July and has since earned international accolades for its visionary architecture, audience amenities, and an aural environment instantly optimized for any event by the Constellation acoustic system.

Vietnam's Ministry of Public Security, which operates the theater, focused on acoustic priorities led by "a passion for art, and especially, the natural sounds of musical instruments in concert," says General Tô Lâm, Vietnam's Minister of Public Security. "We need a place with a good sound field for artists to flourish."

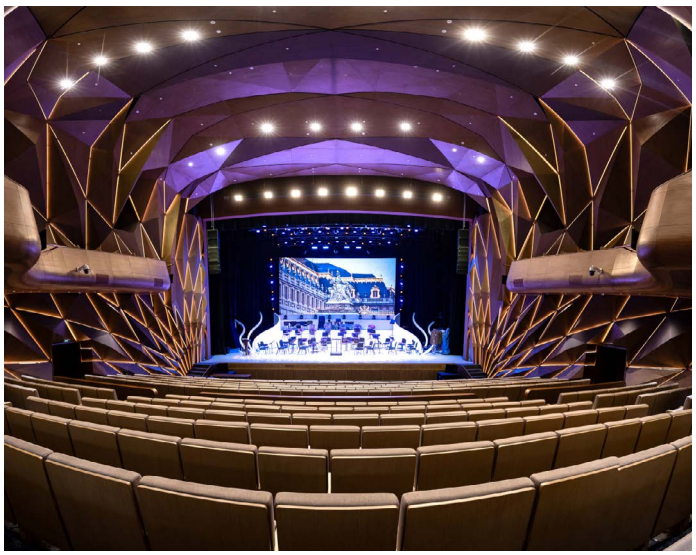
The large 900-seat hall in the new performing arts complex is a multi-purpose venue equally suited to hosting all arts and entertainment genres. In addition to opera in the Eastern and Western traditions, the hall also hosts symphony concerts, Broadway musicals, ballet, jazz and pop concerts, conferences, and film screenings. With Constellation, both the intensity and spectral envelope of the reverberant field can be optimized for the event at hand, with multiple zones allowing fine-tuning of the effect both on stage and in different sections of the auditorium. As originally proposed by Vietnamese government officials, the Ho Guom Opera was intended to host classical orchestral and choral concerts.

"As we progressed through the design development the concept evolved," says Paris-based Acoustic Engineer Antoine Pommier of international consulting firm Delhom Acoustics. "The client looked to extend the types of events that could be hosted in the hall, including some amplified music. Initially, we looked at accommodating these needs with variable architectural acoustics, though optimizing for such a wide range would be a challenge."

The tipping point came with one final request. "When the client came to us and said they also wanted to host film premieres, we knew this would be difficult without an electroacoustic solution," says Loïs Delhom, the firm's General Manager for Vietnam.

The focus then shifted to a hybrid approach, with the architectural acoustic design working hand-in-glove with electroacoustic augmentation to assure optimum results throughout the audience seating and across a broad spectrum of reverberant field requirements, from orchestral and choral music to amplified rock and film showings.

"We would utilize the natural acoustics, such as the orchestra shell and reflectors, to establish the primary natural sound field, and then use electroacoustic technology to fine-tune the late acoustic sound field and enable uniform coverage across the entire audience, including distant zones," says the Delhom team. "Also, as the project progressed, it became evident



that Constellation adhered to all the project constraints and, as a result, became the preferred choice. **Meyer Sound** successfully reassured both the client and our project team." General Lâm adds that Meyer Sound Constellation was chosen for both its acoustic attributes and ease of operation. "I have many experts in this field of sound advising me," he says. "I have researched systems from many other brands, but Meyer Sound brings the best, most natural music quality."

The Constellation system at Ho Guom Opera comprises 165 full-range self-powered loudspeakers placed discreetly on the side walls and overhead in the auditorium as well as around the stage, with a dedicated D-Mitri® DVRAS processor for each of the five reverberant zones. Deep bass extension for Constellation is provided by 16 small subwoofers, and a total of 57 miniature condenser microphones are deployed throughout the space for ambient acoustical sensing.

For amplified events, the venue relies on a house system anchored by 24 LEOPARD compact linear line array loudspeakers, with 12 900-LFC low-frequency control elements for bass extension. Fill and delay requirements are met by a contingent of 32 point-source loudspeakers, with ULTRA-X40, UP 4slim, and ULTRA-X20XP deployed as appropriate.

Since the Ho Guom Opera opened, it has hosted performances by the Vietnam National Symphony, the Sun Symphony Orchestra, Katy Perry, and Kenny G—all showcasing Constellation's ability to support diverse programming, General Lâm says. "With symphony concerts, the instruments have very natural, soft sounds. And with pop music, the P.A. system really gives beautiful sound.

"We aim for high-quality concert programs, with major orchestras and artists from around the world coming here to perform," he concludes. "When introduced to our theatre, major orchestras and artists around the world trust us and are willing to cooperate with us in the future." In addition to Delhom Acoustics agencies in France, China & Vietnam, Delhom Acoustics founder & CEO Jean-Philippe Delhom played a key role in the initial phase of the project. On the Meyer Sound side, Constellation Project Director John Pellowe served as principal liaison with the client and the Delhom team, and performed the system voicing, while Jessica Borowski was primarily responsible for system design and worked alongside Tom Cavnar on calibration.

The Ho Guom Opera is operated under the direction of the Ministry of Public Security and the Hanoi People's Committee. The arts complex, located on a 5,000m2 site adjacent to Hoan Kiem Lake in an area of Hanoi rich in cultural and historical sites, also incorporates a smaller, 500-seat theatre.

ESCO Equips Bibli.com's HQ with State-Of-The-Art AV Conferencing Capabilities

INDONESIA: Bibli.com is widely considered as a pioneer and Indonesia's leading omnichannel commerce and lifestyle ecosystem. Since its inception, Blibli has focused on its goal of becoming the commerce ecosystem of choice for consumers and institutions. And according to the company, Bibli has built the leading integrated omnichannel ecosystem that fulfills almost 90% of Indonesia's potential spending, targeting a plethora of customer needs that range from daily staples, travel, lifestyle, and electronics goods, to household furniture and monthly utility bills – thereby making the platform an inseparable part of Indonesia's everyday life.

With the incumbency of customer satisfaction sitting high on Bibli's list of priorities; close collaboration between members of various teams has always been viewed as more than just a necessity. In fact, according to Bibli insiders, the management team has consistently ensured that various teams convene on an almost daily basis to be updated with current market and customer trends, and brainstorm strategies together to ensure that the flow of processes and operations remains smooth and efficient.

The primary designated conference room within the company's HQ at Gedung Sarana Jaya in Jakarta plays host to a multitude of such meetings, which in recent times, has welcomed a massive upgrade in its audio-visual conferencing capabilities to ensure that such meetings maintain the highest level of efficiency, security and productivity through the use of state-of-the-art AV technologies. And bringing this transformative change to life was ESCO – a comprehensive pro AV technology solutions provider that has built a formidable reputation in the region for enabling businesses to achieve productivity and profitability through the use of world-class AV.

Following a thorough understanding of Bibli's conferencing needs, team ESCO devised a succinct AV solution that would not just offer the clients their desired outcome, but would also ensure absolute ease of use and control. For the audio conferencing; team ESCO chose Shure's Microflex Conferencing solution, as they deployed over 10 units of Shure's sleek and powerful Microflex MX series Gooseneck microphones combined with the A412B desktop base units evenly distributed across the delegate tables to ensure optimal functionality, along with seamless and crystal-clear audio pickup. The decision to choose the Shure Microflex conferencing solution also allowed the team to effortlessly integrate the speaker system and ensure that optimal intelligibility and clarity is maintained in the audio output.

Furthermore, to enhance the visual experience of various forms of content shared during meetings, team ESCO have also installed a plush high-performance lightweight LED Videotron from Absen that not only sports a pixel pitch lesser than 2.5mm but also has an aspect ratio

of 16:9 which makes it optimal to view a wide variety of visual content. Additionally, Absen's premium colour management technology with automatic adaptation to the source colour gamut, combined with wide viewing angle capacities, ensures that every delegate within the Bibli conference room is able to enjoy sharp and richly textured visuals with complete ease.

It is safe to say that Blibli has stepped into the future of meetings with the new Shure conferencing solution that has been specifically engineered to deliver excellence and unmatched audio clarity, while ensuring every voice in the room is heard with precision. The flexible design allows for easy adjustments, catering to the speaker system, while its sleek appearance adds a touch of professionalism to the Blibli conference space. At the same time, the plush Absen Videotron viewing system that adorns the principal wall of the conference room allows the team at Bibli to unlock the full potential of their meetings through cutting-edge technology that affords unparalleled clarity and interactivity.

Presentations are experienced like never before with seamless integration, ultra-high-definition output and interactive capabilities that makes collaboration between different stakeholders infinitely easy and efficient" commented a member from ESCO, as they affirmed that the entire team at Bibli are extremely pleased with the quality and performance of their newly acquired audio-visual conferencing system.

ESCO Indonesia

Yamaha Equips Syntec Technology Co. Ltd with Clear & Convenient Audio Conferencing Capabilities

TAIWAN: Syntec Technology Co. Ltd, a Taiwan-based, international specialist in software and hardware research and development for machine tool controllers, recently upgrade the audio performance of their video conference rooms at its headquarters with Yamaha's ADECIA RM-CG ceiling and RM-TT tabletop microphone.

Established in 1995 in Hsinchu, Taiwan, Syntec Technology Co. Ltd creates control solutions for CNC controllers, machine automation, servo motors and drives in the metalworking, woodworking, laser cutting and other industries. Owing to the nature of the solutions and services that the company offers; the management team often needs to communicate with its offices and customers throughout Asia, Europe and the Americas, to ensure that operations proceed smoothly and client relations are optimally maintained.

With the HQ's conferencing facilities playing a key role in attaining these objectives, the need for high quality audio has always been noted as a priority. And to ensure that Syntec's team members have access to a world-class audio system that can deliver the desired quality, the company decided to adopt state-of-the-art audio-conferencing technologies from reputed international manufacturer Yamaha.

Within Syntec's HQ, two rooms were at the receiving end of the audio upgrade – the first being a comprehensive video conferencing room that remains reserved for meetings between senior executives, while the other was a large conference room that spotlights a U-shaped conference table to seat close to 20 delegates. Since both spaces already featured ceiling speakers; it was important for the design and integration team to select high-performance microphone systems that could ensure clear and precise sound pickup and transmission, without the risk of feedback between the ceiling speakers and microphones, or having a situation where remote participants would hear a delayed echo of their own speech. Also, for the video conferencing room that caters to meetings between senior executives, Syntec specifically desired that the equipment be as visually discreet as possible.

Therefore, after reviewing all available options, Yamaha ADECIA conferencing microphones were selected, along with an RM-CR remote conference processor and SWR2100P-5G network switch.

First up, the design and integration team opted to install the supremely discreet RM-CG ceiling array microphone within the video conferencing room, in a bid to meet Syntec's requirements in terms of aesthetics as well as performance. The RM-CG being a Dante-compatible unit that is equipped with a four way auto-tracking beamforming array and unique digital signal processing (DSP) technologies, proves to be a great solution for the room, as the unit is able to automatically detect speech, which allows for highly concentrated sound pick from a very specific localized area, while reducing all other unwanted ambient noise.

On the other hand, the larger conference room has been outfitted with a total of nine units of the RM-TT tabletop array microphones, all of which have been distributed evenly across the U-shaped conference table. Here, the RM-TT's innovative DSP provides six options for microphone pickup patterns, which can be selected according to the meeting format and the number of participants. Automatic tracking of who is speaking allows for flexible room layout and participant positioning, while adaptive echo cancelling, auto gain control, noise reduction and reverberation suppression deliver the highest possible quality sound to remote participants. Plus, with Dante audio/control and power over Ethernet (PoE) through a single network cable, the RM-TT proves to be a straightforward, clean and tidy solution for the in-house team at Syntec to use and manage.

Key to the success of the entire Yamaha solution integrated at Syntec's HQ is the intelligent technology and unobtrusive design of the RM-CG and RM-TT microphones in addition to the straightforward control and ease of concealment of the RM-CR remote conference processor and SWR2100P-5G network switch; which means that Syntec Technology Co. Ltd can conduct conferences and presentations where remote participants always hear highly intelligible speech, while those in the room can work naturally without having to be aware of the technology.

Yamaha Pro Audio

L-Acoustics and d&b audiotechnik Forge Historic Collaboration to Propel Professional Audio Industry Forward

(L-R) Herve Guillaume, CEO L-Acoustics Group and Amnon Harman, CEO at d&b audiotechnik.

EUROPE: Industry-leading audio technology companies **d&b audiotechnik** and **L-Acoustics** have joined forces in a ground-breaking collaboration to advance technologies and tools for the benefit of the industry. The first result of this alliance is a project to jointly develop an innovative software platform, designed to revolutionize the configuration and management of Milan AVB networks.

In a remarkable departure from traditional competition, born from the companies' shared commitment within the Avnu Alliance, L-Acoustics and d&b audiotechnik are co-designing a new software platform that addresses some of the challenges which currently discourage widespread adoption of Milan AVB technology. The software will be a neutral and free-to-use solution that eliminates any branding affiliations to help further foster universal acceptance. This collaboration reflects the commitment of the two manufacturers to removing barriers and paving the way for broader adoption of Milan AVB, the most stable and open networking technology.

Both companies believe in the high-performance reliability of Milan AVB to enhance the artist's art and the audience's emotion. This project is a testament to their combined dedication to advancing technological standards in professional live events. While d&b audiotechnik and L-Acoustics lead the initial development, the project actively encourages additional contributors, emphasizing inclusivity and collective industry advancement.

L-Acoustics and d&b audiotechnik are also collaborating with SoundPLAN on the key issue of noise impact, working to define an exchange format between professional audio manufacturers' software and environmental noise simulation software.

"Our two companies each have individual value propositions for our customers, and we will continue to enjoy healthy competition. However, we are also excited to be cooperating on technical standards that will provide value to our industry," says Amnon Harman, CEO at d&b audiotechnik. "This new form of competing on one side and cooperating on the other side results in higher quality products, faster development times, and better functionality for all of our customers."

"This groundbreaking collaboration underscores our shared commitment to advancing technology that improve workflow and delivers a memorable experience that connects artist and audience, and a safe and comfortable experience for crew and neighbours," stated Hervé Guillaume, CEO at L-Acoustics Group.

"Together, these projects will create benefit for the entire industry, reinforcing our collective strength."

Milan Manager is set to be officially launched at Infocomm 2024.

Jimmy Liang Joins Genelec China's Sales Team

CHINA: Genelec has expanded its team in China with the appointment of Jimmy Liang as Sales Manager, with special responsibility for developing Genelec's presence in both the Studio and AV Install segments in South China. This new appointment is part of Genelec China's continued commitment to elevating the customer experience – and has also seen the establishment of a new office and listening room in Guangzhou, with plans to further strengthen technical support and services for customers in the south of the country.

Liang has previously held positions as Technical Sales Director at Sound Works & Supplies Limited (SWS) and Technical Sales Manager at Digital Media Technology (DMT). With over a decade of experience in professional audio, Liang has been responsible for the system integration of projects for many broadcast and institutional clients across the region.

"Before joining Genelec, I was already a loyal user of their technology, having used both the 8000 series and G series loudspeakers – and I've now added 'The Ones' three-way coaxial models to my home set-up," comments Liang. "The professionalism and service attitude of the Genelec China team have left a deep impression on me, and I'm very pleased to join this first-class company.

"Jimmy brings extensive experience in the broadcast and fixed installation fields and possesses a deep understanding of Genelec's product ranges and applications," adds Jack Wu, Sales Director at Genelec China. "His addition strongly supports our business development in the dynamic Greater Bay Area, and brings us even closer to our customers in South China."

Liang can be contacted at **jimmy.liang@genelec.com**

Barco and Ingram Micro Sign New Distribution Deal

(L-R): Jasmine Goh, Jasline Tay, Ta Loong Gan, May Lim, Lee Shu Xian, Jason Lim.

SINGAPORE: **Barco**, a global leader in visualisation technology, announced the appointment of **Ingram Micro**, a leading IT distributor in Asia Pacific, as its new distribution company for their range of G-series projection and image processing solutions in Singapore.

Ingram Micro is one of Singapore's largest technology distributors and known for housing top-quality technology solutions and services that help businesses realize the promise of technology in the region. With its strong presence and industry experience, the company is a natural fit to represent Barco's **installation projectors** and **image processing solutions**

This new agreement creates opportunities for customers and businesses in Singapore to gain access to highly innovative ProAV technology and solutions offered by Barco, namely the **G-series projectors**, **ImagePro-4K** and **PDS-4K** products.

The now concluded agreement, which came into effect at the beginning of the new year, not only bridges the common goal of innovation and development of a future-proof product portfolio, but also on collaboration in bringing the best and most innovative ProAV solutions to the market.

"Our new agreement with Ingram Micro will enable us to broaden our reach and bring our technology and innovation to more businesses across the country," said Jasline Tay, Asia-Pacific Regional Sales Head Immersive Experiences at Barco. She continued: "Together, we will empower more businesses like retailers, corporates, education institutions, museums and theme parks to optimize their visualization strategies and further provide a best-in-class technology and visualization experience for their customers and employees."

"We are excited to form this strategic relationship with Barco and to offer a range of highly innovative visualization solutions for our customers in Singapore," said Eunice Lau, Executive Managing Director at Ingram Micro. "With the rising demand of immersive experiences in Singapore on platforms like events and roadshows, we are confident that this addition to our portfolio will meet the demands of our customers."

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Barco Launches Innovative ClickShare Bar for Effortless Wireless Conferencing

Barco launches the **ClickShare Bar** an innovative video bar that enables wireless conferencing in small to medium-sized meeting rooms. This video bar boosts the renowned ClickShare experience, with high-quality audio and video capabilities smartly integrated into one powerful device. The ClickShare Bar brings ease of installation, a reduced total cost of ownership and unparalleled flexibility.

According to Stijn Henderickx, EVP Meeting Experience at Barco, the world of work has drastically changed in the last 5 years, inducing companies to transform their workplace. Thus, to meet the requirements for hybrid work of their workforce, organizations are re-envisioning their business culture, physical workspace and technology investments. In that context, solutions to video-enable meeting rooms in a quick, efficient and flexible way are a must for companies and their IT managers.

With the introduction of the ClickShare Bar, Barco offers a future-proof solution to modernize offices with video-first meeting spaces that fully cater to the needs of hybrid working. The all-in-one device augments the ClickShare experience with advanced stereo audio and video capabilities. Audio functionalities like noise suppression and acoustic echo cancellation ensure only the essential audio input is captured, while video capabilities like speaker framing, group framing and composition view guarantee all participants are shown in the optimal way. These functionalities help bring meeting equity, which is a crucial element in successful hybrid collaboration.

With only one device needed to equip an entire meeting room alongside a display, the deployment is significantly simplified, and the installation cost is reduced. The all-in-one device minimizes the points of failure, since all collaboration, audio and video functionalities are consolidated into a single device. With free 5-year SmartCare coverage, regular firmware updates and the guaranteed interoperability of the product, the ClickShare Bar is one of the smartest and most secure investments for the future.

The ClickShare Bar is available in two models. The **ClickShare Bar Core** brings all essential collaboration functionalities, combined with high-quality audio and video. **The ClickShare Bar Pro** adds extra functionalities like advanced AI speaker framing, interactivity features (touchback, annotation and blackboarding), as well as a wired roomdock for 4K content sharing and alternative connectivity. It also supports dual screen configurations, allowing people and content to be shown side by side on two displays.

Barco has been the frontrunner on the path towards an eco-friendly product line. The ClickShare Bar is the first carbon-neutral* video bar for wireless conferencing on the market, developed with ecological product design choices, higher energy efficiency and responsible material use. Throughout the product lifecycle, CO2 emissions have been reduced significantly. The remaining amount of CO2 is offset to guarantee real climate action.

Barco's relentless pursuit of sustainability and meeting the growing needs in the hybrid workplace has resulted in the launch of the innovative ClickShare Bar. Barco solidifies its position as an innovator and visionary market leader in hybrid collaboration with the addition of these wireless conferencing video bars to its ClickShare portfolio.

**Carbon-neutral label targeted for end Q1 2024.*

L-Acoustics Launches Xi Series: Versatile Coaxial Speakers for All Types of Premium Installations

L-Acoustics announces the launch of the Xi Series, an extension to the acclaimed X Series of coaxial speakers. The Xi Series is designed to meet the demands of every type of integration project that requires powerful, premium sound in a discrete format that can seamlessly blend into any room architecture.

The Xi Series offers a range of installation-focused coaxial enclosures with distinct formats, bandwidth, and SPL specifically tailored for short throw applications. These enclosures provide pristine sound quality and discreet design, allowing them to integrate elegantly into venues requiring natural and powerful sound.

According to Germain Simon, Director of Product Management at L-Acoustics, the Xi Series represents a significant leap forward in meeting the diverse demands of premium installations. The refined acoustic and physical design combines with a plethora of simple yet purposeful accessories to ensure premium professional audio can be created in any space.

One of the key features of the Xi Series is its coaxial technology, which allows for a compact design and constant tonal balance over distance. This technology ensures smooth coverage for off-axis audiences, eliminates the need for a minimum listening distance, and provides high feedback rejection. With an exceptional bandwidth-to-size ratio, the Xi Series boasts L-Vents to deliver clear low-frequency power and features a weather-resistant IP55 rating, making it suitable for indoor and outdoor installations.

The X6i and X8i feature slender, streamlined designs that seamlessly integrate into high-end architectural settings while providing clear, studio-like sound. These passive loudspeakers boast a 1.5” neodymium compression driver coaxially loaded by a 6” or 8” low-frequency transducer in a bass reflex cabinet. The 90° axisymmetric directivity imparts a smooth tonal response, free of secondary lobes over the entire frequency range.

Both loudspeakers can be driven by two presets, allowing them to adapt to the acoustic needs of different projects and subwoofer coupling configurations. In their native presets, ideal for vocal reinforcement or when used alongside a subwoofer, the X6i boasts a maximum SPL of 123 dB and a frequency response down to 69 Hz, while the X8i features a maximum SPL of 129 dB and a frequency response down to 67 Hz. For standalone applications and close proximity listening experiences, the X6i_50 preset delivers full-range sound reproduction down to 54 Hz and produces a maximum SPL of 117 dB. The X8i_40 preset reaches 43 Hz, producing a maximum SPL of 123 dB. The combination of pristine yet powerful sound and elegant form make the X6i and X8i ideal for vocal or musical reinforcement in small theaters, live clubs, luxury and hospitality spaces, houses of worship, home and yacht, broadcast, and recording studios.

L-Acoustics Xi Series offers unparalleled versatility and performance for premium installations. With its elegant design, exceptional sound quality, and adaptability to various acoustic needs, the Xi Series offers a concert-grade sound solution for any space.

X6i and X8i ship in April 2024.

For more information about the Xi Series, please visit **https://www.l-acoustics.com/loudspeakers/x-series/**

Barco Unveils Two New Projector Platforms in its Flagship Range

Barco, has launched two new projector families, the I600 and QDX. The new flagship line projectors are designed to redefine the standards of visual excellence and versatility, giving higher resolutions and brightness levels in a more compact design than currently available on the market. With the I600 and QDX leading the way, Barco reaffirms its position as a pioneer in the industry, driving progress and setting the stage for a future where visual excellence knows no bounds.

I600: Expanding immersivity with compact power

The I600 4K UHD single-chip laser phosphor projector is visioneered to set new benchmarks in image quality for immersive experiences. It is designed to offer exceptional colour fidelity, high resolution, and a long lifetime. With its compact and lightweight design, weighing under 25 kgs (55.1 lbs), the I600 is the most portable in its category.

The new Barco-patented SuperShift technology ensures the sharpest 4K UHD images, and the integration of next-gen Barco Pulse electronics ensures a seamless experience, delivering smoother images at the lowest latency.

In addition, the I600 is joined by a new range of swappable lenses. The ILD lenses offers a ratio range from 0.37 UST to 7.4:1 long-throw.

According to Frederik Bouckaert, Senior Product Manager for I600, the I600 takes affordability and high-resolution projection to new heights. This projector is designed for long-lasting image quality, multichannel compatibility, and versatility in a wide range of applications like artainment, museums, corporate events, simulation environments, projection mapping, and many other applications.

QDX: Brighter. Sharper. Lighter. Faster.

The Barco three-chip portfolio also welcomes a new addition with the **QDX projectors**. The feature-packed projector elevates visual experiences with up to native 4K resolution, REC. 2020 colours and brightness levels going up to 40,000 lumens - boxed into a lighter unit to optimize transport costs and installation time.

In addition, the QDX supports existing TLD+ lenses, offering the highest flexibility in installations. The projector's intuitive and user-friendly interface makes it easy to operate, catering to both seasoned professionals and newcomers to the world of visual technology. The incorporation of IoT allows for remote projector management, enhancing operational efficiency.

In his excitement about the launch, QDX Senior Product Manager Alexis Skatchkoff insists that customers and partners are eager to embrace the long-awaited next-gen three-chip projector in Barco's fleet. And this first release is only the tip of the iceberg with new innovations in terms of light-source modularity coming in the next phases of the QDX roadmap.

Barco Pulse: Unmatched performance, control, and peace of mind

The QDX and I600 innovations go beyond its hardware excellence by supporting a range of software tools for both on-site and off-site operations. Fully integrated into **Barco software ecosystem**, the projectors come with the latest versions of software tools like Pulse Prospector, Pulse Mobile App, Pulse toolset, and **Insights Management Suite** for enhanced on-site and remote control.

Barco's Pulse ecosystem and global support offering further solidify these projectors as industry leaders, providing an immersive and hassle-free experience ensures that users can unleash the full potential of these projectors with confidence and ease.

Conclusion

Compact, powerful, and versatile; the I600 and QDX are a testament to Barco's dedication to redefining visual standards, offering a comprehensive solution for various applications, from mid-segment to high-end installations. After a substantial period of R&D, Barco finally enters the market with these new projectors and continues its growth based on innovation. As the company embarks on this new chapter, its mission remains clear – to empower businesses, creators, and audiences alike with tools that inspire, connect, and elevate the way they visualise the world.

Extron Now Shipping XTP Systems 8K Boards with Dante Support

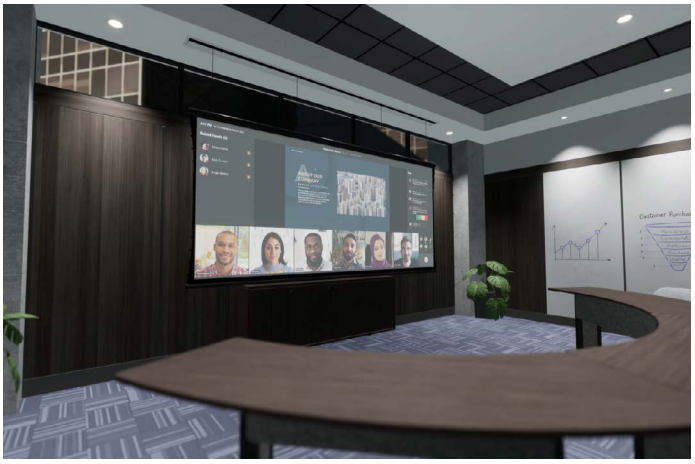
According to Casey Hall, Chief Marketing Officer for Extron, due to the increased popularity of networked audio distribution, Extron's customers are looking for Dante built into their switching systems. As such, XTP now supports 8K HDMI and Dante audio with its new XTP II CP 8K output board, facilitating convenient system expansion with Extron's complete line of Dante-enabled audio processing products.

Extron is now shipping the XTP II CP 4o HD AT 8K output board, the newest product to join the XTP Systems family. This XTP output board provides four HDMI outputs and four Dante digital audio outputs. It is HDCP 2.3 compliant and supports HDMI 2.1 performance at video resolutions up to 8K/30 HDR video with 4:4:4 colour sampling at data rates up to 40.1Gbps. Dante output adds the capability to take any four stereo audio signals that are routed through the XTP system and transport them as Dante audio over a network using standard Internet protocols. This XTP output board supports convenient integration as part of a complete networked audio system solution. The XTP II CrossPoint Series modular matrix switchers feature a 50 Gbps backplane to deliver a future-proof AV infrastructure that supports convenient growth and upgrade without needing to replace equipment.

XTP Systems provide a completely integrated switching and distribution solution for multiple video formats. They support local connectivity as well as extended transmission capability for sending video, audio, RS-232/IR, and Ethernet up to 330 feet (100 meters) over shielded CATx cable, and up to 10 km (6.21 miles) over fiber optic cable. Each system is HDCP compliant, and delivers ultra-fast, highly reliable digital switching with Extron's SpeedSwitch Technology. With hot swappable modular components, a wide selection of XTP transmitters and receivers, and advanced 24/7 system monitoring, XTP Systems are designed to provide continuous, trouble-free operation in the most critical installations.

For more information on the XTP II CP 4o HD AT 8K, click **here**.

Da-Lite's Tensioned Advantage With SightLine Now Available in Modus VR Product Library



Da-Lite is pleased to announce its Tensioned Advantage electric screen with SightLine cable drop is available in the latest release of the Modus VR visual experience platform. As the first manufacturer to feature a projection screen system on the platform, Da-Lite and Modus VR will host a live demo of the visualization tool during a webinar on Wednesday, Feb. 14.

According to Wendy Cox, Director, Product Management Da-Lite, two years ago, the SightLine cable drop feature redefined the projection screen category with its ability to add visual appeal and solve the most time-consuming obstacles in projection screen installations. Now that clients can see this eye-catching feature it will speed up the buying decision process in a compelling way.

Available as an option with the company's Tensioned Advantage and Advantage electric screens, SightLine gives the impression of a floating screen. The single roller design suspension system features three or four thin cables that can accommodate drop distances up to 70" (standard) and 10' (optional) between the ceiling and the top of the screen. This innovation eliminates the need for the traditional black border above the projection screen and simplifies AV setups by creating space above a screen to place cameras or speakers, while its low-profile design preserves a room's architectural integrity.

Modus VR provides software tools that accelerate the design and sales process of commercial AV projects. Unlike other rendering packages, Modus allows for real-time presentation and on-the-fly changes, resulting in fewer meetings and faster alignment among stakeholders. In addition to its remarkable speed, Modus works with manufacturers to visualise the capabilities of real-world products, demystifying harder-to-understand concepts like microphone pickup patterns, camera field of view, speaker coverage, and more. Once a project is complete, Modus provides tools for generating traditional renders, 360s, line drawings, and a bill of materials in seconds.

Da-Lite joins other Legrand | AV products featured on the Modus VR platform. Currently, the company offers visualization for the Middle Atlantic Forum Collaboration Suite and C3 Series Credenza, as well as the Vaddio IntelliSHOT, RoboFLIP, RoboSHOT 12E and 30E, TableMIC Microphone and CeilingMIC Microphone products.

Sennheiser and Q-SYS Now Certified to Bring Seamless Audio and Control Experiences to Cisco's Collaboration Devices

Sennheiser , a developer of advanced audio technology that makes collaboration and learning easier, has announced that its combined solution with **Q-SYS** a cloud-manageable audio, video, and control (AV&C) Platform, has achieved certification for use with Cisco's Collaboration Devices.

This certification represents the integration of **Cisco's Collaboration Devices** with **Sennheiser's TCC 2** and the **Q-SYS Core Nano**, delivering enhanced audio connectivity and intelligent control features for contemporary meeting and learning environments. The Cisco Collaboration Devices serve as the video conferencing engine that brings robust computing power to support a wide range of collaboration scenarios.

Participants using Cisco's conferencing solutions in a meeting room, lecture hall or collaboration space can experience the superior audio and automatic beamforming capabilities of the TCC 2 with control from Q-SYS and Sennheiser.

"We are excited to partner with Sennheiser to offer a certified end-to-end audio solution for high-impact spaces utilizing Cisco's conferencing solutions," says Vic Bhagat, Principal, Alliances, Q-SYS. "This removes the guesswork out of the room design and deployment, while providing end users an enhanced collaboration experience."

Adapting meeting rooms to hybrid work requires a unique blend of collaboration technology, integrated workflows, and workspace intelligence. The certified integration of Sennheiser and Q-SYS with Cisco's video bars,

room kits and integrated video conferencing systems facilitates a seamless blend of physical and digital workspaces, promoting scalable and flexible collaboration. As part of the Cisco Collaboration Devices Partner Ecosystem, these solutions ensure participants get the best experience and make integration as seamless as possible.

"With Sennheiser microphones and the Q-SYS Platform meeting Cisco Collaboration Devices stringent requirements for certification, we provide our mutual customers with the best possible audio, video, and control experience," stated Espen Løberg, Cisco Collaboration Devices VP.

With a coverage of up to 80 m², the TCC 2 is a great solution for large meeting rooms and lecture or collaboration spaces. With its functional square form, the TCC 2 gracefully integrates into the design of modern meeting rooms – simply by replacing a ceiling tile.

Part of the Sennheiser TeamConnect Family, the TCC 2 is a problem-solver that allows cable free tables and flexible furniture arrangement, while offering all of the TeamConnect Ceiling Solutions benefits like Trusted Sennheiser Audio Quality, efficient setup, brand agnostic integration, simple management and control, a sleek design and a sustainable impact.

"We are thrilled to see our TeamConnect Ceiling 2 microphone and the collaboration with Q-SYS reach new heights through this certification with Cisco Collaboration Devices," said Charlie Jones, Global Alliance & Partnership Manager, Sennheiser. "By aligning with Cisco's conferencing technology, we are able to offer robust, seamless integrations into a wide range of collaborative environments, paving the way for more dynamic and effective communication in meeting rooms and learning spaces worldwide."

Genelec Previews New PoE Subwoofer at ISE 2024

Finnish audio technology innovator Genelec – one of the most prominent exhibitors (in Hall No. 2) at ISE 2024 – while bringing its popular Smart IP family range to awe the visitors, took the show platform to preview its latest innovation, the Smart (IP) PoE subwoofer system that is slated to join the audio major's prideful loudspeaker family soon.

Housed in a slimline package, and with an efficient internal Class D amplifier stage, the new subwoofer is the world's first premium PoE subwoofer design that adds a very powerful new dimension to the Smart IP family.

The new Smart IP subwoofer comes with a package of feature-rich technologies flowing

characteristically through a single but standard CAT cable. Being network-centric technology play system, the subwoofer can connect as many as five existing Smart IP loudspeakers and be compatible with both AES67 and Dante, while deriving power via PoE.

The new subwoofer's RJ45 connector allows access to Genelec's sophisticated Smart IP Manager software tool that enables installers to configure almost unlimited number of rooms, zones, loudspeakers and audio channels. More, the device system also comes with a characteristic Euroblock connector that enables analogue connectivity- meaning giving capability to handle both the high-profile IP- rated systems as well as conventional analogue devices.

Interestingly, that the new subwoofer efficiently handles multiple numbers of loudspeakers in the network, it effectively removes the need for bulky racks of external amplifiers and their associated cabling.

Further, the device system also comes with a versatile room equalisation tool set that facilitates system organisation and status monitoring as well. It is powered by Genelec's proprietary internal power supply technology that helps store power in the unit in order to produce impressive short term SPL whenever needed.

"We wanted to use the ISE 2024 platform to gather customer feedback on the potential new Smart IP subwoofer," informs the Genelec spokesperson. "The response was overwhelmingly enthusiastic and positive," he sounded excitedly. "Running live on the booth as part of a complete Smart IP system, we were able to demonstrate the subwoofer's impressively high SPL and low distortion performance, powered via PoE and fed via a Dante IP stream."

Alongside the new subwoofer, Genlec also showcased its existing 4410, 4420 and 4430 wall-mounting models, the 4435 in-ceiling model and the 4436 pendant model, and demonstrated Smart IP's compatibility with a growing range of third party automation systems.

The system's final specification, pricing and availability would be confirmed shortly, informed the spokesperson.

Genelec

LEA Professional Launches Connect Series Half-Rack Amplifiers

Affirming its commitment to providing amplifier solutions for every customer's unique needs, **LEA Professional,** a manufacturer of innovative, high-quality, professional-grade amplifiers with cloud- and IoT-based technologies, announces the launch of its Connect Series Half-Rack models.

Awarded “Best of Show” at ISE 2024, these smaller form factor, half-rack smart amplifiers deliver one of the most feature-rich experiences available in the industry — featuring onboard DSP, WebUI, Cloud Connectivity, third-party API control, and more.

Each of the new half-rack models (CS34, CS64, CS124, CS34D, CS64D, and CS124D) are built with fully-routable analogue inputs, 4 amplifier channels with Low-Z, 70V, or 100V selectable by channel and the D units include Dante and AES67 connectivity. All models also boast three different ways of network connection: using the built-in Wi-Fi Access Point, connecting to an existing Wi-Fi network, or using a Local Area Network Ethernet connection.

The half-rack models join LEA Professionals' extensive technology catalogue, featuring smart power, industry-leading DSP, and intelligible IT solutions. These offerings and more equate to The LEA Advantage. Always resolute in this approach, while prioritizing exceptional customer service, based on intrinsic company values.

According to Brian Pickowitz, Vice President of Marketing at LEA Professional, in response to the significant adoption rate of Connect Series amplifiers amongst commercial, corporate, marine, and residential integrators who wanted a product that delivered the same punch, while taking up less space, the company designed this new series of half-rack solutions that can be installed anywhere and are perfectly suited for small to medium-scale installations.

UC and the Workspace

In the post-COVID landscape, characterized by the widespread adoption of remote and hybrid work models, Unified Communications (UC) assumes a pivotal role in facilitating effective communication, collaboration, and productivity. UC solutions empower employees to interact and work together seamlessly from any location, leveraging various internet-connected devices. This enhanced flexibility not only boosts productivity but also ensures uninterrupted communication irrespective of physical barriers.

The significance of maintaining connections with clients and colleagues was acutely realized during the COVID-19 pandemic. While many companies resorted to quick-fix solutions during that time, there's now a growing demand among corporations for a more integrated and inclusive communication experience.

Jonathan Loh

Phone Myat Hlaing

We recently spoke with **Jonathan Loh, Senior Account Manager in Sales, and Phone Myat Hlaing, Team Lead Service Engineer**, both of whom are affiliated with **Enovec**. Established in 2014, Enovec specializes in Unified Communications, offering expertise in this crucial domain.

In the post-COVID landscape, what emerging demands are you observing concerning Unified Communication spaces within corporate environments?

Many companies have had an encounter with the hybrid work model, and with the adoption of such a structure, one of the key embraces today is the integration of hybrid workers. The infant phase of implementing and learning Unified Communications (UC) has passed, and we could look at this from two separate perspectives – the users vs the organisation.

The Users

With a higher level of literacy coupled with some experience, users are now seeking less rigid and more human-responsive solutions. Citing the viral infection of COVID-19, users have grown into a preference for having a touchless interaction with the solution as a precaution while also demanding a zero-friction environment. The paradigm of having a UC room has shifted from "having one" to "it has to be a good one". As UC's acceptance grows, individuals' adaptation grows as well. Rather than a local change, this global pandemic has also made the entire globe turn. As such, downtime is unacceptable due to the high volume of solution usage, some even around the clock for regional or global conferences.

The Organisation

With the increase in hybrid working spaces, organisations are investing in advanced technologies, with UC playing a central role in connecting the stakeholders. Keeping in mind remote employees, the demand for scalable solutions surged. Along with that, maintenance, deployment, and features are heavily scrutinised in the modern workspace. Instead of the basic visual and audio, through calls and messaging, organisations are now expecting the platform/solution to be expandable, portable and hot-swappable. It is also necessary to provide better features like whiteboarding, interactive applications, AI features like camera tracking, voice tracking, ANC capability, and more. This even comes down to the acoustics, lighting, positioning, and automation of the room.

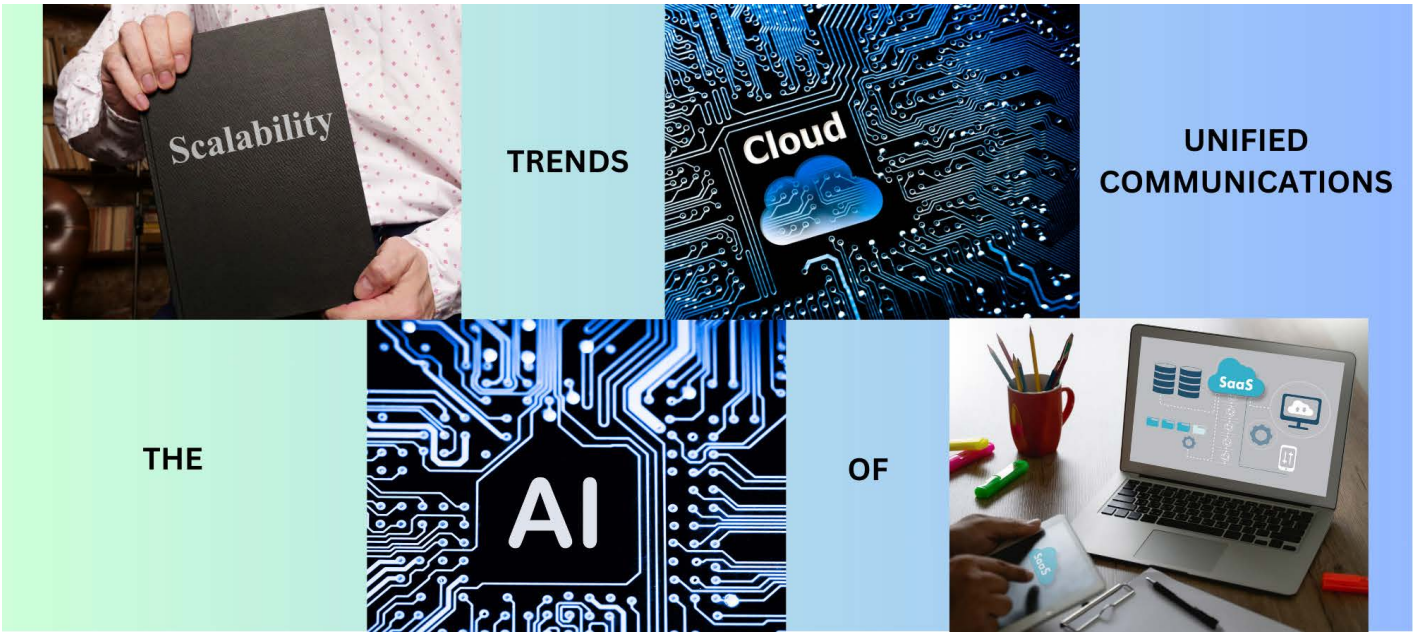
What do you perceive as the primary objectives organisations prioritise when considering the implementation of Unified Communication spaces?

Larger Organisations

Scalability, Uniformity and High Quality. With remote working possible, organisations saw the opportunity to expand their workforce outside their country. However, it is also worth noting that the regional headquarters remain in the local office. As such, AV and IT managers are working hard to explore scalable yet uniform solutions so that the maintenance can be executed as easily as the deployment in every region. Quality sits on the same standards coupled with a responsible System Integrator as their support. Typically, a considerable amount of time is spent acquiring solutions capable of monitoring equipment and showcasing performance dashboards to control, update, or debug over a central office. In a double-edged sword scenario, security has become a concern as UC solutions run over IP, which may expose the organisation's infrastructure. Hence, there is a strong case for their objective of onboarding only quality brands and reputable suppliers.

Smaller Organisations

Feasibility is vital to smaller organisations as they have a lean workforce and space concerns. Their primary qualification is a solution that could provide good enough audio and video and comply with certain standards. The supporting



qualifications include having it slick, neat and affordable in ratio to their earning.

In your perspective, does the source of Unified Communication solutions, whether from a single brand or multiple providers, significantly influence organisational preferences?

To a certain degree, yes, there is and will always be significant influence. This could come from a first-mover advantage or an experienced organisation that leads change and for many other reasons. However, the chances of being a heavyweight influencer are lower than expected now, as a good UC solution is not out of reach now compared to years ago. In today's corporate office, the IT team is hunting for brands consistent with their mission and user feasibility. For example, a full suite of solutions inside and outside of video conferencing would include automation, managing, etc. This could done by many brands; hence, until a unique, strong contender surfaces, the current landscape does not have an actual heavyweight influence.

Are there challenges corporate offices face in implementing Unified Communications solutions effectively? If so, what are they and why?

The challenge that exists and will continue to be a core challenge is the migration and globalisation of their solution rollouts. Locality, culture, technology prefaces and capabilities within the representative country are difficult to standardise. Organisations with multiple properties may also face standardisation issues, alongside the preference of their employees (age). For organisations with existing solutions, the shift to IP-based solutions and new lines of UC solutions had posed potential logistical and infrastructure challenges – this could be regarding bandwidth issues, security issues, malware protection, etc. With all the new technical aspects, the investment cost becomes a game of justification on the return on investment.

How is your organisation helping corporate offices implement security measures to protect sensitive communications within Unified Communications platforms?

As experts in the UC space, we are here to help, not to confuse. We ensure the pursuit of being up to date in our knowledge, learning compliance well, and executing with caution, not just with local standards but on a global front of understanding. Security and privacy are essential to Enovec, which is why we find ways to ensure that solutions are end-to-end encrypted wherever possible. We continue striving to be the safety net to our client's invisible lines – their online security.

Are organisations addressing scalability and flexibility requirements when deploying Unified Communications systems?

Yes, mainly for the larger organisations. Globalisation is critical, and as the organisation scales up, the pool of clientèle grows. Having that said, the choice of platform increases. Downtime is also unacceptable as it may cost them a million or two just from that 10-minute call. However, smaller organisations are less concerned about it. They are the "growing" companies with leeway to improve.

What trends do you anticipate shaping the future of Unified Communication spaces, and how might they impact corporate environments?

* Scalability of the solution after project implementation is crucial as it contributes to the financial and technological planning for any future upgrades or add-ons. Brand reliability is also essential when it comes to peace of mind; a reputable vendor will be able to provide the necessary support or assistance required locally or even remotely should any technical difficulties arise.

* The rise of AI in UC systems will be the next big thing as we seek more effective ways to improve the meeting experience. Adaptive learning in AI helps the UC system learn and be more intelligent, allowing users to have better and more consistent experiences during their meetings or calls.

* Software As A Service (SaaS) will get more traction. Also leveraging on cloud technology and reducing dependence on hardware. For example, cloud-based solutions with minimal hardware requirements can power video wall processing and features.

Enovec

INDIA

Ambedkar Manifested Magnificently in Vijayawada

The South Indian city earns a unique distinction of creating largest AV ensemble of Ambedkar

by Ram Bhavanashi

The B.R. Ambedkar Swaraj Maidan: A fuller view of the site.

Vijayawada – the undefined capital of the South Indian State of Andhra Pradesh for many reasons – earned a tall distinction recently with the inauguration of the world's largest statue of Dr. B. R. Ambedkar. However, it's not just the colossal statue that makes a special attraction. It is for as large and compelling proposition of journeying into the life, and lofty ideals of the leader remembered for his fight for human dignity, besides architecting the country's Constitution- all by means of a mastery of audio-visual technology medium.

Promoted by Andhra Pradesh Industrial Infrastructural Corporation (APIIC), the ₹400 crore (over US$48 million approx.) mega project is fruition of a massive, rapid-action collaborative effort between the city administration, project contractor KPC Projects, project designers Design Associates, and AV systems integrators PAN Intellecom.

SI Asia, in its Cover Story this month, presents an exclusive of what is said to be the grandest statement of infotainment in South India, if not the country- aimed at social and national cause.

FACT FILE

Project Name: B.R. Ambedkar Museum at Swaraj Maidan, Vijayawada (Phase-II)

Project Location: Swaraj Maidan, Vijaywada (Ertswhile PWD Grounds)

Project Segment: Infotainment

Project Owner: Andhra Pradesh Industrial Infrastructural Development Corporation

Project Operator: M/s KPC Projects Ltd.

Project Overall Budget: ₹400 crore (over US$48 million approx.)

Project AV Cost: ₹ approx.23 crore (>US$2.7million)

Project Design and Management Consultant: PAN Intellecom Ltd

Project Interior Designer: PAN Intellecom Ltd

Project Acoustic Consultant: PAN Intellecom Ltd

Project Systems Integrator: PAN Intellecom Ltd

Project Highlights: Two 7x3m 2.5mm pixel pitch Active LED video walls by Delta; Integration of Audio Guide system throughout the museum for three languages (Telugu, Hindi, English); Projection mapping; Advance Classroom facility for visitors (with technology-based classroom setup); Interactive display; Architectural lighting.

Key AV Brands in the Install: 2 units of Delta Video Walls; 22 units of 55-inch and 2 units of 85" Samsung Displays; 20 units of 55" Samsung Interactive Displays; 13 units of Digital Projection projectors; 23 units of Bosch speakers; 4 units of Audio-Technica microphones.

The Synopsis Grand

Vijayawada – the historic temple town of Andhra Pradesh has also historically been an undefined capital of the State for many reasons. A city that is politically vibrant and dynamic, culturally rich, and strategically central to connect South, East and North India- is like a nerve centre of Andhra Pradesh.

The richness of the city's contours acquired its newest embellishment in its grandest format recently when the State-owed Andhra Pradesh Industrial Infrastructural Corporation (APIIC) inaugurated its most ambitious project in recent times- world's largest bronze statue and museum of Dr. B R Ambedkar – widely revered as the Architect of Indian Constitution.

The mega project – launched at an estimated cost of ₹400 crore (over US$48 million approx.) – is a veritable record of sorts:

* Named as the *Statue of Social Justice,* it is said to be the tallest Ambedkar statue in the world.

* With 125-feet high statue, built on a 81-feet pedestal, it is second only to the *Statue of Unity*

– the tallest standing statue in India – and fourth tallest in the world.

* Installed on an expansive site of over 18 acres *Swaraj Maidan* (renamed from the earlier name of PWD Grounds), the statue sits on a massive two-story structure named *Kalachakra Maha Mandala* – meaning the Great Wheel of Time – a typical Buddhist design of a three-dimensional palace where every single design has a symbolic meaning.

The Kalachakra Maha Mandala – shaped like isosceles trapeziums with 50-degree centripetal tilt is a massive two-storey ensemble of infotainment in terms of structure and texture; content and context; connect and belongingness. It has a total of five galleries- three on the ground floor, and two on the first floor, in addition to an Interpretation Centre- all treated with AV. The Interpretation Centre is provisioned for flexible AV/multimedia play. The complex also has a Convention Centre, and provision for a Souvenir Shop. In addition, it has a dedicated pavilion/gallery to emphasise Ambedkar's connect with South India

Overall, it is a very inviting, involving, inclusive and inquisitive journey through audio-visual medium, in a pleasant sync of construction and communication technologies.

For one- the ambitious statement of AV apparently has a grand precedent in the form of a similar ensemble in New Delhi done some six years ago; it did draw inspiration from the preceding model, but evolved into a much bigger statement of larger proportions.

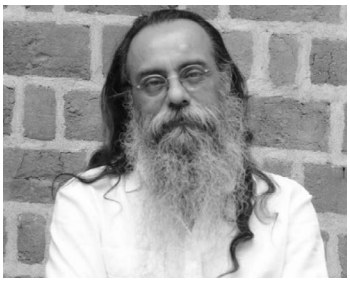
"It's one of its kind, for its sheer size and scale, and intent," prides **Swapnil Dinakar Pundkar, IAS, Municipal Commissioner of Vijayawada (VMC)**. Being the top exec of the city's civic body, he was closely associated with the project from the word go. According to him, 'while the project has its inspiration from the Delhi museum, it evolved much higher, and stood on a much wider platform, with latest technologies.'

Says **Jubin Cherry Roy, Deputy Town Planner at the VMC:** "In this era of digital and social media revolution where one's attention span is very miniscule, holding one's attention for a longer while – which is one of the essential ingredients for a museum – is very difficult; but we achieved it."

According to him, it was a masterly work by the AV systems integrator commendably supported by the teams of stakeholders. A pleasant fruition of collective hardwork.

"It's about taking a new look at technology integration with the static element in the best possible way," says **Sahaj Panesar, Head-Marcomm** at **PAN Intellecom,** the AV systems integrator**.** "Because, we have an expansive dedicated

space, and we wanted to have a seamless flow of narrative via a subtle medium of technology, we tried and brought a new look.."



"This is the another new-age museum that PAN has done," commends **Amardeep Behl, Managing Director of DesignHabit**, who mentored Sahaj and team to design and integrate the AV into what was served up to the team like a widest but 'designer' platter.

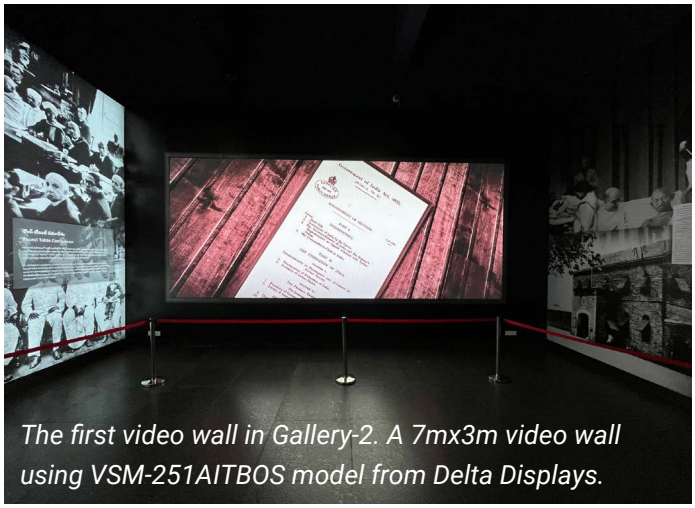
"A very refined blend of technology into an inspirational storytelling," says the DesignHabit chief. "The intent of technology should never be for technology sake; it should aid, accentuate the experience of content," he observes. "I guess Sahay & the PAN team achieved it commendably."

The Preamble

When the Government of Andhra Pradesh decided to erect a grand statue of Dr. B. R. Ambedkar, the initial ideation was to make it a grand one, as a prideful statement and government's commitment to a cause. Noted architectural design firm Design Associates was roped in to design the structure.

The Noida-based design team ideated truly unique structure. Keeping in view Dr. Ambedkar's transformation in later years with Buddhist philosophy, they ideated the pedestal of the statue like the *Kalachakra Maha Mandala* (explained above).

While the basic structure features shear walls and inclined RCC slabs and beams with



The first video wall in Gallery-2. A 7mx3m video wall using VSM-251AITBOS model from Delta Displays.

a 50-degree tilt inwards, the pedestal was designed like G+2 isosceles trapezium.

The project task team, therefore, had a grand structure in place, and they were ideating on the viable model for the vision they already have.

While several ideas cropped up during the Ministerial and Secretarial deliberations, and they all got summed into create a bonding with people; sensitize them on who is Ambedkar; his ideals and legacy; and create takeaways so that it stays with them, and spreads across the social spectrum.

"We toyed with many ideas like setting up a library with huge collection of books on Ambedkar, a photo exhibition revealing various facets of his life, and an auditorium to regularly host lectures and debates about his legacy etc," explains Dinakar.

"We explored various possibilities which was when we came to know about the Ambedkar museum in Delhi. When we saw that, we really felt that it is truly something that can hold the visitor for at least two-three hours and does have some takeaways," he elaborates the

Gallery-4: Dedicated space to depict Ambedkar's studies, and academics.

genesis of ideation for what stands on ground today.

"So, the ideation was to create around the statue something inviting, compelling, and communicable deep into the minds of people so that they learn to follow his ideals; the ultimate objective was to contribute towards an awakened citizenry of social dignity and harmony."

However, a very assertive vision was to establish a strong Southern Connect. A vibe that brings out Ambedkar's connection with South India, the time he spent, the people he interacted, the places he visited, and the legacy he left.

Thus came on board PAN Intellecom Pvt Ltd – though following the due diligence – to design and integrate an immersive technology framework that subtly connects and holds the visitors into the depiction of Ambedkar's life, his perseverance, perspective and message.

"There are certain areas where Dr. Ambedkar laid Foundation Stones, and certain buildings he inaugurated," recounts the VMC Commisioner. "We gathered all that info and developed content to be able to effectively communicate the depth of the connect the region shared with him," he explains. "We wanted this to stand out as a unique characteristic feature of the project."

That they had very vast sprawling 18.8 acres of PWD Grounds in the city – later renamed to B R Ambedkar Swaraj Maindan – around the building for the purpose, they wanted to make it a grand statement. The government set up a subject matter expert committee headed by Prof. Satyapal from Nagarjuna University to guide the task team on field with the content for the intended museum.

Depicting of the setting of Ambedkar's early employment life at Maharaj's service.

The three-member content committee comprised Prof Aruna from Hyderabad, and Prof Challapalli Swaroopa Rani from Andhra University, besides Prof. Satyapal.

That the time-frame to realize the vision was hardly six months, it was suddenly like a rapid-action force in motion.

The technology integration team, headed by Sahaj visited the site, and swung into action – though under the guidance of Amardeep Behl.

Constitution of the AV Framework

Following intense deliberations, and discussions, it was ideated to have three galleries on the ground floor that will depict the story of Ambedkar in its totality but in phased fashion of smooth flow of narrative with a mesh of audiovisual backdrop.

Gallery-1 speaks about the story of Ambedkar from the beginning till his *Sankalp*- the vow he took to bring about a change in society- through an artistic workmanship of wall panels, light graphics, set designs, and high-relief murals. Fifty five-inch LED panels from Samsung, and Digital Projection projectors combine to weave in the narrative into the set design and murals. That is followed by transition galleries in the same space where the walled surfaces are covered using vinyl wall panelling, and depicting various scenarios from Ambedkar's life.

"It was important for us to integrate dynamic elements into the static elements, making it a lively, inviting, and involving ambience," explains Sahaj.

Gallery-2 talks about the three important aspects of Ambedkar's philosophy: *Educate, Agitate, and Organize*. The narrative here is on the *Kalaram temple, and Mahad Satyagraha* – the two highly important events in Ambedkar's life.

The narrative also talks about the Round Table Conference, Simon Commission, and then Government of India where Ambedkar served as Labour Minister etc where he got actively involved in the political movements of the time.

In terms of AV, it's through photographic content the events are depicted, with the accentuation by projection, two Digital Projection projectors doing the action. A typical act of AV here is the depiction of the famous Mahad satyagraha (agitation for right to use of water in public places, began at Mahad in Konkan region.)

"We deployed a projector facing downwards, in addition to the projection mapping to get the wavy water effect," explains the PAN Marcomm Exec. "The projection technology is integrated in such a way that the whole set comes alive when projected."

For Kalaram temple, there is normal projection mapping but with back-lit panels to accentuate the continual visual story telling leading to the next exhibit. However the big act here is the 7mx 3m Delta Video wall that depicts the famous Pune Pact Ambedkar had with Mahatma Gandi on 23 Sept. 1932.

Gallery-3 talks about Ambedkar's becoming part of the Drafting Committee of the Constitution; then transition to Signing Adoption; then his conversion to Budhism, followed by the death and funeral procession.

In terms of AV treatment, the ambience has well-designed set, a second video wall of identical size, in addition to a few interactive touch panels that seek to take the visitor deeper into the life, and idealism of Ambedkar, via debates and discussions.

That the venue here is much bigger than the Delhi museum, the client had large ambiences inside the building to exploit; so, with a view to making the best use of the space, they increased the content by a significant degree. So, there are more elements in Vijayawada museum than Delhi.

Says Zubin Roy: "We had our canvas manifold larger than the Delhi precedent; so, we scaled our content higher and deeper in tune with the spaces we have."

According to him, happening a good six years after the Delhi project, this initiative had the benefit of improvised technologies than its predecessor, and the expanse of story-telling canvas has also got bigger, along with the technology backbone.

A case in a point is the gallery about '*Educate, Agitate, Organize* concept where the client sought deeper storytelling by including more slides of content.

The accompanying audio is rendered currently in three languages of Telugu, Hindi and English by means of the Audio Guide system.

The Southern Connect

The three galleries occupy the ground floor, leading to a Central Spire like staircase that leads to the first floor. It is here, the much desired *Southern Connect* was intended to take shape. The client strongly asserted they wanted a very clear, emphasizing Southern Connect of Ambedkar while depicting the whole idealism.

"That the whole story telling about the life and message of Ambedkar concludes in the first floor itelf, we proposed this staircase to depict the Southern Connect," recounts Sahaj. However, since the subject matter expert committee wasn't ready the content, the SI team couldn't do much in the space.

The first floor is marked by four large squares. **Gallery-4** which is the first square, is dedicated to Ambedkar's studies. While it does appear similar to the one in Delhi, it is subtly different in treatment.

Then **Gallery-5** is about Ambekar's meditation, and the galleries end here.

The Content Committee, by this time, came up with a huge photo material tracing Ambedkar's visit and days he spent in south India. The task team, therefore, had to relook at the space, and re-analyse the whole because the mandate was to emphasize Ambedkar's southern connect.

Gallery-2: Depicting evolution of Ambedkar. Early life, growth and involvement in national affairs.

"That it appeared to take larger space than the staircase, it was proposed that the Gallery-5, which was originally proposed for Mediation, be now curated with the *Southern Connect,*" Sahaj explains.

Of the remaining two large squares, one square was proposed to be a library, while the last and fourth square is designated as Interpretation Centre.

The reasoning for Interpretation Centre was keeping in view visits by large group of students visiting the museum as part of their field trips, but they do not have dedicated space where they can spend time to know more about the place, person, debate and interact.

"This Interpretation Centre can be used in multiple ways," explains the PAN exec. "It can be used for screenings, for workshops and other multimedia stuff," she details. "It's a flexible space- doesn't have fixed seating; rather movable seats to suit diverse events. It has a projection system and a dropdown screen to help screenings for required occasions."

Challenges of Scale

As a very generic case, it is the conflict of interest between the structure designer and the technology designer. The shell structure on the first floor with angled walls and tilted slabs, typical ceilings did not quite permit the AV exploits as the designer-integrator had wished and proposed. They needed to have a balance in between and they tried to achieve the best way possible.

"The inputs shared by the Design Associates were very much valid," admits Sahaj. "For, the spaces allow good ventilation inside and, one can look downwards into the sprawling landscapes outside through the cut outs which has its own design impact."

The other potential challenges included drafting the content, translation into Telugu, and coordinating diverse teams to work in tandem with one another- all within the time frame.

"It was like racing against time," unanimously assert the client and service provider.

Having raced in as good steed, and spirit, they all collectively achieved it- much to the commendation of everyone concerned.

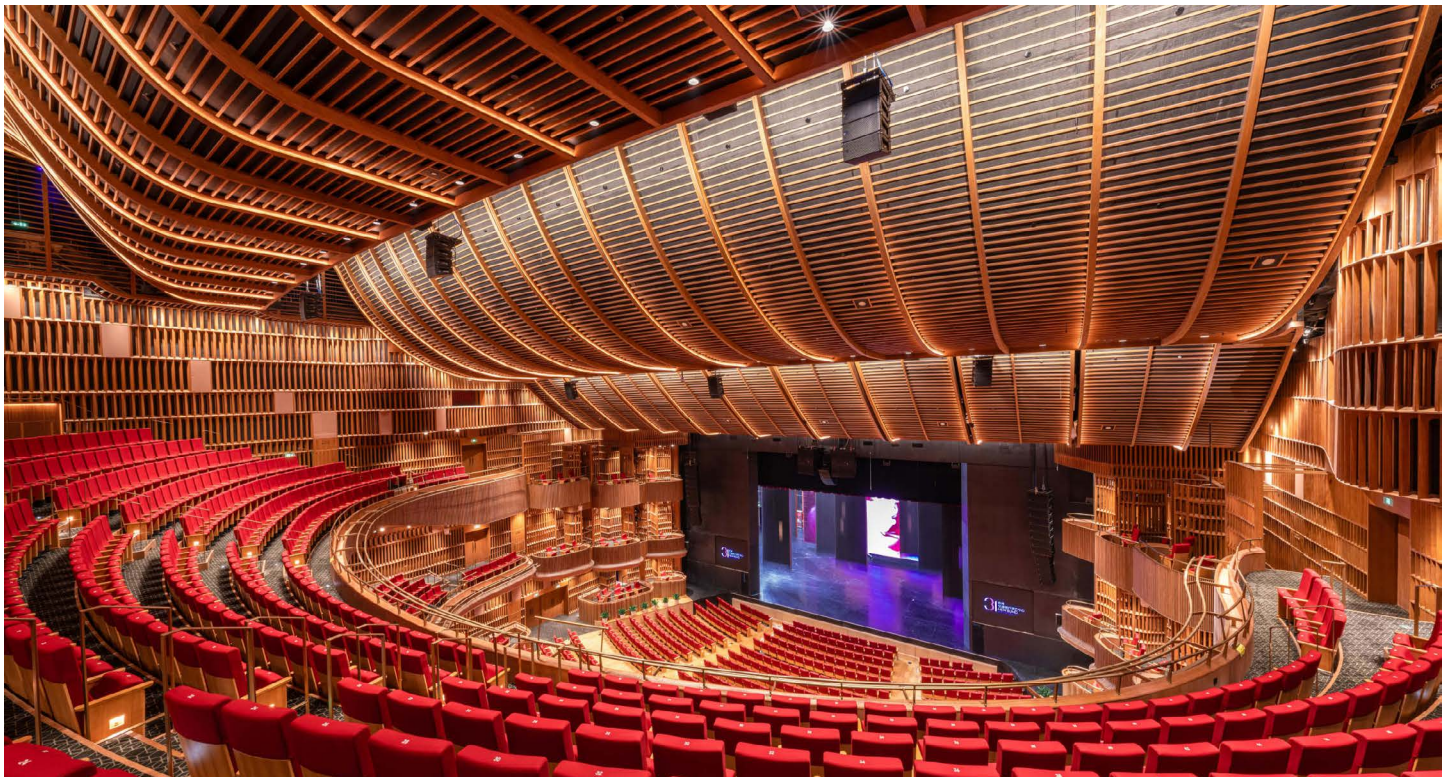
"I do not see any compromise having made, either by technology or content," says Swapnil Dinakar. "It has come out very well, and as we intended," he commends. "The only compromise, if at all we consider, was the time. Extremely tight timeline. Perhaps, had we had some more breathing space, we could have done this museum in still larger scale."

Pan Intellecom

CHINA

Meyer Sound Constellation in Shanghai Raises the Bar for Sonic Power and Flexibility

BOCOM NEW BUND 31 Performing Arts Centre is the first to offer Spacemap Go Immersive and Constellation Acoustic System by Meyer Sound in a large Hall



FACT FILE

Project Name: Bank of Communications NEW BUND 31 Performing Arts Centre

Project Location: Shanghai, China

Project Segment: Performing Arts

Project Acoustic Consultant: Theatre Projects, London

Project Systems Integrator: (Multiple vendors)

Key AV Solution: Meyer Sound Spacemap Go spatial sound design and mixing tool and Meyer Sound LYON, LEOPARD, and LINA line array loudspeakers

A resplendent new addition to the cultural life of China's largest city, Bank of Communications NEW BUND 31 Performing Arts Centre (BOCOM NEW BUND 31 Performing Arts Centre), offers state-of-the-art technical facilities for hosting events of any type, from business conferences to pop and symphonic concerts, jazz festivals, and Broadway plays. The 2,500-seat Grand Theatre, the crown jewel of the new development, is the first venue of this size anywhere to offer a "high-power" Constellation® acoustic system, one capable of creating a broad palette of natural-sounding aural environments and — when called on to do so — enveloping audiences in dynamic immersive sound experiences using the Spacemap Go spatial sound design and mixing tool.

The extraordinary capabilities of the system were showcased in late October with a unique opening production that combined symphonic, jazz, electronic, pop, and dramatic performances for an auditory feast with Constellation optimizing the hall for each genre.

The opening performances were particularly pleasing for James Chow, Head of Commercial Real Estate for principal investor Shun Tak Holdings. Chow took a supervisory role from the outset to ensure the Grand Theatre would offer the ultimate experience for audiences and performers alike.

"A highlight of the opening show was a performance by Shunza, a Chinese-American singer known for her 'velvet' voice," he recalls. "The acoustic performance was accommodating and intriguing as I had expected, and her voice also was well balanced with the live jazz band, bringing an intimate and dreamy experience to the audience."

When first proposed eight years ago, the Grand Theatre was designed principally for hosting

musicals, Chinese opera, dance, and rock/pop concerts — all requiring amplification. The basic room geometry was designed with these uses in mind. However, at a later point, the brief was changed to also include orchestral music, and this presented a challenge to the acoustical consultant, London-based Theatre Projects.

"The auditorium's geometry was fixed and impossible to change," says Lead Acoustic Consultant Fabrizio Filippi. "Fortunately, the active acoustic system offered a crucial advantage, allowing the provision of significant early reflections at all audience seats without altering the internal structure of the auditorium."

According to Filippi, a Meyer Sound Constellation system was the preferred option when the electroacoustic solution was proposed. "It was a priority since the beginning, thanks to the quality of the components and long-standing experience in the field of active acoustics," he says. At this point, Filippi worked to ensure that the physical and electronic elements of the room acoustic would blend harmoniously. "The room acoustic provides a blank canvas that enables Constellation to work to its full potential, minimizing any interference or sound colouration. In some instances, however, the physical acoustics provide useful support from surfaces that are sound reflective, such as elements in the ceiling."

The system installed here is unique in that the great majority of the 320 self-powered, full-range loudspeakers distributed laterally and overhead throughout the hall are higher-powered models such as the UPM-1XP and ULTRA-X20XP, each capable of carrying high-level discrete sounds throughout the auditorium. This allows sound designers to create dynamic immersive sound experiences, either with Constellation off or in conjunction with a Constellation acoustic preset. Such dual-use capability previously was

offered only in auditoriums seating at most a few hundred.

The system is also unique in that it is the first to integrate loudspeakers for Constellation's active stage shell into the LED video wall. The loudspeakers inside rotate so that the wall can be erected with either the passive wall surface or the active video screens facing the auditorium. Constellation in the Grand Theater provides multiple presets to accommodate performances with sound reinforcement or for acoustic-only performances of folk, operatic, symphonic, or choral music. If desired, users can customize parameters in each preset for intensity, warmth, and brightness.

For amplified performances, the hall has installed a permanent reinforcement system comprising Meyer Sound LYON, LEOPARD, and LINA line array loudspeakers with deep bass support from 1100-LFC low-frequency control elements.

James Chow expects that this investment in extraordinary sound will yield long-term benefits. "Constellation allows greater flexibility in the use of the venue," he says. "During the day it can be utilized for events such as meetings and luncheons, with shows in the evening. This flexibility maximizes our return."

Since the grand opening festivities, BOCOM NEW BUND 31 Performing Arts Center has hosted a full schedule of events, most notably a concert by Placido Domingo that drew rave reviews not only for his performance but also for the rich acoustic ambiance provided by Constellation. "My conversations with our VIP guests suggest that Constellation has exceeded their expectations," says Chow.

The Centre also incorporates a black box performance space with retractable seating for up to 400 patrons. The sound system here utilizes Meyer Sound LINA very compact linear line array loudspeakers and ULTRA-X42 compact loudspeakers with deep bass from 750-LFC and 900-LFC low-frequency control elements.

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