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AtlasIED Celebrates 90 Years in the Business of Sound and Communications

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"In the AV world, amplifiers often represent the biggest power draw for audio applications, in contrast to LED displays for visual applications. Leveraging energy efficient amplifiers can play a key role in helping organisations reach sustainability goals through a reduction in the consumption of energy, especially if that energy derives from carbon-based sources."

Klas Dalbjorn, Senior Product Manager, Biamp

Thomas Richard Prakasam

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USB-C, hailed as the Universal Serial Bus Type-C, stands as a beacon of versatility in the realm of device connectivity. Its compact form, reversible design, and lightning-fast data transfer capabilities have earned it fervent praise from both tech enthusiasts and manufacturers. Beyond its fundamental role in data transfer, USB-C boasts the ability to deliver power and transmit video signals, making it an indispensable choice for audiovisual (AV) applications. In our VoiceBox column, Lightware delves into the profound impact of USB-C on the AV industry, shedding light on its transformative influence. Meanwhile, the indispensable role of amplifiers in AV setups cannot be overstated. Behind the scenes, dedicated research and development teams labour tirelessly to refine the construction and functionality of these essential devices. Groundbreaking advancements in Power Amplifier designs have helped to slash energy consumption while upholding peak performance standards. Klas Dalbjorn, Senior Product Manager at Biamp, shares his insights into this paradigm-shifting phenomenon in our second VoiceBox column.

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USB-C and its Impact on the AV Industry

Four fundamental components stand out in pursuing a successful hybrid workplace environment: flexibility, productivity, collaboration, and security. Lightware anticipates a continued emphasis from customers on adopting technologies and solutions that bolster these essential elements.

Technology provides employees with the flexibility to work seamlessly from various locations. With BYOD, employees can use their own devices, providing flexibility in choosing where and how they work. As a result, this enhances work-life balance and increases overall job satisfaction.

Bring your own device (BYOD) has set a new standard for connectivity. It fosters convenience for employees by eliminating the need for multiple devices to support connectivity and collaboration. It also allows users to choose the type of device they are most familiar with and comfortable using. Unfortunately, the introduction of BYOD has created a challenge

for integrators, designers and IT professionals to streamline connectivity.

Audiovisual technology must facilitate collaboration among team members, regardless of their physical location. BYOD policies support collaboration tools and apps that enhance communication, file sharing, and project collaboration, but a seamless user experience ensures that employees can engage in effective teamwork.

USB Type-C, commonly referred to as USB-C, is becoming the standard for supporting BYOD because of its ability to simultaneously transmit data and power to and from various computing devices. It eliminates the need for additional cables by combining the functionality of four cables, including AV cables, USB cables, Ethernet cables and power cables, into a single cable. Uniquely, USB-C is already a standardized connector for BYOD devices in meeting rooms. Today's typical laptops and personal devices, such as MacBook Pro, iPad Pro, Galaxy Tab

S6 and Dell XPS 13, have adopted USB-C technology.

Unfortunately, not every USB-C device is created equal, and neither are USB-C cables. It can be challenging to determine if a particular USB-C cable is suitable for a professional AV application. In evaluating USB-C cables, there are four key specifications to review.

• The most critical specification is the category. A copper cable will be the most reliable and feature-rich, but there are other options, including active copper and active optical. An active cable is longer, but the cable typically does not support USB-C DisplayPort.

• Look for the term "Full-featured." A full-featured cable must have all four transmitter and receiver cables.

• A professional AV cable must include DisplayPort 1.2 4K60, which enables the cable to perform four-lane DisplayPort Alt Mode.

• Evaluate the cable generation to determine speed capabilities. USB 2.0 performs at 480 Mbps and Thunderbolt 3 operates at 40 Gbps.

Although it is widely overlooked, selecting a USB-C cable and USB-C device can be the difference between seamless operation and unnecessary hassle.

Lightware has introduced a revolutionary unified communications (UC) connectivity solution that bridges the gap between BYOM applications and USB-C devices. Lightware's Taurus UCX is a universal matrix switcher that enables users to easily share their content, switch hosts and control their meeting room easily and intuitively. Users connect their USB-C cable to Taurus UCX to share content and control the meeting room. Taurus UCX utilizes USB-C connectivity for simplified video, audio, ethernet, control signals, and power transmission. Taurus UCX is ready for future devices with USB 3.1 Gen1 standard compliance. Lightware's revolutionary device is designed to be a centrepiece of any collaboration space that requires USB and HDMI for inputs.

Like any iconic duo, Taurus UCX and Lightware's USB-C cables provide a harmonic connectivity solution.

Lightware

Power Amplifiers Designed for Sustainability Provide Greater Efficiencies in Power, Size, and Weight

One of the vital elements that works from behind for any AV exploit is amplifier. The industry's R&D houses have been consistently busy trying to improvise the way these essential devises are built and perform. Evidently, improvements in Power Amplifier designs have been acknowledged to be helping venues around the globe to reduce their energy consumption without sacrificing performance. The case of Asia Pacific is and cannot be different.

Klas Dalbjorn, Senior Product Manager, from Biamp, presents a perspective of the situation in an exclusive for SI Asia magazine.

The ability for power amplifiers to deliver considerably lower power consumption without sacrificing performance is the holy grail for any commercial venue requiring quality audio - from a small house of worship to a large sports arena.

After all, low power consumption offers significant long-term energy savings, which translates into reduced operating costs while improving energy efficiency towards goals ranging from government regulations to organizational environmental, social, and governance (ESG) mandates. It also provides verifiable proof that a given organization is taking steps to be a good corporate citizen within the communities that organization operates.

In the AV world, amplifiers often represent the biggest power draw for audio applications, in contrast to LED displays for visual applications. Leveraging energy efficient amplifiers can play a key role in helping organisations reach sustainability goals through a reduction in the consumption of energy, especially if that energy derives from carbon-based sources. For some countries on the Asian Pacific Rim, which have higher-than-average electricity prices compared to the rest of the world, including Japan and Singapore especially, the ability to reduce energy costs is vital for the bottom line and being environmentally conscious.

To that end, amplifier manufacturers are increasingly developing technologies with the goal of reducing the annual power consumption of the equipment.

Designing Energy-Efficient-First Amplifiers

One of the biggest amplifier design considerations is power density. In essence,

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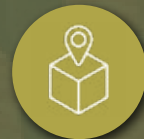
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By **Hyve**

manufacturers are increasingly packing more power into tighter spaces, including the ability to take a powerful and efficient Class D amplifier and place it in one rack unit (RU). Class D amplifiers are the most energy efficient amplifier class as they leverage pulse-width modulation to manipulate the input signal as varied-length square waves. This process enables tight control over when the output devices conduct, resulting in major energy efficiencies. The higher efficiency generates less thermal energy, hence manufacturers can utilize smaller chassis that can fit in one or two RUs, depending on the power required. Because this new generation of amplifiers dissipates less thermal energy, they don't require the same size heat sinks, making such units significantly lighter as well.

An amplifier driving a reactive load such as a loudspeaker needs to handle reactive energy coming back from the loudspeaker. Many amplifiers turn this energy into heat losses. An inherent benefit of a reliable Class D design is that it reuses this power by temporarily storing it in capacitors, which in turn requires less cooling compared to traditional amplifiers.

Energy efficiencies are also gained via variable power supply. Class D amplifiers are particularly adept at adjusting energy consumption based on the audio signal demands. This adaptive feature enhances efficiency during both low and high-volume playback. The incorporation of smart power saving modes that activate when possible, also helps reduce power consumption without compromising performance.

For these reasons and more, the Gujarat Technological University in India recently installed 51 Biamp AMP- D225H Class D amplifiers across its campus.

Going further, amplifiers are also consolidating signal processing and connectivity into these increasingly smaller and lightweight packages. Amplifiers (or rather amplified loudspeaker controllers) today may include both audio-video bridging (AVB), Dante, and AES67, in addition to network connectivity, providing a method for central system control software to configure and manage digital signal processing (DSP) settings remotely as part of a larger integrated AV system. Such configurations also reduce the amount of additional hardware required, further benefiting sustainability goals and initiatives.

Extracting Energy Efficiencies Through Software

Those connected software tools can enable IT and AV installers to squeeze even more efficiency throughout the installation design process. Install design software, such as VenueTune, empower installers to realize a simplified design process and deployment, including the ability to select what amplifiers to drive the speakers with and the ability to predict the current draw and heat dissipation. For example, a given room design may only require 150-watt per channel, whereas the loudspeakers used may handle 250 to 500 watts per channel. Selecting more than 150 watts of power per channel is then overkill, so the installer can then select more energy efficient amplifiers, which are typically lower cost and utilize less energy without hurting performance.

IT and AV pros can then use powerful system tuning and comprehensive system performance monitoring via software, post-install. They can

then adjust the settings throughout the life of the product, as needed, utilizing real-world data as a guide.

Balancing Engineering Costs Versus Energy Savings

Looking ahead, as manufacturers continue to design more efficient power usage into amplifiers, they also must consider the cost of engineering those designs. While such design breakthroughs may require an additional cost at purchase, the user enjoys a more energy-efficient and thus less costly power amplifier to operate through the life of the product. The initial cost is further offset by enabling the organization to show empirical improvements in energy consumption and thus promote its

sustainability bona fides that are enticing to investors. According to **JP Morgan Stanley**, publicly traded companies with higher ESG ratings tend to be more competitive and have high quality management teams, driving strong returns.

Therefore, it's important for manufacturers to be transparent about potential cost savings to help IT leaders, installers, and end users make more informed decisions about what type of amplifiers they are purchasing against their stated goals of environmental stewardship. Forward-looking organizations can then better balance the needs of audio equipment they require, especially power-hungry amplifiers, without compromising on green initiatives.

Biamp
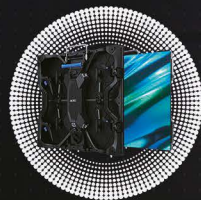
Bose Professional Elevates Presence with the Grand Opening of its Experience Centre in Singapore

Nittin Dargan (4th from left) with the Singapore Team.

Designed with functionality and innovation in mind, the Centre features two meticulously crafted meeting rooms, each showcasing Bose Professional's cutting-edge solutions, including the VideoBars tailored for meeting, huddle, and boardroom environments. Beyond mere demonstration, these rooms serve as a dynamic platform for hosting Bose Professional's own meetings, workshops and training, underscoring the Centre's multifaceted utility.

SINGAPORE: Bose Professional marked a significant milestone with the official launch of its state-of-the-art Experience Centre in Singapore on April 1st, 2024. More than just a showroom, this extensive 3000 sq. ft facility seamlessly integrates as the company's regional office.

Bose Professional audio solutions showcase.

Moreover, a dedicated showcase space features the entire spectrum of audio solutions from Bose Professional's portfolio. From immersive ceiling speakers to versatile pendant speakers,

from sleek surface mount speakers to dynamic column array speakers, and from precise point source speakers to portable marvels, visitors are invited to immerse themselves in the unparalleled audio experience offered by Bose.

The establishment of this Experience Centre is a direct outcome of Transom Capital Group's acquisition of Bose Professional in 2023. Reflecting on this transformative journey, Hui Ming Tan, Sales Manager - SEA Distribution, Bose Professional Systems, elucidates, "Following the acquisition, meticulous reorganization and strategic discussions ensued, culminating in this innovative office space and Experience Centre. Beyond serving

as our hub in Singapore, this facility is poised to cater to our esteemed partners across Southeast Asia, offering them an immersive glimpse into the Bose Professional's ethos."

Nittin Dargan, Regional Director for Export Markets, Bose Professional, shares his optimism about the region's burgeoning prospects, stating, "Southeast Asia presents promising growth opportunities for us. Our distributors have forged robust relationships with system integrators and consultants, and we believe that the unveiling of this Experience Centre in Singapore will further amplify our message of quality and reliability across the region."

Bose Professional

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Cloud-based LED Screen Digital Management Monitoring and Maintenance Solution

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VNNOX Care is the LED screen one-stop service platform launched by NovaStar. As a pioneering product in the industry, it realized the various parts of the screen display link are really connected, changed the traditional service model of the industry, to provide digital management of the whole process of program design, construction delivery, after-sales maintenance, to help industry customers achieve digital transformation, cost reduction and efficiency.

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Fault alarm
Zero errors and false positives. View the operating status of the screen anytime and anywhere, real-time fault warning

One-click recovery
Cloud backup a recovery, the core parameters are never lost

Xilica Appoints Beetech Inc as Distribution Partner for Japan

JAPAN: **Xilica**, a provider of collaboration products that help unlock the power of human connection, has announced the appointment of Beetech Inc as its authorised distributor in Japan, effective immediately. The partnership with Beetech is designed to deliver enhanced service, support, and stockholding to Japanese customers across the corporate, education and government verticals, alongside the numerous markets Beetech serves through its portfolio of leading audio brands.

"We're very happy to be working with Beetech and its knowledgeable team to scale our business in Japan," said James Knight, CEO, Xilica. "Their technical understanding, complimentary brands, and deep customer relationships will deliver an enhanced experience to resellers throughout the country and solidify our footprint within the Japanese market. This new partnership will also allow us to further develop our work with Xilica Global Alliance Partners in Japan and co-market complete solutions for today's collaboration and learning spaces."

Beetech is a Tokyo-based professional audio distributor founded in 2016, and the Japanese representative of Tannoy, Turbosound, Renkus-Heinz, amongst many other leading vendors from across the marketplace. The organization offers manufacturer-certified engineers,

regular product training classes, and dedicated application engineering resources for its network of resellers throughout the country.

"Beetech is delighted to be partnering with Xilica to grow its presence in Japan," commented Takayuki Ozaki, CEO, Beetech. "We are passionate about their products and feel Xilica to be a great fit for the many teaching and learning spaces, auditoria, conference rooms, and discussion chambers that are being upgraded throughout Japan. We look forward to bringing these solutions to our customers."

Xilica's award-winning range of IT-centric audio solutions for the modern collaboration space includes digital signal processors, network endpoints, user interfaces, and speakers, offering system integrators the ability to deploy installed audio systems end-to-end using Category cable, PoE and standard network infrastructure, with little to no proprietary setup. Working alongside alliance partners such as Sennheiser, Barco, Yamaha and Aver, Xilica products extend to deliver the full room solution for conference spaces, classrooms, and government applications while adhering to IT standards.

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Powersoft Reveals Plans For New Human Audio Experience Center HQ

ITALY: **Powersoft** , a world leader in audio amplification, acoustic signal processing and transducer systems for the pro-audio industry, has announced plans for a new HQ, the Powersoft Human Audio Experience Center.

The recent signing of a preliminary lease agreement with Bluesky Immobiliare S.r.l., which will own the property, sets the stage for a plan aimed at bolstering Powersoft's path of growth and innovation. Located in an area of Scandicci, Florence, undergoing urban redevelopment, the Powersoft Human Audio Experience Center is designed by Atelier(s) Alfonso Femia, an internationally acclaimed architectural firm with offices in Genoa, Milan and Paris, and represents the pinnacle of design, efficiency and functionality. The new headquarters, covering more than 9,200m²across four floors, is purpose built to accommodate a projected increase in the size of the company's workforce, as outlined in its development plan for the coming years. By centralising all corporate functions, it enhances departmental potential, improves cross-team collaboration, and delivers significant operational cost savings while boosting energy efficiency.

In the words of Luca Lastrucci, Powersoft CEO: "This plan marks a significant milestone in the company's history and growth trajectory. As Powersoft expands, there is a growing imperative to enlarge our space and fortify our resources, enhancing our business's efficiency and competitiveness in the market. Through ongoing investments in research and development, Powersoft aims to uphold its global technology leadership in the audio industry. The Powersoft Human Audio

Experience Center will serve as a hub of excellence in audio technologies worldwide, so it is crucial that innovation is reflected in the architectural design of the building."

The Powersoft Human Audio Experience Center stands as a distinctive model of innovation and sustainability. The building's exterior profile, resembling the form of a sound wave, pays homage to the company's core business and underscores Powersoft's standing as a technological pioneer in the audio industry. The use of photovoltaic panels and energy efficient technologies underscores the company's commitment to minimising its environmental footprint, while the LEED-certified building exemplifies how design and architecture can seamlessly integrate with the surrounding green space, featuring accessible areas for interaction, socialising, and organising events, including those for the local community.

Alfonso Femia, CEO and founder of Atelier(s) Alfonso Femia, comments: "Powersoft's new HQ will serve as a respectful addition to the local environment, contributing significantly to the city of Scandicci. The design seamlessly integrates production and storage functions, office spaces, and research laboratories, prioritising a harmonious balance that extends to the building's interaction with the urban surroundings. The architecture intricately blends compositional complexity with a focus on the surrounding green areas."

A tangible expression of corporate identity, technological excellence, and the major market change it represents, Powersoft's new HQ will be based on three core values: Human, Audio, Experience. The philosophy revolves around placing people, technology and experimentation at the core of the plan, with spaces designed to cater to the diverse needs of employees, clients, consultants and guests, as well as students and the local community. In addition to areas intended to foster innovation and technological excellence through research laboratories, spaces for quality testing, measurement and product demonstration, the Powersoft Human Audio Experience Center will boast green areas, meeting rooms, fitness areas, a fully equipped canteen, meeting rooms and coffee corners – environments to cultivate a vibrant and inviting workplace conducive to collaboration and employee welfare. The new building will serve as a versatile, multifaceted hub, featuring spaces for events, demonstrations, and educational purposes, alongside exhibition areas dedicated to showcasing the history and evolution of audio technologies.

Aligned with the company's strategic goals, the Powersoft Human Audio Experience Center aims to be a premier technological hub for audio innovation, as well as a place for living, sharing and professional growth, capable of attracting, engaging, and retaining highly qualified talent. .

Construction is anticipated to conclude in the latter part of 2026, after which production lines and all company departments will relocate from the existing premises to the new HQ.

Ushio Announces Appointment of Takabumi Asahi as Chief Executive Officer of Christie

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Takabumi Asahi

JAPAN: **Ushio Inc**. , a trusted leader in light sources and optical equipment for industrial processing, visual imaging, and life sciences, and parent company to Christie, announced the appointment of Takabumi Asahi as chief executive officer of **Christie Digital Systems USA, Inc**.

Effective April 1, 2024, Asahi will assume his new role, succeeding Koji Naito. Asahi previously held the role of managing executive officer and chief financial officer, Ushio. He has held positions of increasing responsibility since joining Ushio in 2017 as deputy general manager. Before Ushio, Asahi worked for Oki Electric Industry, a Japanese information, and communications services company, where

he acquired global business management experience in various cutting-edge technology fields, including semiconductor, information and telecommunication technology, as well as office automation. Asahi holds an engineering degree from Japan's Chiba University.

Asahi brings over 30 years of experience to the role, with a commitment to moving forward Ushio's mission to promote the use of light as illumination and energy to support human well-being and societal growth through technology.

"As we work towards our mission of becoming a light solutions company, I am committed to Ushio's focus on creating businesses with greater social value," says Takabumi Asahi. "I'm excited to continue Christie's important work in developing exceptional experiences for its customers and lighting the way to a sustainable, brighter future for everyone."

CECOCECO Bolsters Leadership Team with Hiring of Danny Kim as Senior Client Engagement

USA: **CECOCECO** , an innovator in the lighting and display industry, is thrilled to announce the appointment of Danny Kim to the role of Senior Client Engagement, effective April 1st. This strategic hire underscores CECOCECO's commitment to enhancing client relationships and leveraging cutting-edge technology to drive growth and success.

Danny Kim joins CECOCECO from PLANNET, where he has left his mark as a Technology Architect and an industry visionary leader. With over two decades of experience in technology environments, particularly in audio-visual and business development, Danny has distinguished himself as a key player in the tech industry. His unique approach to developing audio-visual strategies, combined with his knack for

understanding operational impacts, has made him an invaluable asset to clients. Notably, Danny played a critical role in expanding Riot Games, taking the company from less than 100 employees to nearly 2,000.

"We are thrilled to welcome Danny Kim to our team," said Jason Lu, CEO of CECOCECO. "Danny's unparalleled enthusiasm for innovation and his impressive track record in managing large-scale, technically complex projects align perfectly with our vision for spearheading client engagement strategies. At CECOCECO, we are confident in Danny's leadership and believe it will be instrumental in fostering creativity and innovation, while significantly strengthening our relationships with clients."

CECOCECO is excited to welcome Danny Kim aboard and looks forward to the expertise and vision he brings to our team. His appointment is a testament to our dedication to not only maintaining but elevating our position as industry leaders in technology solutions.

Speaking on his appointment, Danny expressed his eagerness to contribute to CECOCECO's mission, stating, "I am excited to embark on this new journey with CECOCECO, a company renowned for its commitment to cutting-edge technology and design. Together, we will build on the foundation of innovation and excellence, actively addressing the evolving needs of our clients."

Steen Tychsen Appointment Bolsters Genelec's International Sales Team

INTERNATIONAL: **Genelec** has announced the appointment of industry stalwart Steen Tychsen to the position of International Sales Manager, with responsibility for SE Asia, Eastern Europe, and Canada. With over 25 years of professional audio experience in a succession of senior roles, Tychsen brings with him a deep knowledge of the industry – helping to further strengthen Genelec's sales operation in these key global territories.

Tychsen's previous high-profile roles at both DPA and Neumann have given him extensive experience of overseeing sales and business development in both EMEA and the US – and demonstrate a strong track record of implementing strategies to maximise revenue and productivity, and proactively developing regional partners.

"I'm thrilled at the opportunity to represent a brand synonymous with excellence in audio technology," comments Tychsen. "Genelec's commitment to innovation and superior sound quality aligns with my passion for delivering exceptional experiences to customers around the world. As I take on this role, I feel a mixture of excitement and responsibility, and I see it as an exciting challenge to drive growth and expand Genelec's presence in global markets."

Genelec International Sales Director Ole Jensen adds: "I'm delighted to welcome Steen to the team at an exciting point in our global development. With the new **UNIO Monitoring Platform** helping to drive growth in the Studio segment, and our ever-increasing profile in the **AV** and **Home Audio** markets too, the need for a strategic, customer-centric focus has never been greater. Steen's experience will be truly invaluable in helping us achieve our ambitious goals for the future.

"Finally, as Steen assumes his new role, I'd also like to pay tribute to my sales colleague Jukka Latva-Hakuni, who has previously been managing the SE Asia and Eastern European territories," concludes Jensen. "Jukka is about to start enjoying a very well-earned retirement, and on behalf of the whole company I'd like to thank him for his years of dedicated service to Genelec."

Steen Tychsen can be contacted at **steen. tychsen@genelec.com**

NUS University Cultural Centre: First Venue in Singapore Equipped with L-ISA Immersive Audio Technology

The horseshoe-shaped Ho Bee Auditorium features stall seating and two tiers of balconies.

SINGAPORE: The **University Cultural Centre** (UCC) , situated at the Kent Ridge campus of the National University of Singapore, serves as a prominent performance venue, highlighted by the Ho Bee Auditorium, which accommodates up to 1,700 attendees. The horseshoe-shaped seating area features two tiers of balconies alongside stall seating.

It accommodates a wide range of event activities and productions, such as orchestral performances, musicals, faculty events, commencement ceremonies, and external hires. **Concept Systems Technologies** , an

L-Acoustics Certified Provider Distributor, offered a proposal to upgrade the venue's audio system, to ensure its suitability for the next decade and beyond.

L-Acoustics Application Engineer Chung Wah Khiew assisted Concept Systems by designing an L-ISA configuration using L-Acoustics Soundvision 3D modelling software. Their 5.1 design features five hangs of five A15i Focus and one A15i Wide each, with eight KS21i centre-hung subwoofers for low-end definition. Seven X8 coaxial speakers deliver front-fill, while nine 5XT coaxials and two Syva colinear

The NUS University Cultural Centre's 1,700-seat Ho Bee Auditorium is the first in Singapore to be equipped with L-Acoustics L-ISA immersive audio technology.

The L-ISA configuration at Ho Bee Auditorium features five hangs of five L-Acoustics A15i Focus and one A15i Wide each, with eight L-Acoustics KS21i centre-hung subwoofers.

line source speakers deliver sound as deck-fill. Fourteen 5XT provide fill to the Grand Circle and Circle seating areas. The system is powered by 10 LA4X, four LA2Xi, and one LA7.16i amplified

controllers. Driven by L-ISA Processor II, a P1 processor and an LS10 switch provide the highest quality Milan-AVB signal distribution.

L-Acoustics Application Engineers trained the UCC technical team on the L-ISA technology and provided live mixing training courses. These training sessions armed the team with the vital skill and knowledge to adopt and harness the power of L-ISA immersive sound technology.

Installation of the new professional PA system in the Ho Bee Auditorium at University Cultural Centre was commissioned in January 2024, making it the first venue in Singapore equipped with this cutting-edge sound technology which provides an immersive audio experience for audiences.

KGEAR Professional Audio Enhances Mercure Miri Malaysia
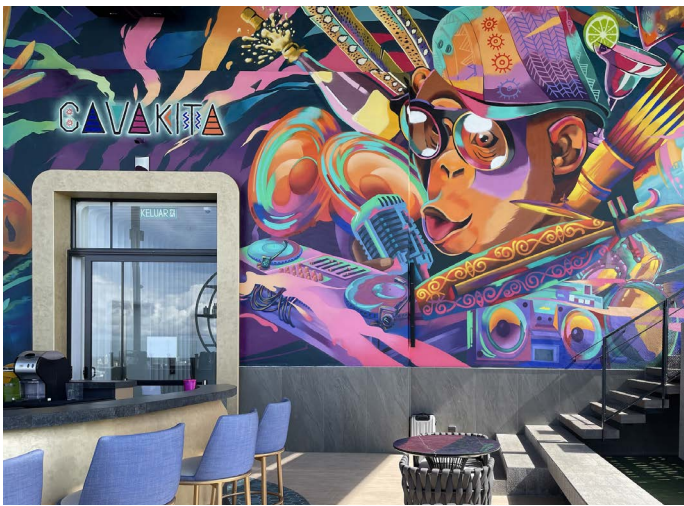
MALAYSIA: Part of the prestigious Mercure hotel chain, Mercure Hotel Miri is the first of the brand's openings in Malaysia's Sarawak region, nestled on the northwest coast of Borneo. Boasting a full co-working space, rooftop restaurant and 172 contemporary and stylish rooms, Hotel Miri recently sought a new sound system to provide background audio across various spaces in the hotel.

Nextrend, a professional integrator and distributor of **K-array** solutions in Malaysia was approached to lead the new project, with company director, Shawn Teoh managing the project. "The client was looking for a sound system that would fit the sleek and modern interiors of the hotel," recalls Teoh. "The goal was to produce clear background audio that would not be irritating or too loud for guests when they are sitting near the loudspeakers. A
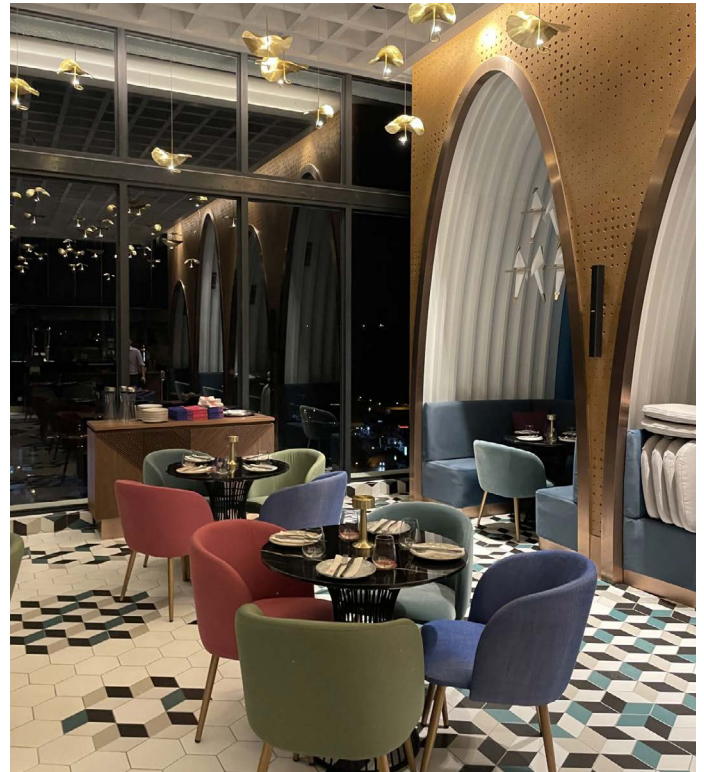
KGEAR solution would provide us with good quality and versatile form-factor, allowing us to provide the best possible audio within budget and with products that would not detract from the stylish interiors of the hotel."

The installation encompasses several areas including the check-in lobby and adjoining coffee bar, plus the ballroom and the rooftop restaurant and bar. In the lobby, four KGEAR GF82 ultra-compact 8x2-inch column line array loudspeakers deliver high-quality audio in a small and discreet format. These are powered by an equally compact KGEAR GA201 amplifier. Hotel guests are welcomed by quality ambient music from these hidden GF82 upon arriving at the entrance.

The Terabai Grand Ballroom, with a capacity of up to 200 people and intended for events such as large meetings and wedding receptions, was installed with a GP18 and GP18A column array

system. Combining a powerful 18" subwoofer with three modular 8x2" line-array elements, the interchangeable array modules on each column provide a 140° wide horizontal dispersion angle ensuring excellent sound coverage for events and celebrations in the Ballroom. The GP18 system is further supported by KGEAR's GP8A, a smaller, more portable variant that allows for even greater versatility during different events.

At Cavakita, the hotel's rooftop bar and restaurant, guests can revel in the breath-taking views of Miri and the Miri Waterfront whilst enjoying casual dining and drinks. Eighteen KGEAR GF82 loudspeakers were chosen for their ability to envelop the space with crystal-clear audio without detracting from the stylish interior. Two KGEAR GS18 subwoofers deliver bass reinforcement whilst another GP8A column array provides extra flexibility. A GA43 amplifier and two GA201 amplifiers power entire the system.

"The choice of KGEAR loudspeakers delivers clear sound and easy operation, whilst minimising technical system handling," explains Teoh. "It was of the utmost importance that the loudspeaker mounting would blend into the overall interior design. The slim speaker and choice of white or black enclosures in the GF82s enabled us to provide a discreet yet highly flexible audio solution that pleased both the interior designer and the hotel guests."

AtlasIED Announces Equity Investment in AI-Powered Risk Management Developer IntelliSee

USA: **AtlasIED** , a recognised leader in the commercial audio and security industries, has announced a significant equity investment in **IntelliSee** , the developer of an AI-powered video analytics risk management solution. As part of the investment, AtlasIED will offer the IntelliSee platform as part of its mass communication ecosystem, including AtlasIED's IPX series of endpoints and Singlewire's InformaCast.

Founded in 2020 by a group of educators, business leaders, and technology professionals as a spinoff from the University of Iowa, IntelliSee's AI-powered risk mitigation platform helps schools, businesses, and hospitals strengthen their approach to organizational safety. The IntelliSee platform protects organizations and facilities against day-to-day risks including slipping hazards, fallen persons, trespassing, loitering, unauthorized vehicles, and more. IntelliSee is also used for threat detection and notification when it comes to critical incidents like weapon detection and violent actions.

IntelliSee overlays with existing video surveillance systems to continually monitor live camera feeds to detect threats in real time. Once a threat is detected, instant alerts provide pre-determined stakeholders with the situational awareness and context needed to act quickly to prevent harm. In situations where it's warranted (and programmed) certain more urgent threats can automatically trigger lock downs and emergency communication distribution as well as inform first responders through seamless integrations.

AtlasIED will offer IntelliSee as part of its now comprehensive threat detection and mass communications ecosystem, which includes the company's series of IP endpoints and InformaCast mass notification software. AtlasIED's IPX series features IP endpoints that offer audio and visual mass communication, public address, and intercom capabilities integrated into a single device. Endpoints can include loudspeakers, LED displays, two-way communications, and multi-coloured flashers. InformaCast is a mass notification software that unifies on-premise and off-premise communications with the ability to send text messages and desktop notifications to faculty, students, and parents' devices and alert law enforcement as well as triggering IPX for a full building, campus, or district wide solution. Once enabled, IntelliSee will detect potential threats through real-time AI analysis and initiate pre-programmed notification processes through InformaCast. Those notifications include audio and visual responses onsite via the IPX endpoints, and alerts to staff, stakeholders, and law enforcement via text or desktop notifications.

"Mass communications for safety and security continue to be a critical area of growth for AtlasIED, and this investment in IntelliSee underscores our commitment to providing innovative solutions that address these challenges," said John Ivey, CEO of AtlasIED.

"I firmly believe in the transformational power of deep learning AI and IntelliSee's innNewsovative technology is a shining example of how AI can solve real-world challenges. We're excited to offer this technology as part of AtlasIED's mass communications ecosystem."

"We founded IntelliSee to make the world a better, safer place through the ethical use of our advanced AI," said Scott Keplinger, IntelliSee CEO "By partnering with AtlasIED, we're teaming up with a leading company that shares our values and mission to make a bigger impact. By seamlessly fitting into an organization's critical infrastructure and systems like IPX, we're able to better protect their properties, finances, and - most importantly - their people and those they serve."

AtlasIED will feature their comprehensive mass notification ecosystem with IPX series, InformaCast and IntelliSee at ISC West in Las Vegas at Stand 31061. For more information about AtlasIED's mass communication solutions, visit **www.atlasied.com/building-comm-and-mass-notif**

AIMS Welcomes Kakadu Software and 7thSense as New Members

INTERNATIONAL: The **Alliance for IP Media Solutions** (AIMS) has announced its newest members: Kakadu Software — provider of the world's leading JPEG 2000 development toolkit — and 7thSense, a leader in pixel generation, processing, and management technology.

"We're thrilled to announce Kakadu Software and 7thSense as the newest AIMS members," said Andrew Starks, board of directors' member and marketing working group chair for AIMS. "Their expertise in JPEG 2000 technology and high-performance media server solutions, respectively, represent a significant addition to our collective endeavour to foster the adoption of open standards and interoperability in the media and entertainment industry."

Based in Sydney, Australia, Kakadu Software delivers a complete toolkit for users seeking unsurpassed performance across all image compression and manipulation, including video encoding, satellite image management, image archiving, and medical imaging. It encompasses all of Part 1 (ISO/IEC 15444-1), Part 2 (coding and file format extensions), Part 3 (motion JPEG 2000), Part 9 (JPIP), and Part 15 (HTJ2K) of the royalty-free JPEG 2000 standard.

"Joining AIMS marks a pivotal step in our mission to elevate the media and entertainment sector through ground-breaking innovation and collaboration," said Graham Morton of Kakadu Software. "As a pioneer in JPEG 2000 technology, we deeply understand the crucial role interoperability and the adoption of the IPMX standard play in nurturing a creative, efficient, and technologically advanced ecosystem. Working with AIMS enables us to pool our specialized knowledge and technology, contributing significantly to the transition towards comprehensive IP-based solutions."

With offices across the U.K. and the U.S., 7thSense's advanced products — from media servers and pixel processors to generative content solutions — enable storytellers worldwide to fulfil their creative vision. In 2020, the company expanded its portfolio to include show control technology after merging with Medialon, a long-established provider of show control solutions for museums, theme parks, and attractions.

"We couldn't be more excited to join AIMS. Our commitment to innovation and excellence in the media and entertainment industry is reflected in our enthusiasm for open standards and interoperability, principles central to the Alliance," said Rich Brown, chief technology officer and co-owner of 7thSense. "Our expertise in crafting immersive experiences through advanced media playback solutions uniquely positions us to contribute to AIMS' mission. The future we envision is one rooted in the adoption of the IPMX standard, ensuring seamless integration and operational efficiency."

Procom Middle East to Distribute Digital Projection in the GCC

GCC: **Digital Projection** and **Procom Middle East** have entered into a distribution agreement for the Middle East region. Procom will take responsibility for the marketing, sales, technical support and development for the Digital Projection product catalogue in the GCC.

Procom Middle East is a leading provider of professional audio-visual equipment and solutions in the GCC. The company is renowned for its extensive product range, exceptional service, and expertise in the entertainment industry.

"We are delighted to be working with Procom Middle East to further establish and grow the Digital Projection brand in the GCC countries, where quality is of the utmost importance," says Matt Horwood, Digital Projection's director of sales, EMEA. "Both companies are renowned for their exceptional customer service and dedication to fostering the highest quality entertainment and educational experiences, and we're sure that this partnership will prove to be a productive one for both Digital Projection and Procom Middle East, as well as all customers old and new."

Digital Projection's projectors provide razor-sharp resolution, incredibly precise colour rendering, and consistent brightness, even in difficult conditions. Centralised management and monitoring are enhanced by advanced network connectivity. Specialised solutions, such as the Satellite MLS, bring curved-surface and dome projections to life, creating immersive experiences. Whether captivating audiences in large venues and live events, visitor attractions, and projection mapping, or enlightening knowledge in educational institutions, Digital Projection's projectors play a crucial role in every narrative.

"In Digital Projection, we have not only found a video projector that aligns with the needs of our customer base on performance and affordability, but also a business partner who shares our vision of the complementary role of manufacturers and distributors to best serve local markets," says Rami Harfouch, general manager at Procom Middle East.

This collaboration enables the way for Procom to revolutionise the AV landscape with cutting-edge projection technology. Digital Projection's products can be seen on demo and purchased from Procom Middle East starting from March 2024.

Photo credit: Procom

Atlona Takes Flight with Aquila Data Indonesia for National Distribution Partnership

INDONESIA: **Atlona**, a **Panduit** company, will broaden its APAC presence with the addition of Aquila Data Indonesia to its regional channel partner network. Aquila Data Indonesia becomes the distribution partner for the expansive APAC country, which touches Southeast Asia and the Oceania region. In addition to country-wide sales efforts, the company will elevate Atlona's brand recognition through dealer network expansion, post-sales support, training and education, and other value-added services.

Aquila Data Indonesia specializes in the distribution of high-end AV and UC systems, with an emphasis on convergence with IP networks. Based in Jakarta, Aquila Data Indonesia's structure covers Indonesia's immense geographical spread, bolstered by an extensive dealer network that reaches the most remote corners. Its value proposition is strengthened through a team of technical experts with diverse systems design, integration, and maintenance skillsets.

Aquila Data Indonesia's plan to raise Atlona's visibility throughout Indonesia is broad. Aquila Data Indonesia Director Bun Handry cites customer education, partnership building, and active participation in regional industry events as key strategies, adding that existing relationships with architects and consultants allows for early involvement in project planning. The latter affords Handry and his colleagues with an opportunity to position Atlona as a key supplier during the systems design phase for education, corporate and other enterprise-level projects.

"The AV market in Indonesia is competitive and require strategic differentiation to attract attention and gain market share," Handry. "Our consultative approach, responsive customer service, and ability to raise product awareness are just some of the many services that set Aquila Data Indonesia and the brands we represent apart from the competition."

Handry notes that Atlona's extensive range of AV products and solutions, along with their distinct feature sets, reliability and ease of installation, positions Atlona for success across a diverse array of installations. "Indonesia's commitment to modernizing its education system and enhancing corporate enterprise capabilities has opened up countless

opportunities to support hybrid learning and smart office spaces," he said. "Atlona's Omega Series of matrix switchers, Velocity control systems, and HDVS Series of PTZ cameras are some of the many products we are excited to promote for classrooms, conference rooms and remote collaboration projects."

"Aquila Data Indonesia's decades of AV/ IT experience, localized presence, and commitment to innovation, collaboration and tailored solutions will empower Atlona's market penetration and help us establish

long-term relationships in a very promising and high growth AV market that's propelled by the country's digital economy strategy," said Kurt Loh, Business Director, Asia-Pacific for Atlona. "Additionally, their emphasis on training and education will empower integrators and end users with Atlona knowledge, while their reputation for exceptional service and responsive technical support will ensure customer satisfaction. We look forward to their contributions and our collaborations moving forward."

Hussain Sagar Lake's Revitalization Unveils Sonic Symphony with EAW

INDIA: Nestled in the heart of Hyderabad, just 2km away from the city's bustling centre, the Hussain Sagar Lake stands as a jewel in the city's magnificent crown as it captivates visitors and localites alike with its serene landscape and enchanting aura. The uniquely 'heart' shaped lake, which was excavated in 1562 AD, is hailed as the largest artificial lake in Asia, while also serving as a vital link in connecting the two vibrant parts of the city, i.e. Secunderabad and Hyderabad – thereby making it of one of Hyderabad's most popular tourist spots in the region.

Not too long ago, civic authorities embarked on an ambitious project to 'revitalize' the iconic Hussain Sagar Lake, with the move being aimed at enriching visitor experiences and redefining leisure activities in the area. And the centrepiece of this revitalization effort is the integration of a truly world-class pro AV architecture that aims to enhance the allure of the captivating musical fountain manifold, by delivering a truly comprehensive and immersive entertainment experience for onlookers.

With the earnest project aimed at enriching visitor experiences and solidifying Hussain Sagar Lake's status as a premier destination, the challenge of seamlessly merging visual and auditory elements was one that needed the most care and attention. And the responsibility of bringing this aspiration to life fell into the hands of a team of thorough AV professionals who have proved their mettle in bringing together bespoke experiences through the thoughtful deployment of world-class professional AV technologies.

Renowned for their expertise in audio integration; team Pink Noise Professionals under the unmatched guidance of Narendra Naidu – Chairman of **Rhino-engineers Pvt Ltd** – set about achieving the task of bringing together a high-performance audio solution that would seamlessly coalesce auditory excellence with the visual grandeur of the venue. And with meticulous planning which involved a thorough and extensive analysis of the venue that included desired coverage areas, audio-spans and potential environmental considerations; the team zeroed-in on a consortium of premium professional audio equipment from **Eastern Acoustic Works** (EAW) , a reputed manufacturer synonymous with superior sound quality and innovation.

After careful consideration, the team crafted and commissioned a truly comprehensive audio architecture spotlighting a high-performance loudspeaker system that comprises multiple units of the MKD 1069 2-way full-range

loudspeakers and the MKC 80 2-way coaxial point source loudspeakers to deliver crisp and clear mid-high frequency reproduction along with seamless dispersion over the entire desired coverage area, while the famed SBX218 high output subwoofers were employed to assure impactful low-frequency fidelity. This dynamic loudspeaker system is powered through EAW's Greybox-enabled UXA series Installation high performance amplifiers that are based on Pascal technology; with multiple units of the UXA 4410 and UXA 4403 amplifiers deployed to faithfully execute uninterrupted and clean power to the system. And team **Pink Noise Professionals** confirm that the careful calibration of each of the individual sound

elements resulted in a seamless integration that not only complemented the visual spectacle of the musical fountain but also allowed them to assure a truly enhanced immersive audio-visual experience for the audience.

In essence, it's safe to conclude that the cumulative wealth of experience and expertise shared between the design and integration team in total, combined with the cutting-edge technology of EAW's audio solutions, has resulted in a bespoke deployment of high-performance world-class AV architecture that has definitely elevated Hussain Sagar Lake into a realm of multi-sensory splendour.
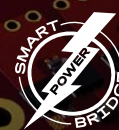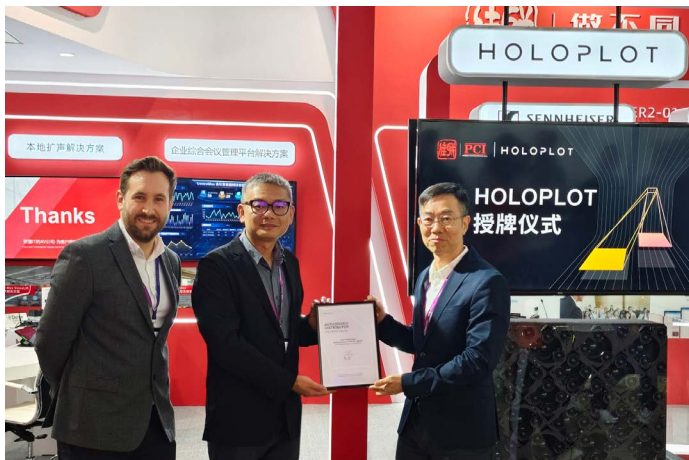
Holoplot Announces Chinese Distribution Partnership with Prime Connections International (PCI Group)

(L – R) Ryan Penny, Head of Sales at Holoplot, with Jason Huang, General Manager, and Tommy Ho, Business Development Director, PCI Group.

CHINA: Prime Connections International (PCI Group) has over 30 years of experience in Greater China's expansive audio-visual industry, representing several established and well-known brands within the AV industry. The company has achieved and maintained remarkable growth, participating in major national and international projects. As part of its continuing push to bring its Matrix Array systems to the Asian audio market, **Holoplot**announces PCI Group as its official distributor for China, Hong Kong, and Macau.

The distribution partnership will see both companies enjoy significant expansion in not only the experiential and live entertainment industries but also fuel growth in speech-based applications, within the education and business sectors. PCI Group is uniquely placed to ensure Holoplot's innovative technology will meet the territory's increasing demand for advanced audio experiences, pushing the boundaries of audio solutions for decades to come.

"Holoplot is a perfect fit for a multitude of applications we serve," says Jason Huang, PCI Group's General Manager. "As a Holoplot distributor, we can provide customers with transformative audio experiences that set them apart from the crowd. Holoplot's unique approach allows for unprecedented control over the direction and focus of sound resulting in exceptional audio quality and an increased level of audience engagement for clients across a broad variety of applications."

Ryan Penny, Holoplot Head of Sales agrees that the new partnership holds great promise for both companies. "The team at PCI Group are incredibly professional and experienced and are market leaders in the speech, experiential and live markets," he says. "They are working extremely hard to meet the growing demands of Chinese audiences, who have a reputation as advanced technology adopters. We are excited to see Holoplot expand in this market together with such a reputable and ambitious company."

Alongside a growing demand for immersive audio experiences across various experiential and live entertainment sectors, China is seeing a rise in speech-based applications, as the country is the home to many large-scale conferences, exhibitions, and corporate events, as well as some of the largest transportation hubs in the world. PCI will introduce Holoplot's precise sound control and spatial audio

technology, to cater to the growing demand for advanced audio solutions that enhance the quality of presentations, panel discussions, and live performances, ultimately elevating the overall experience across both temporary and fixed applications. In education and training environments Holoplot technology can significantly elevate audio delivery in classrooms and lecture halls improving the listening and learning experience. "Educational institutions are keen to provide immersive and engaging environments for learning, and Holoplot technology will help to dramatically improve the quality in these establishments," Mr Huang continues.

PCI Group is visiting major industry exhibitions to share and discuss the prospects of Holoplot

technology within the AV industry. Prospective and existing PCI Group clients will also be able to experience Holoplot technology at the PCI Group headquarters in Beijing where the company is planning to host training seminars in its brand new, purpose-built spaces. Further opportunities to interact with the equipment will be announced over the coming months, with demos and roadshows planned across the country.

"We are wholeheartedly enthusiastic about the opportunity to become a Holoplot distributor," concludes Mr Huang. "With Holoplot we will revolutionise the way sound is experienced and create lasting impressions on audiences."
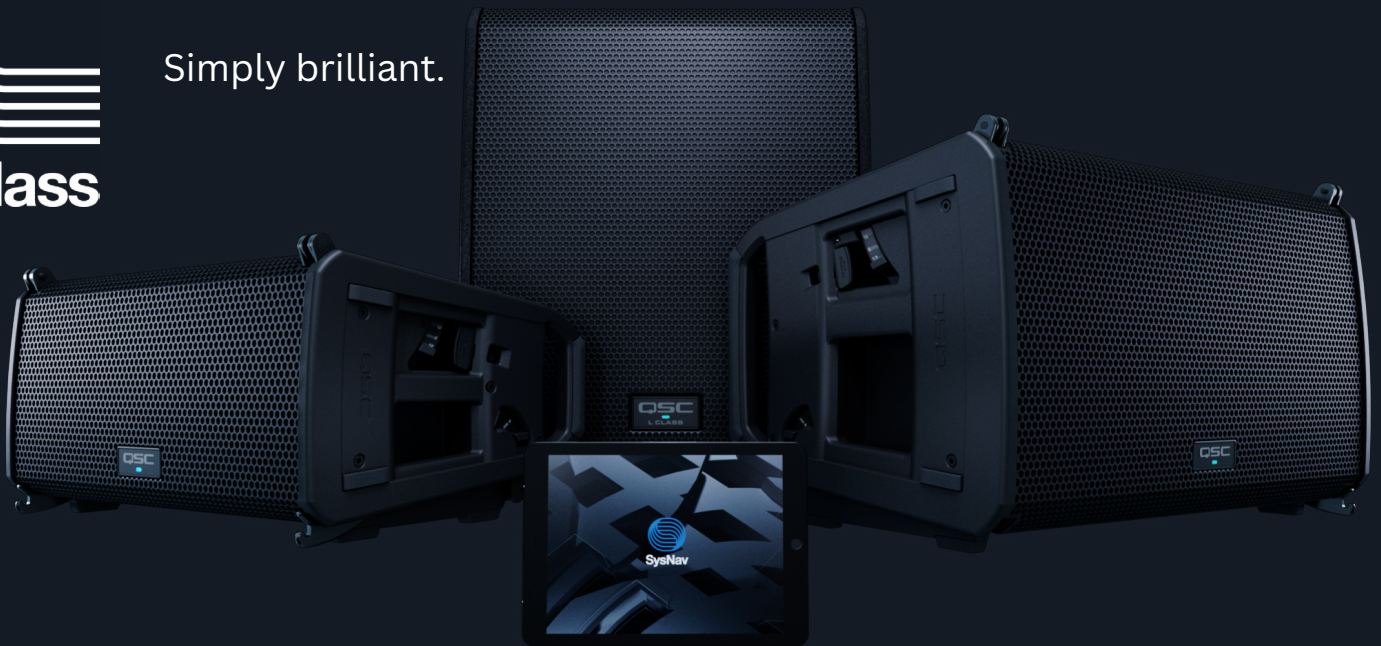
Romeo Lane Offers a Dynamic Dining Experience with Martin Audio & British Acoustics

NDIA: Situated in Bansal at the heart of Bhopal in Madhya Pradesh, India is Romeo Lane – a recently inaugurated dining destination that not only stands out as a culinary gem, but also offers a vibrant atmosphere brimming with revelry, laughter and conversation as the evening unfolds. With its inviting setting and exceptional cuisine, Romeo Lane promises an evening of gastronomic pleasure and social camaraderie, as patrons are welcomed to indulge in a diverse menu featuring a fusion of global flavours that are expertly paired with hand-crafted cocktails and an ambience that is poised to leave an indelible mark.

In a bid to elevate the dining experience, Romeo Lane embarked on a project to install a sound system that would not only complement the venue's ambiance but also elevate it to new heights. And to achieve this goal, the venue sought the advise and expertise of **Audiocratz Sound and Light Solutions** – a reputed pro AV service and solutions provider in the region.

Navigating the unique acoustics and spatial constraints of the venue, the design and integration team meticulously selected a combination of Martin Audio and British Acoustics products to deliver a seamless audio solution tailored to Romeo Lane's requirements and management's expectations. As Vinayak Luthra of Audiocratz Sound and Light solutions comments, "The British Acoustics and Martin Audio products used at Romeo Lane have truly transformed the audio landscape, delivering unparalleled quality and impact."

To overcome challenges related to sound dispersion and clarity, the team showcased their innate understanding of sound as they opted for Martin Audio's Blackline X15 and Blackline X8B loudspeakers to serve as the foundation of the audio setup. Supported by the Martin Audio Blackline X118 subwoofer, the system achieves a well-balanced low-frequency response. Additionally, the integration of British Acoustics Alpha Sub 428 S and Alpha Sub 418 S passive subwoofers in a dedicated section enhances the venue's bass output. The installation also incorporates a range of electronics, with the British Acoustics Delta48X loudspeaker processor serving as the central hub for audio distribution and control. Paired with the British Acoustics 2XL, 2XM, 2XS, and 2XXL amplifier systems, the setup ensures consistent and high-quality audio reproduction throughout the venue.

"Collaborating closely with the installation team at Romeo Lane, I am proud to endorse

the seamless integration and exceptional performance of the British Acoustics and Martin Audio products," affirms Mayank Jain of Audiocratz Sound and Light solutions.

Further echoing positivity about the audio solution at Romeo Lane; the venue's management team also endorsed the positive impact that the newly installed audio system has had on its business and the overall attraction appeal for patrons; as Vaibhav Pehlajani, director of Romeo Lane, expressed satisfaction with the installation: "The installation has met our expectations thanks to the performance of the products and the expertise of the installation team.

VMT

EAW Introduces Raymond Tee as APAC Technical Sales Manager

"I first worked with Raymond over 20 years ago when he was handling EAW for our Malaysian distributor," says Bamlett. "With his vast experience in the field, I'm very glad that we are finally able to close the circle and get him back to EAW."

Tee has held sales, technical and engineering positions at several international manufacturers, was the operations manager at a large rental company and most recently served as Powersoft's solutions engineer for APAC. He has provided support for EAW in a few of these positions, and along with the culmination of his experience in the field, he is a valuable addition to the team.

APAC: **Eastern Acoustic Works** (EAW) welcomes Raymond Tee as APAC Technical Sales Manager. In this role, Tee will be the primary pre- and post-sales technical support contact for EAW's APAC partners. He will also assist James Bamlett, the Senior Director of EMEA and APAC Sales, with identifying, training, and managing new partners to strengthen EAW's network throughout the region.

"With a journey spanning over two decades in the dynamic field of audio-visual (AV) technology, I've had the privilege of evolving alongside the industry," says Tee. "I first worked with the EAW brand at the start of my career as a service technician and am proud to now join the team to use my extensive experience to support APAC sales."

Genelec Helps ARTA Bring Atmosphere to New Tokyo Motorsports Hub

JAPAN: The Land of the Rising Sun has a long-standing love affair with motorsports. The Suzuka Circuit – home of the Japanese Grand Prix – is one of the most exciting and challenging circuits in the world, and that passion extends across all forms of motor racing. The latest embodiment of this enthusiasm is ARTA Mechanics & Inspirations, a converted warehouse in the Shinkiba area of Tokyo that serves as a hub where visitors can immerse themselves in the complete ARTA brand experience. The installation of Genelec's 4000 Series loudspeakers throughout the space elevates that experience and underscores ARTA's commitment to promoting its high values.

ARTA's journey began in 1997 as a project aimed at nurturing world-class drivers. Born

from a collaboration between Japan's foremost F1 racing driver, Aguri Suzuki, and leading Japanese car parts manufacturer, Autobacs Seven, today ARTA is the largest racing team in Japan. Aside from its racing endeavours, ARTA is also a recognisable brand with a range of high-quality luxury products to its name, including custom cars, watches, and apparel. Indeed, the inception of ARTA Mechanics and Inspirations was a pivotal step in promoting the significance of the brand, offering a showcase for ARTA's worldview of motorsports.

According to Autobacs Seven's brand business sales manager, Naoto Oyama, the industrial
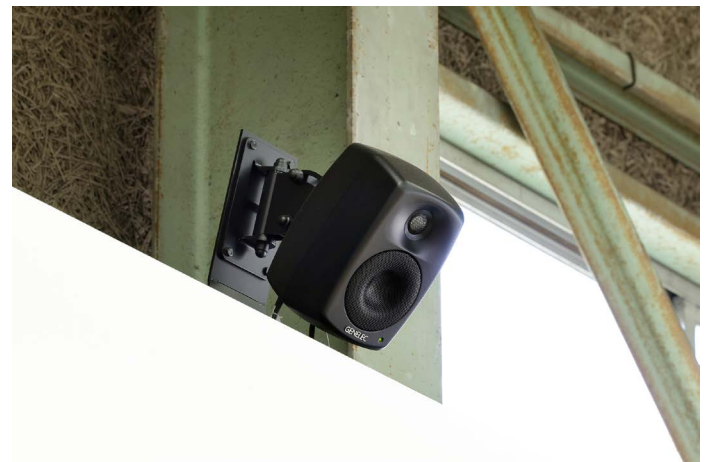
feel of the warehouse environment, which was offset against luxury products, was the ideal setting to represent the raw but cool image of motorsports. The Genelec loudspeaker system plays a significant role in creating that ambience. "As the name suggests, we are here to inspire our customers, and the atmosphere of the space plays a crucial role in that," says Oyama. "We consider sound to be one of the most important tools for creating atmosphere, so a high-quality audio system was very important to us. Genelec fulfilled all our criteria, namely premium quality audio, elegant design, ease of installation and ease of use."

Six units of the Genelec compact 4020 loudspeakers are discreetly distributed throughout the space.

The venue deploys six compact 4020 loudspeakers discreetly distributed throughout the space. Staff can choose from a variety of specially curated playlists to match the mood of the day or the particular event. Genelec's 4000 Series models are equipped with an ISS power-saving function that automatically detects the absence of an audio signal – putting the loudspeaker into 'sleep mode' accordingly – making them extremely easy to operate and more economical to run. Installation was also very straightforward thanks to Genelec's active design, which means no bulky external amplifiers to house and no extra cabling. The wide variety of mounting accessories also made it easy to position the loudspeakers for optimal performance.

Oyama is very pleased with the results. "What I especially notice when playing background music is that you can hear the sound perfectly no matter where you are in the store – coverage is perfectly consistent throughout. Furthermore, it never interferes with communication in the store, such as conversations with customers, which is crucial in creating a comfortable space. The audio remains clear, detailed and perfectly audible, but it never impinges on conversation. This may seem like an obvious point, but I think it's amazing!"

Oyama is also a fan of Genelec's elegant Nordic design and compact dimensions. "The design matches the industrial feel of the store really well, and I like that the loudspeakers are made of recycled aluminium, which feels like a really good fit for us in motorsports. I'm also impressed with the sound we achieve from such compact boxes – collectively, they fill the space with sound and perfectly reproduce the atmosphere of the racetrack.

"At ARTA Mechanics & Inspirations, we believe in 'things of value'. We have created a worldview of ARTA's custom cars, apparel, and even carefully crafted sounds. We hope that customers can gather here and enjoy and be inspired by everything we have created around motorsports. I think we've achieved that."

Genelec

Illuzion Turns to RCF to Elevate Ratlam's Nightlife Experience
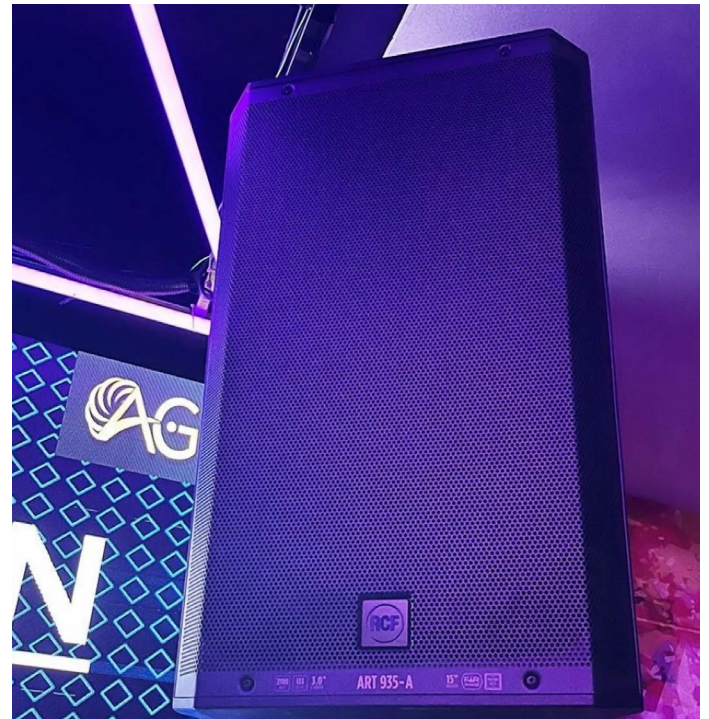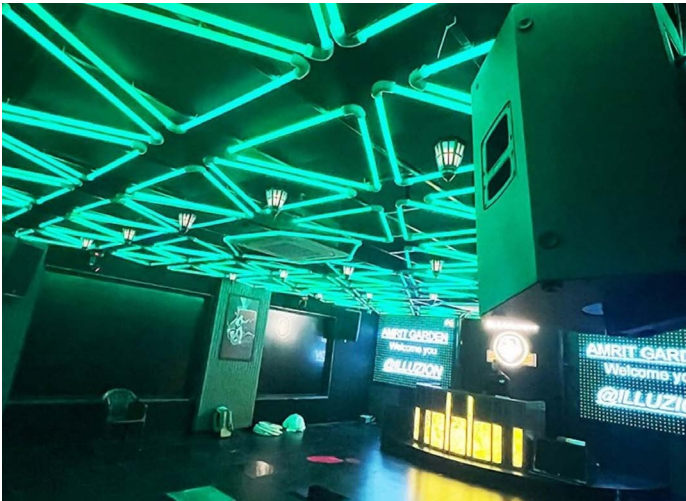
INDIA: Ratlam is a quaint and picturesque city in the state of Madhya Pradesh in India; and in a bid to redefine luxury nightlife experiences in the region, the renowned Amrit Garden luxury resort recently unveiled Illuzion, a state-of-the-art party destination. According to the owners and management team; Illuzion not only aims to address the region's need for high-quality nightlife venues but also strives to set a new standard by offering patrons a world-class venue for unforgettable nights out. And with a diverse menu featuring delectable local cuisine and enticing cocktails, Illuzion has quickly become the go-to spot for both neighborhood corporates and youth seeking a vibrant and sophisticated atmosphere.

Central to Illuzion's appeal is its captivating ambiance, which is enhanced by a powerful and immersive audio system designed and installed by the esteemed professional AV solutions provider, **Hi-Tech Audio & Image** .

Understanding the importance of delivering a soundscape that complements Illuzion's classy aura and elevates the overall guest experience, the management team at Amrit Garden entrusted Hi-Tech Audio & Image with the task of creating an audio solution that would meet their exacting standards.

To achieve this, Hi-Tech Audio & Image conducted a comprehensive analysis of the venue's acoustic dynamics and requirements. Armed with a detailed brief from Illuzion's management team, the design and integration team from Hi-Tech Audio & Image embarked on selecting the ideal audio equipment to deliver unparalleled clarity, impactful resonance, and ease of use and maintenance. Their choice? A range of high-performance loudspeakers from the globally reputed manufacturer, RCF.

The heart of Illuzion's audio system comprises multiple units of RCF's ART 935A, ART 912A, and NX 915A 2-way professional active

loudspeakers seamlessly integrated by Hi-Tech Audio & Image; as these aesthetically pleasing yet remarkably powerful loudspeakers are paired impeccably with the SUB 8004-AS active high-power subwoofers from RCF to form the main house system. The strategic positioning of each loudspeaker, coupled with meticulous system tuning carried out by the design and integration team, ensures that the entire sonic energy is focused on the dancefloor area while maintaining consistent audio quality throughout the venue.

According to the team, one of the key advantages of the chosen audio system is its complete active nature, which allowed them to provide the management at Illuzion with a high-performing audio solution that is not only easy to use but also effortless to maintain. The fact that this aligned perfectly with Illuzion's vision of offering their in-house engineering team a seamless and hassle-free operation experience, while also assuring guests are treated to nothing less than a world-class soundscape – has won great praise for the effort and expertise invested by team Hi-Tech Audio & Image in bringing this project to life.

Commenting on the collaboration, a spokesperson for Hi-Tech Audio & Image expressed their excitement about contributing to Illuzion's success, stating, "We are thrilled to have had the opportunity to work with the management team at Amrit Garden to bring their vision for Illuzion to life. By leveraging RCF's cutting-edge audio technology and our expertise in AV solutions, we have created a truly immersive audio environment that enhances the overall guest experience." The installation of the RCF audio system at Illuzion marks a significant milestone in Ratlam's nightlife scene, setting a new standard for excellence in audio quality and guest entertainment. As patrons continue to flock to Illuzion to enjoy its exquisite cuisine, tantalizing cocktails, and electrifying ambiance; the powerful soundscape provided by RCF and Hi-Tech Audio & Image will undoubtedly play a crucial role in creating unforgettable memories for guests from near and far.

Q-SYS Control for Zoom Rooms App Now Available
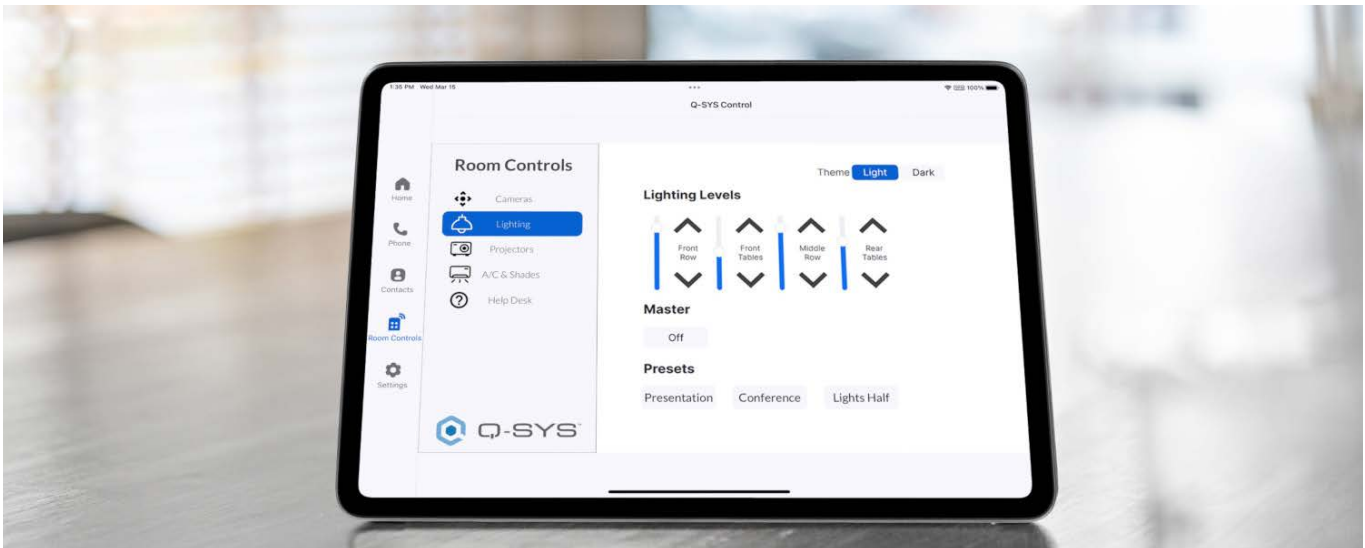
Q-SYS , a division of QSC LLC, is pleased to announce the **Q-SYS Control for Zoom Rooms App/**. Integrators and IT end users can now enable third-party room controls using the new Q-SYS Control for Zoom Rooms App on all supported Zoom Rooms controller consoles.

This enhances the Zoom Rooms Controller already deployed in-room with the ability to display a Q-SYS user control interface (UCI) and enable users to effortlessly control room devices and services connected to the Q-SYS Core Processor, including displays, lighting, shades, and HVAC.

By leveraging the robust Q-SYS Control Engine, integrators and IT end users can create fully customized two-way control with user feedback available directly from the familiar Zoom Rooms

interface. Additionally, the app enables Zoom Rooms to fully utilize the Q-SYS Ecosystem of Technology Partner Program integrations to design the ultimate Zoom experience for end users

Q-SYS and Zoom have a long history of working together to deliver great Zoom Rooms experiences in high-impact spaces, and the Q-SYS Control for Zoom Rooms App can elevate that experience even further by simplifying room control, offering a single pane of glass to control the entire space, according to Vic Bhagat, Principal, Alliances & Ecosystem, Q-SYS.

To learn more and to download the Q-SYS Control for Zoom Rooms app, please visit: **qsys. com/zoom** .

NEXO Announces new Subs, NXAMP Firmware and NeMo Software Updates

NEXO has expanded its industry-standard P+ Series point source loudspeaker range with three new sub-bass speakers, the L15-I, L18-I and L20-I.

Developed specifically for permanent installations, the new models are a development of the existing touring versions, and feature fabric-covered front grilles and quick-connect push connectors with IP cover protection.

Available in black, white, or custom RAL colours, cabinets feature threaded inserts on the back and both sides for use with a comprehensive range of mounting hardware.

L15-I, L18-I and L20-I subs feature single 15-inch, 18-inch, and 20-inch long-excursion neodymium drivers, extending the LF response of a P+ Series installation down to 40Hz, 32Hz and 28Hz respectively.At the same time, NEXO has announced a new V3.1 release of its NeMo remote control app for a group of NXAMP and NXAMPMk2 Powered TD-Controllers, now delivering the same powerful control, monitoring, logging, and alerting functions

for Windows and macOS. NeMo v2.4 remains available for iOS.

Also new from NEXO, new firmware LOAD5_28 for NXAMP and NXAMPMk2 Powered TD-Controllers delivers uprated performance for NEXO GEO M12 line array systems including an additional +4 dB gain and more presence in the vocal range.Developed in consultation with leading monitor engineers, updated pre-sets for NEXO P15 wedge monitor setups are also included. NeMo V3.1 and firmware LOAD5_28 are available to download free from the NEXO website, where full details of the new L15-I, L18-I and L20-I can also be found.

RDL Unveils the RU-NMP44 Network Mixing Processor

RDL is proud to announce their latest creation, the **RU-NMP44** , a cost-effective, quality network mixing processor that delivers the flexibility of network audio for any system size or budget. Designed to be versatile, and to support a wide range of system designs, the RU-NMP44's superior performance specifications make it ideally suited to the most demanding installations.

The RU-NMP44 is ideal for adding volume control, mixing, switching, and ducking to existing network audio systems. The digital signal processing offered in the RU-NMP44 often fulfils all the requirements for an audio system design, such as in classrooms, meeting rooms, restaurants/bars, fitness centres, and retail stores.

The RU-NMP44 was developed through a combination of RDL deep expertise in network audio, signal processing, and manufacturing. It exemplifies the type of simple, cost-effective solution that RDL is known for, while also furthering its position as the world leader in Dante interfaces and endpoints.

Features and benefits of the RU-NMP44 include:

- Four Dante inputs to six virtual 4x1 mixers
- Individual zone control with source selection, assignable automatic (VOX) priority ducking, selectable high pass filters, and level control for all inputs and outputs

- Availability to store and instantly recall system switching, mixing, and audio level changes.

Extron Announces Vanguard LED Videowall Displays Achieve Quantum Ultra Certification

Extron is pleased to welcome the Vanguard Axion Pro series Direct View LED displays to the Extron **Quantum Ultra Certification program**. These displays feature the Sentinel series processor. When coupled with Extron Quantum Ultra and Quantum Ultra II 8K Videowall Processors, the TAA-compliant display models have been certified for consistent, stable presentation of source content. These videowall displays have passed Extron's extensive testing program and are now identified as "Quantum Ultra Certified".

According to Max Perry, President of Vanguard LED Displays, Vanguard strives to offer industry leading DVLED solutions for a wide range of applications, so it is important for them to remember the videowall processor is always critical to the success of the customer's project. Becoming Quantum Ultra certified

allows Vanguard to continue to deliver the best solutions possible to our customers while leveraging the expertise and experience of an industry leader like Extron. Vanguard looks forward to delivering more cutting-edge Quantum Ultra solutions to our partners across the globe whether they are in government, corporate, house of worship, or any other vertical markets.

Videowall systems demand the highest level of stability and performance for environments from houses of worship to mission-critical ops centres and military installations. The Quantum Ultra processor's configurability and capabilities, such as support of 8K video, combined with Quantum Ultra Certified displays like Vanguard's Axion Pro series, mean dependable videowall performance from integration to operation, including 24/7 applications.

The Quantum Ultra certification program guarantees product compatibility. System designers can take comfort knowing that the image processing and display products have been tested together using established parameters, such as image acquisition, image stability, and EDID management. By specifying a Quantum Ultra Certified display, you can streamline videowall integration, reducing the need for on-site troubleshooting.

AVer and Biamp Bridge the Gap for Effortless Conversation Tracking

AVer Information Inc. , an award-winning provider of education technology and Pro AV solutions, today announced a technology partnership with **Biamp**, a globally recognized innovator of extraordinary audio-visual experiences, unveiling a ground-breaking intelligent camera tracking solution. This collaboration uses data from Biamp Parlé conferencing microphones with Beamtracking technology to automatically trigger AVer cameras and focus on active participants, ensuring everyone feels engaged and seen.

Beamtracking Parlé microphones continuously identify active speakers anywhere in the room. This voice data, combined with the industry-leading features of Biamp Tesira digital signal processors, delivers a rich audio experience with crystal clear voice reproduction.

AVer's camera tracking solution seamlessly integrates with this dynamic data stream, translating it into real-time camera actions.

According to Stanley Cheng, Vice President at Aver, the company is thrilled to harness this innovative Biamp audio technology and take the conferencing experience up a level. Aver claims that by automatically keeping participants in frame and optimizing audio clarity, this integration fosters a more engaging and productive environment for remote teamwork.

Biamp is on a mission to elevate the conferencing experience while making it simpler, from the end-user to the installer, and this collaboration with AVer is one more big step. It is Biamp's belief that meetings with colleagues should always be an easy process,

and every participant should be seen and heard. These shared principals between Biamp and AVer form a great foundation for continued technology collaboration.

For versatile camera control, this system offers presenter tracking to automatically follow the presenter, zone tracking for pre-defined areas, and a hybrid mode for combining the two. This flexibility, along with support for a wide range of AVer cameras and Biamp Parlé conferencing microphones, allows integrators to design conferencing experiences tailored to each room's specific needs.

To learn more about this innovative camera tracking solution, please visit **https://www.aver. com/Upload/KBFAQ/AVerBiampFAQs.pdf** and **https://support.biamp.com/Tesira/Control/ Tesira_AVer_Configuration**

To learn more about Biamp Parlé conferencing microphones, please visit **https://www.biamp. com/products/product-families/parle**

To learn more on AVer's Pro AV Cameras, please visit **https://presentation.aver.com/lines/pro-av.**

Vertiv Introduces Next-Generation Micro Modular Data Centre with AI-Features in Asia

Vertiv, a global provider of critical digital infrastructure and continuity solutions, has introduced the **Vertiv SmartAisle 3** , a micro modular data centre system that utilizes the power of Artificial Intelligence (AI), providing enhanced intelligence and enabling efficient operations within the data centre environment. Now available in **Southeast Asia, Australia** and **New Zealand**, the SmartAisle 3 can be configured up to 120kW of total IT load and is ideal for a wide range of industry applications, including banking, healthcare, government, and transportation.

Building on the previous Vertiv SmartAisle technology, the SmartAisle 3 is a fully integrated data centre ecosystem consisting of racks,

uninterruptible power supply (UPS), thermal management and monitoring, and physical security. The latest iteration of the SmartAisle comes with AI functionality and self-learning features that help significantly optimize the micro data centre operational and energy efficiency. Each carriage or rack cabinet has a Smart Power Output Device or POD which seamlessly manages the power distribution to rack PDUs and serves as a monitoring gateway that oversees carriage conditions including temperature, humidity, and door status.

With built-in cabling integration, front and rear carriage sensors, the SmartAisle 3 also eliminates the hassle of complex on-site cabling installation and saves on data centre white

Vertiv SmartAisle 3

space. Moreover, the SmartAisle 3 further reduces the complexity of on-site setup with its one-click networking feature, which effortlessly configures the data centre system. It also has an AI self-learning function that intelligently monitors and adjusts temperature depending on the operating environment, helping to achieve energy savings by as much as 20% compared to systems without AI features, while maintaining optimum operation conditions.

According to Cheehoe Ling, Vice President of Product Management at Vertiv Asia, as demand for data-intensive applications continues to rapidly grow, many businesses are requiring their data centre infrastructure to be deployed quickly and efficiently, and to be as scalable as possible. Vertiv enriched the Vertiv SmartAisle 3 with AI features to help its customers simplify their data centre operations, so they can have greater flexibility in their business operation and to help them achieve their energy efficiency goals.

With an intuitive 15-inch touch screen control panel and an option to upgrade to a 95-inch local door display, the Vertiv SmartAisle 3 provides enhanced system visibility and assists

in troubleshooting to enable the system to operate at peak efficiency.

The SmartAisle 3 includes the Vertiv Liebert APM modular uninterruptible power supply (UPS) system, the Vertiv Liebert CRV 4 in-row cooling, and the Vertiv Liebert RDU 501 intelligent monitoring system. It also comes pre-installed with a flexible busbar system that streamlines the overall system design by reducing power distribution installation complexity.

The latest iteration of the SmartAisle 3 is part of Vertiv's growing portfolio of flexible, fully-integrated modular solutions. With its combination of Environmental Management System (EMS), AI functionality and "carriage" type rack architecture, the SmartAisle 3 helps customers boost operational efficiency through comprehensive intelligent monitoring and management, ease of installation, quick deployment time and highly efficient operating conditions, thus allowing customers to better adapt to the needs of today's diverse compute environments.

To learn more about SmartAisle 3 and other integrated solutions, visit **Vertiv.com**

VuWall Unveils Highly Secure PoE Touch Panel for Command-and-Control Room Environments

VuWall , a technology leader in video wall control systems and unified visualisation solutions, proudly unveils its latest innovation — the highly secure PoE ControlVu touch panel. Engineered to meet the rigorous demands of command-and-control room environments, this cutting-edge touch panel sets a new standard for performance, security, and flexibility.

According to Mark Schmidt, Chief Technology Officer at VuWall, their new ControlVu touch panel brings a host of advancements to the table. Chief of which, the touch panel has been designed to deliver higher resolution, improved tactile touch, and most importantly, a highly secure design, where users can trust the integrity of their control room operations.

ControlVu empowers operators with the freedom to manage visual scenarios on video walls and displays in a control room, directly

from a PoE tablet. The new 10" ControlVu touch panel, part number ControlVu-10-3, delivers the highest level of security with a secure Linux operating system. It has an Ethernet PoE port and no other wireless options, such as WiFi or Bluetooth, and no camera, all features that are typically not allowed in control room environments. It is highly responsive and delivers 1920x1200 resolution. ControlVu gives operators the freedom to control the system directly from the simple touch of a button.

As part of VuWall's ecosystem, ControlVu is managed by the TRx centralised video wall management software platform. TRx's integrated Control Panel Designer module allows users to easily create their own touch panel interfaces, where every button on every panel can be customised to the operators' needs. Customisation options on the panel are endless and can include any number of buttons, colours, and functions. Each button can be programmed to launch a different layout, manipulate sources, and displays, control external devices, or run any number of the customisable scripts. All these features are available for users to customise without having to write a single line of code, creating a flexible user experience for their operators.

POWERSOFT ArmoníaPlus 2.7 Adds Verso Support
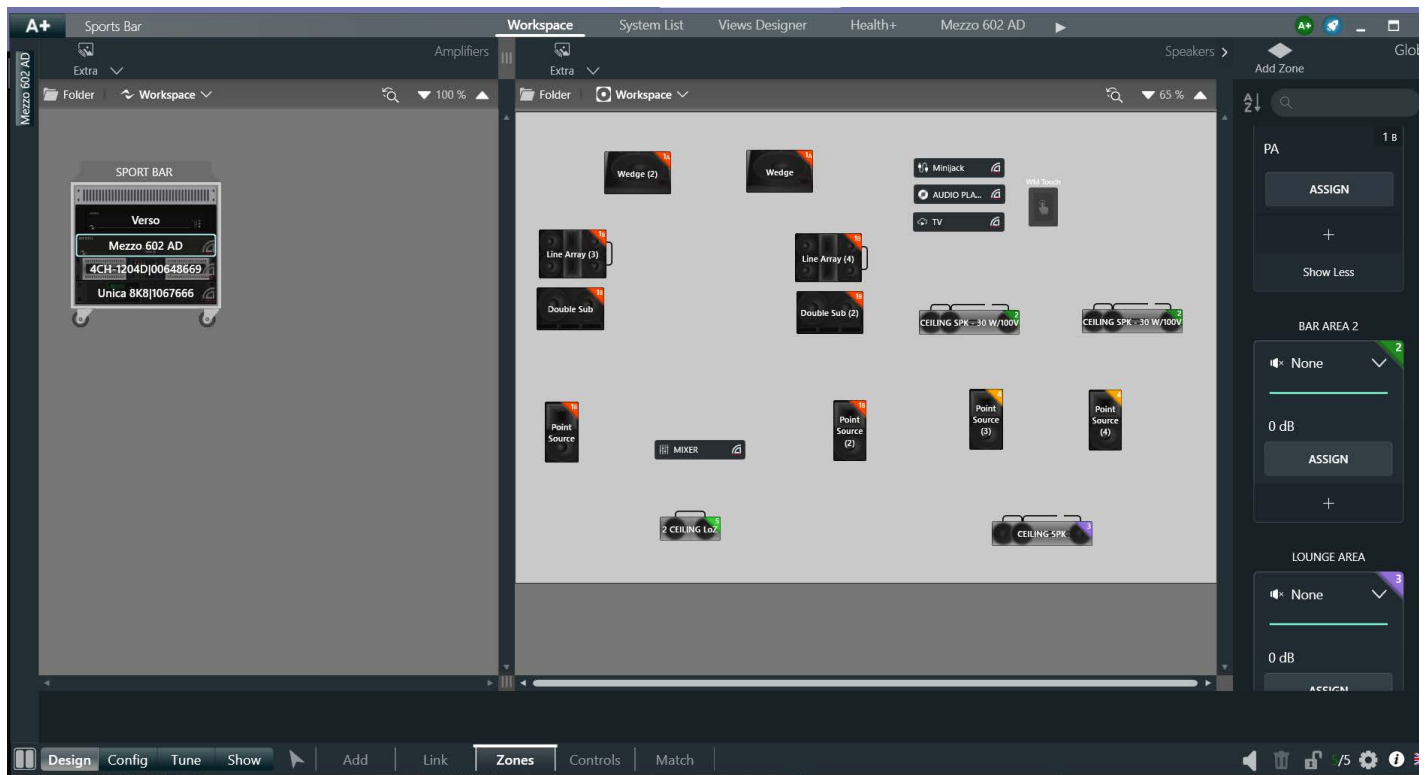
The new update adds features including support for the Verso Cloud Gateway, dynamic music distribution including support for Unica amplifiers, and improved status handling for all Myuniverso supported devices.

Version 2.7 of Powersoft's ArmoníaPlus software, which adds support for its Verso gateway device, is available to download now from the **Powersoft website**.

With ArmoníaPlus 2.7, the latest version of the powerful system design, control and monitoring software, users can take advantage of Verso, which allows T and X Series, Mezzo, Duecanali and Quattrocanali amplifiers to be connected to Powersoft's MyUniverso cloud platform.

Verso gateway device is designed to enable users take full advantage of MyUniverso cloud platform, allowing monitoring and centralised remote firmware updates for the entire current Powersoft amplifier portfolio, as well as Powersoft's Dynamic Music Distribution (DMD) solution. Its robust logging and data storage capabilities ensure local continuity or service even during internet outages.

The new update also provides users with improved alarms and status handling for all MyUniverso supported devices, making the system more accurate and efficient. MyUniverso, Powersoft's cloud platform, enables users of its amplifier platforms to monitor and update their systems remotely.

Also new to ArmoníaPlus 2.7, is support for Dynamic Music Distribution (DMD) for the entire Unica series of installation amplifiers. DMD offers system integrators the ability to scale inputs and zones efficiently with dynamic routing capabilities embedded on its amplifier platform.

DMD makes it simple to dynamically route music and other signal sources between different zones, and across multiple amplifiers, all independently of source location and without the need for a centralised DSP. This helps system integrators save time and costs for system configuration without compromising the high-quality standards for multiroom music and signal distribution applications.

In addition, the newly updated, free-to-download software adds support for AES67 Raw SDP and Dolby Atmos Connect patching on Duecanali DSP+, Quattrocanali DSP+ and Mezzo A+ amplifiers, allowing for easier integration with AES67 compatible audio systems and ensuring compatibility with Dolby Atmos configurations.

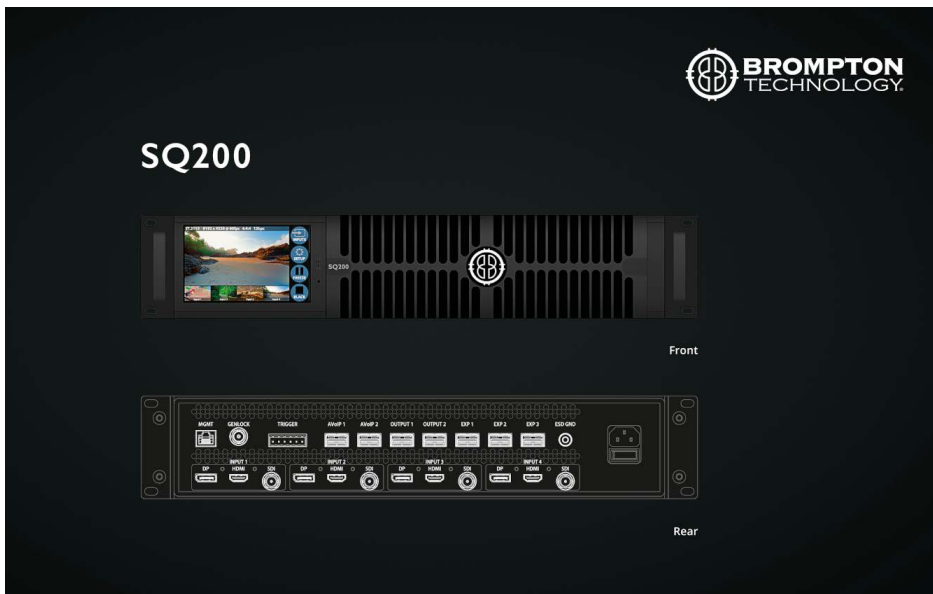The new update also improves networking stability and includes minor fixes and performance improvements.

Other features included in ArmoníaPlus 2.7 update are firmware updates for Unica, Mezzo, T and X Series, X4 L, Quattrocanali and Duecanali DSP series, Quattrocanali, Dsp4, IPAL, MDrive, WallMount Touch, PC ViewsHost and Verso.

Brompton Technology Unveils World's Most powerful 8K LED Video Processor, Tessera SQ200, at NAB2024

Brompton Technology is thrilled to share a preview of its third-generation LED video processing at NAB for the first time. Known as the Gen 3 range, it is built on the latest Agilex 7 FPGA technology from Intel and delivers Brompton's industry-leading functionality, image-quality, and reliability, alongside support for the latest video standards.

The first product in the Gen 3 range is the flagship 8K Tessera SQ200 processor, being announced at this year's show. It follows in the footsteps of the multi-award-winning SX40,

delivering the same core feature-set and full backward-compatibility with existing Brompton-powered LED panels, as well as existing XD data distribution units, but now supporting 8K and 4x4K workflows and added support for AV-over-IP protocols such as ST2110 and IPMX. The SQ200 brings a staggering 20-fold increase in power over the SX40, making it the world's most powerful 8K LED video processor and ensuring ample headroom for many years of continued feature innovation.

According to Chris Deighton, CTO and co-founder of Brompton Technology, the company always seeks to do more than just check boxes. Brompton's aim is to deliver products that address the needs of the real world and that are future-proof to ensure great return-on-investment for their customers. With that in mind, the SQ200 offers 100Gb Ethernet connectivity to support 8K video-over-IP at 60fps and 12bpc over a single cable. There is also a second 100Gb Ethernet input for a fully redundant video-over-IP network, meeting the requirements of Brompton's most demanding customers.

The '200' in the product name comes from it also having a massive 200Gb of Ethernet bandwidth for output to LED panels. One 100Gb Ethernet link is sufficient to drive an 8K screen at 12bpc and 60fps, with a second 100Gb Ethernet link to support fully redundant cabling. Additionally, new data distribution units support fan-out from 100Gb to 10Gb and to 1Gb Ethernet, allowing connections to existing Tessera R2, R2+, and G1 receiver cards.

Another important innovation is the support for irregular canvas sizes, which can extend up to 64K pixels in either dimension. This capability enables a single processor to handle screens that would have previously required multiple separate units.

Thanks to its leading-edge Agilex 7 FPGA, the SQ200 sets a new benchmark when it comes to performance and offers new opportunities for feature innovation, considering that many features now closely associated with the Tessera SX40 did not exist when the product was first launched. Features like Dynamic Calibration, support for HDR video, Frame Remapping, ShutterSync and Extended Bit Depth have all been added in free software upgrades, which is an important part of how Brompton brings extra value to its customers. Similarly, the SQ200 offers an amazing platform for ongoing innovation, and I'm excited about what we will be able to deliver for our customers over the coming years.

The SQ200 is just the first of several planned products in the Gen 3 range, to cover a variety of price-points and applications. The guarantee of backwards-compatibility makes it an easy upgrade option for customers looking to enhance their existing LED inventory with new processing capabilities as well as giving them confidence that they will have access to the very latest innovations in LED video for many years to come.

AtlasIED Celebrates 90 Years in the Business of Sound and Communications

AtlasIED celebrates a remarkable and rare milestone in 2024 — 90 years in business. Atlas Sound has been providing audio and communication solutions to the world since 1934, and, since the acquisition of Innovative Electronic Designs (IED) in 2011, it is now a global leader in the manufacturing of high-quality commercial audio and communication technology solutions for applications ranging from transportation to houses of worship. Building on prior owner Loyd Ivey's legacy, who passed away in September 2023, AtlasIED and current owner, John Ivey, remains steadfast in its approach to operating as a family-owned business.

"We couldn't be more proud of our AtlasIED family for reaching 90 years as a global leader in audio and communications technology," said **John Ivey, President and CEO at AtlasIED**. "Arriving at this milestone reinforces our commitment to never-ending growth and innovation, maintaining relevance, and high-quality service to our customers."

Initially gaining recognition for its high-quality PA loudspeakers and microphone stands, Atlas Sound catapulted itself into a well-

rounded manufacturer of technologies that has revolutionized the commercial AV industry. In 2011, Atlas Sound and IED combined their sales, marketing, engineering, and support teams to better serve their customers and market segments. For the past 13 years, this merger has proved to be one of the most successful and beneficial in the industry.

Today, the company focuses on application-based solutions with a wide and flexible range of installation and aesthetic options, including communications, security, and audio platforms, and a broad array of loudspeakers for commercial applications. Recently announcing enhancements to its popular Atmosphere audio control system platform and key strategic investments in threat detection technology as well as premium and beam-steering loudspeakers, AtlasIED is well-positioned for future growth.

Though the company celebrates 90 years in 2024, AtlasIED's beginning can be traced back to the very origin of the commercial sound industry. During the late 1920s, the Warren Harding political campaign demonstrated the need for better sound reproduction than the traditional megaphone as crowds grew at political rallies.

In 1934, Atlas Sound made headlines by being the first company to combine the horn shape of the megaphone with electro-acoustics to create outdoor PA loudspeakers. This greatly improved public audio and serves as an early example of the versatile and mission-critical solutions AtlasIED brings today to airports, hospitality, schools, and other applications.

Bob Reinhardt and Carl Blumenthal, the company's founders, were particularly interested in mechanical devices and tooling. Noticing the demand for microphone stands, the pair began designing and metalworking. Throughout the 20th century, Atlas Sound continued to grow and innovate in the field of commercial audio. The company became known for its high-quality products and commitment to meeting its customers' evolving needs. In 1975, Atlas Sound introduced the first electronic programmable time-saving speaker system, revolutionizing how paging and background music were delivered in commercial environments.

AtlasIED remains a diverse manufacturer with full-time manufacturing facilities in Ennis, TX, and Phoenix, AZ. The largest of these facilities, about 300,000 sq ft, is centrally located in Ennis, TX, boasts metalworking, moulding machines, robotics, and automation, and houses most of the company's inventory. Reinforcing their

position as a leader in pro audio and mass communications, AtlasIED recently acquired Aimline, a forward-thinking column array design company, and shortly thereafter introduced the Aimline Series of ALX-D digitally steerable column array loudspeakers. Similarly, following an equity investment in AI-powered software platform IntelliSee, AtlasIED announced threat detection and risk mitigation as part of its Security Technology Solutions. It joins AtlasIED's other security technology solutions, including the IPX line and partner Singlewire's InformaCast mass notification software.

Since its inception, AtlasIED has helped customers improve end user experiences in some of the most visited venues in the world, such as New York's LaGuardia Airport and Moynihan Train Hall, along with supporting world-famous talent ranging from Whitney Houston to The Beatles.

"It's an honour to be able to look back at AtlasIED's heralded legacy, knowing that there is so much more ahead of us," continued Ivey. "This year, we recognize our accomplishments that serve as a tribute to the people and


technology who have made AtlasIED the global leader that it is today. To say we are proud is an understatement, we cannot wait to see what the next 90 years will bring!"

AtlasIED

"Arriving at this milestone reinforces our commitment to never-ending growth and innovation, maintaining relevance, and high-quality service to our customers."

John Ivey, President and CEO at AtlasIED

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MIDDLE EAST
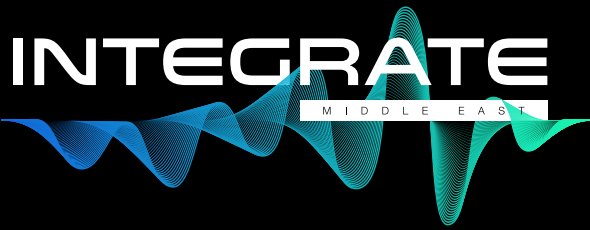
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SOUTH KOREA

Worshippers Celebrate with KV2 at Maris Stella in South Korea

Comprehensive senior care facility in Incheon refurbishes auditorium

Maris Stella, named after the patron saint of the busy port city of Incheon in South Korea, is a comprehensive senior care facility established in 2013 by the Catholic Foundation. The first of its kind in the country, Maris Stella provides an integrated program of pastoral care for its residents with a rich offering of social and cultural events and pastimes, plus the daily celebration of Mass in the facility's dedicated 400-seat auditorium – which also hosts lectures, film screenings and live performances.

A decade on from its initial construction, the decision was made to upgrade the audio system to improve both quality and intelligibility. KV2 distributor, Daon SD collaborated with audio consultants Audio Control to supply and install a pair of ESR106 active column

loudspeakers to elevate the worship experience and improve sound quality for all the other events hosted by the venue.

The Challenge
Audio Control CEO Mr Noh and the church's head priest had several factors to consider

when selecting a new system for the hall. The previous system relied on multiple full-range loudspeakers distributed throughout the space. In addition to being visually intrusive, both coverage and sound quality left much to be desired, particularly in terms of vocal intelligibility. The clerical staff were keen to resolve these issues and turned to Mr Noh for advice.

Key Solutions

Having had several demos of KV2 systems from Daon SD, Mr Noh was convinced that KV2 would be the right solution for the auditorium. Indeed, it was the demo of the EX Series that clinched the deal, even though ultimately, Mr Noh proposed a different solution – the elegant ESR106 active column array system. ESR106 deploys multiple 6-inch woofers and a single 1-inch high frequency driver mounted on a wide dispersion horn for unparalleled high quality vocal and music reproduction in challenging acoustical spaces and ambient environments. Mounted to the left and right of the stage, this proved to be an excellent choice for the auditorium where the relatively low ceiling height compared to the depth of the room was something of a challenge.

"In order to secure the loudspeakers to the wall we customised the wall mounting hardware so that we could mount the cabinets safely on the striated wooden wall cladding," recalls Daon SD's John Park. "In an ideal world we'd have raised the installation height slightly to ensure optimum coverage for both the front and back rows, but the configuration of the room didn't allow us to do that. However, once we turned the loudspeakers on, all our concerns were forgotten. Crystal clear sound filled the room from front to back – in fact the coverage and throw of the ESR106s defies common sense! The clarity and intelligibility - even from the back seats which are 25m away from the stage – are simply in a different league to the previous system. It's hard to believe that this is possible from just two enclosures.

John Park concluded, "We were delighted when the head priest and the rest of the clerical staff reported back to us in the weeks following the installation that both engagement and concentration during the services had improved significantly, making the celebrations more meaningful and enjoyable for all."

AUSTRALIA

Premier Melbourne Events Venue Upgrades with First L Series System in Southern Hemisphere

Audiences enjoy consistent crystal clear sound with exceptional coverage
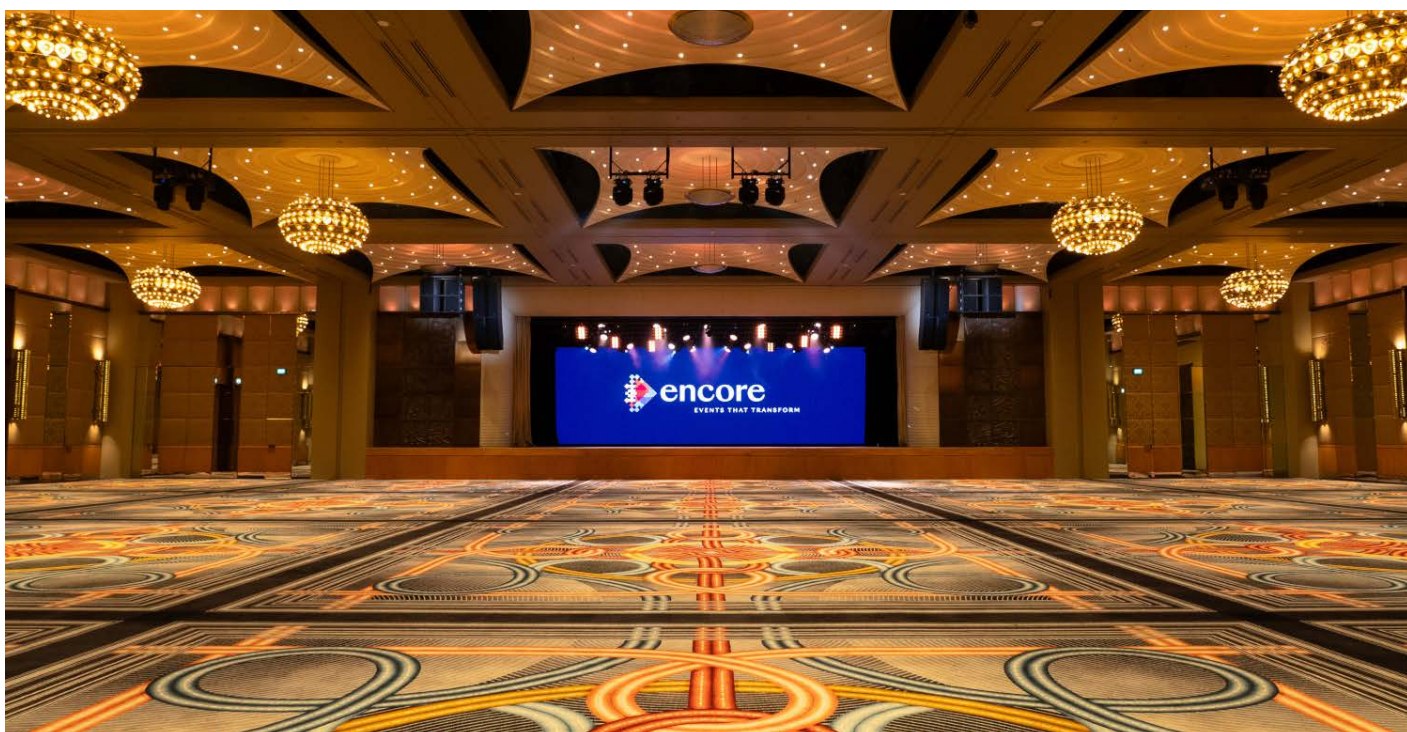
Crown Palladium in Melbourne is the first venue in the Southern hemisphere to install L-Acoustics L Series.

If an events centre's prestige is measured by the events it hosts, then the Crown Palladium rides high in the upper echelon of Australian venues. Situated in the Crown Melbourne resort, casino, and entertainment complex, the Palladium is a 1500-seat capacity ballroom well known to the Australian public thanks to televised awards ceremonies for the Australian Football League (AFL) and Cricket Australia.

Encore Event Technologies is Crown Palladium's in-house AV provider. It's a busy gig.

With thousands of events staged a year, there's never a dull moment for the Encore AV team.

L-Acoustics only publicly announced the L Series to the market in mid-2023, and the Crown Palladium loudspeakers were some of the first off the production line. The brand-new PA went from 'thought bubble' to 'perfect fit' in only a few days. Encore Event Technologies' Director of Innovation & Technology, Procurement (APAC), Daniel Lourenco, explains: "Upgrading

Project Name: The Crown Palladium Ballroom
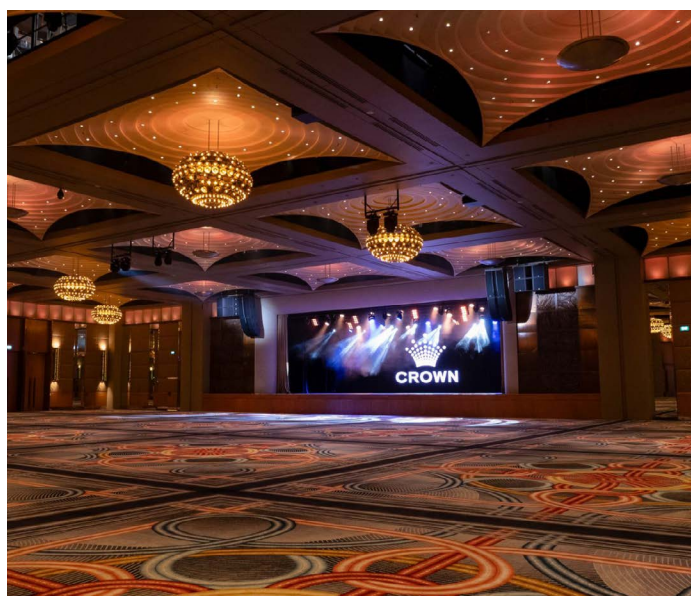
Project Location: Melbourne, Australia

Project Segment: Entertainment

Systems Designers and Integrators: Encore Event Technologies

Key AV Solution: L-Acoustics L-Series

Encore Event Technologies designed a professional sound system of an L2/L2D pair with a companion pair of L-Acoustics KS28 subwoofers in the Crown Palladium Ballroom.

The 1500-set Palladium at Crown Melbourne resort, casino, and entertainment complex is the first in Australia to install L-Acoustics L Series.

the Palladium PA was a big decision and a large investment — so our selection required careful analysis of each brand and model and its capabilities. We went through a thorough process of assessment of our current inventory and needs within the Palladium. Many brands and models were carefully considered. We wanted the new PA to be a statement piece – to the industry, our team, and our clients."

Daniel Lourenco and his team auditioned several PA alternatives. Toward the end of the tender process, he had three quotes on his desk for three high-quality loudspeaker systems, including an L-Acoustics Kara II system. At this point, the L Series product announcement hit the market, and Daniel was intrigued. "I immediately contacted Jands [L-Acoustics' Australian distributor] to ask them about it: 'let's model the L Series in Soundvision to see how it might perform in the Crown Palladium'. Not long after, I got the answer: 'It's the perfect fit for Crown Palladium Ballroom'."

The Palladium stage at Crown Melbourne, with its L-Acoustics L Series professional sound system.

L-Acoustics introduced L Series after observing that most audience geometries—and therefore array designs—follow a similar trend, which led to the understanding, as Germain Simon, Director of Product Management, Loudspeakers at L-Acoustics, puts it: "that a fixed element with pre-defined progressive angles would provide incredible gains in quality, efficiency, and sustainability."

As such, L Series comprises two elements designed to work together or independently: L2 above and L2D below. One L2 or L2D element provides the same contour as four K2 elements in a format that is 46% smaller and 40% lighter. The audio benefits of L Series encompass industry-leading SPL per size, unparalleled consistency over the audience area, and improved rejection everywhere else. Accompanying the audio benefits, L Series revolutionises deployment with a smaller, lighter footprint that reduces truck space and requires fewer elements, cutting the number of actions needed to load in and out.

Crown Palladium has three main use cases or modes: full room, in-the-round, and split-room mode. Encore's design comprises an L2/L2D pair permanently installed on either side of the proscenium, with a companion pair of L-Acoustics KS28 subwoofers. This system provides perfect coverage of the entire space through a combination of good audio design, the coverage flexibility afforded by the processing, and Panflex horizontal dispersion control. This almost entirely negates the need for additional fill — it's almost as if L-Acoustics had the Palladium in mind when designing the L Series. Four additional, freely deployable L2D elements and four further KS28 subwoofers ensure the other two modes (in-the-round and split) are addressed rapidly and efficiently. The new LA7.16 high-resolution amplified controller drives the system, which supports L2 and L2D with 16 high-power amplification and processing channels. LA12X amplifiers power the KS28 subs.

Thanks to meticulous preparation, the installation of the FOH system went without a hitch. It also demonstrated to Daniel and his team just how easy L Series is to deploy as compared to a standard multi-element line array system: "The hours of labour you save when you're on the installation and the de-rig is phenomenal".

L-Acoustics CEO Laurent Vaissie with Encore Event Technologies Director of Innovation & Technology, Procurement (APAC), Daniel Lourenco, at the L Series launch, Infocomm 2023.

Crown Melbourne executives were consulted right the way through the procurement process, including in a trip to the InfoComm show in the US to hear the L Series in action. Buy-in from Crown was important, and the payoff has been obvious to all. Crown Melbourne's Executive General Manager of Food & Beverage, Enda Cunningham, explains: "The Palladium is Crown Melbourne's premier space, and our clients have the highest expectations of the Palladium experience – the service, the food and beverage, and, of course, the audio-visual offering.

"The new L-Acoustics L Series loudspeaker system is a big leap forward for Crown Palladium. The consistency of the sound and the coverage is exceptional – every seat in the house gets the same crystal-clear sound."

The first hit out for the L Series system was a speaking tour date with ex-NFL great, Tom Brady. With 2200 seated, there was nothing but praise for the sound.

The impact the L Series system has had on the Encore Event Technologies business is profound. For starters, Encore's Daniel Lourenco can't foresee a situation where a visiting or touring act would want to bring in their own PA, which has obvious financial benefits for Encore and Crown. More than that, the L Series system provides the 'statement' Daniel was so keen to make: "We've elevated our brand with the investment in this system, no question. Our biggest asset is our people – our team — and this PA has given our people even more reason to be proud to wear the Encore logo on their shirts. The best people working with the best gear get the best results and the happiest clients. That's a recipe for success, and this L Series PA plays an important role in that virtuous circle."