systems integration asia

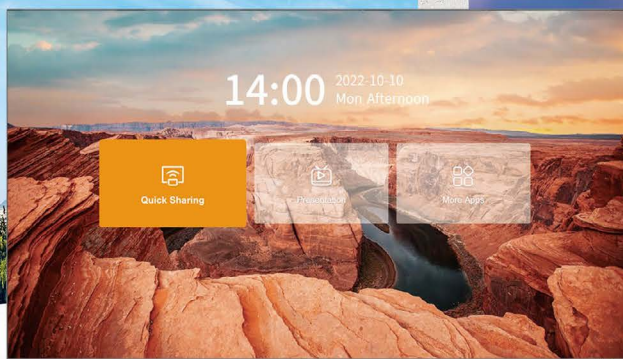## KOH-I-NOOR STORY RETOLD VIA MESMERIZING AUDIO-VISUAL MULTIMEDIA

INTERVIEW:
Charles (CJ) Prober,
CEO of NETGEAR

NEWS:
Blaze Audio Acquires
Cornered Audio's Commercial
Install Loudspeaker Assets

EVENT:
AVnTech4Church KL
Event Meets its Objectives
Impressively

Absenicon X Series

High-end All-in-One Screen

MicroLED

Large Format

21:9 151/178/205 sizes
16:9 108/136/163 sizes

Improved Clarity

Micro LED technology
Redefine image quality

Easy-to-use

Intelligent functions
and systems
Easy to install and maintenance

Comfortable

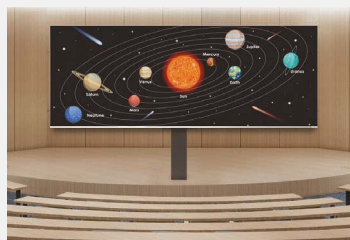Stay cool, enjoy more
Softer and uniform light

◀ Use Scenarios

Video conference

Online education

Lecture hall

Exhibition Hall

Absen invites you to join us at InfoComm Asia 2024

📍 Queen Sirikit National Convention Center Bangkok, Thailand

🕐 17 - 19 July 2024   🏠 **Hall 3-M02**   ✉ emily.yang@absen.com

SMART SPACE REVOLUTION

Absen
Trusted LED Supplier

CONTENTS

"The show marries technological innovation with educational storytelling, highlighting significant historical and educational narratives"

Narendra Naidu, Managing Director Rhino Engineers

FIRST WORDS

Thomas Richard Prakasam

Publisher/Editorial Director
thomas@spinworkz.com

Charles (CJ) Prober, the newly-appointed CEO of networking solutions giant NETGEAR, is a seasoned and successful business leader renowned for developing cutting-edge consumer experiences for devices and digital platforms. With a distinguished career spanning top technology brands such as Life360, GoPro, and Electronic Arts, Prober is recognised for his ability to guide leading B2B enterprises to new heights of success. Approximately six months into his role at NETGEAR, Prober recently visited India, where his inaugural trip included a series of interactions and the launch of expanded office premises in Bengaluru. SI Asia had the opportunity to speak with Prober to explore his vision for NETGEAR in India, Asia, and the broader networking world. Additionally, we are excited to share a glimpse of our AVnTech4Church event, which we organised in Kuala Lumpur, Malaysia. The inaugural AVnTech4Church, held on May 14-15, 2024, at Holy Trinity Bukit Bintang Church, successfully achieved its goals, attracting delegates from 55 organizations across Malaysia, Singapore, and the Philippines.

EDITOR, INDIA AND ME
Ram Bhavanashi
ram@spinworkz.com

FEATURES EDITOR
Elton Noronha
elton@spinworkz.com

ADMIN & CIRCULATION
Julie Tan
admin@spinworkz.com

MEDIA REP CHINA,HONG KONG, TAIWAN
Judy Wang
Worldwide Focus Media
+86-13810325171
judywang2000@vip.126.com

DESIGN & LAYOUT
Hazel Gundaya

Above and beyond atmosphere

Deliver premium quality sound, reliability and aesthetic beauty – raising the experience to new heights.

Genelec Smart IP PoE loudspeakers offer optimised internal amplifiers and the simplicity of single cable installation, with audio, power and control all provided by one standard CAT cable.

Now available in ceiling-mounted form factors, the pendant 4436A and in-ceiling 4435A.

Innovating Customer Experience

Focus on fostering local partnerships, investing in local talent pool as drivers for growth

By Ram Bhvanashi

NETGEAR

Charles (CJ) Prober, the newly-appointed CEO of networking solutions giant NETGEAR, is a seasoned and successful business leader, known for building cutting-edge consumer experiences for devices and digital platforms. Credited with leadership roles that span top technology brands such as Life360, GoPro, Electronic Arts and more, Prober is reputed to guide leading B2B enterprises scale new highs of success.

Roughly six months into his new, elevated role at NETGEAR, Prober recently visited India where his maiden visit was filled with interactions and experiences, including launching of expanded office premises in Bengaluru.

SI Asia caught up with Prober to probe into what the new NETGEAR chief is gearing up to for India, Asia and the networking world.

SI Asia: Freshly on board a company, that is sort of a different entity from your previous enterprise and you are visiting a country for the first time. How does it feel like?

PROBER: I am genuinely thrilled to join NETGEAR. The company boasts an impressive history of innovation supported by a talented team. To collaborate with such a dynamic group is incredibly exciting for me. India is experiencing rapid changes and stands out as one of NETGEAR's fastest-growing markets. I am deeply impressed by the strides this country is making in development, and I am eager to contribute to its growth story. Being part of this transformative journey fills me with great pride and enthusiasm.

SI ASIA: What brand value do you think this will add to NETGEAR as a company, its operations, and its employees here in India?

PROBER: Joining NETGEAR presents a unique opportunity to enhance the company's brand value significantly. With my experience, I am confident in my ability to contribute to NETGEAR's growth and success in several key ways:

NETGEAR is renowned for its cutting-edge products and solutions. My effort is to drive further innovation, keeping us at the forefront of the market and continually exceeding customer expectations. It is also about improving

operational efficiencies and implementing best practices. By optimizing our processes and leveraging new technologies, we aim at enhancing productivity and deliver greater value to our customers and stakeholders.

Understanding the needs and preferences of each market is crucial, and so for India too. We will try improvising this, and offer solutions that meet the market needs here, and thereby contribute to the overall brand value.

I am passionate about fostering positive and inclusive work environment. By investing in our employees' growth and development, we can boost morale, enhance performance, and build a culture of innovation and collaboration. Overall, I believe my contributions will not only bolster NETGEAR's brand value but also drive significant improvements in our operations and positively impact our employees in India. Together, we can achieve remarkable success and continue to build on NETGEAR's legacy of excellence.

SI ASIA: What excites you the most at NETGEAR?

PROBER: Unwavering commitment to innovation and excellence in its domain. NETGEAR's reputation for developing cutting-edge technology products that empower individuals and businesses to stay connected is inspiring.

That apart, NETGEAR's customer-centric approach; global presence and its role in connecting people and businesses worldwide; and the collaborative work culture that complements one another's work towards a common cause are all exciting. Cumulatively,

they all contribute to the company's staying at the forefront of shaping the future of connectivity.

SI ASIA: NETGEAR has been operating here for roughly 23 years now. What newer things do you intend to bring to Indian operations, and/or to the APAC region, or globally, for that matter?

PROBER: We have been planning several new initiatives to enhance our operations in India, the APAC region, and globally. These initiatives focus on developing customized products tailored to respective market, expanding their local team, and renewing their strategic focus.

We continue to do so for India as well. Build solutions with localized features such as Wi-Fi routers with better coverage for large homes and high-density urban areas; same time ensuring they are cost-effective yet high performing and energy-efficient. Also further our robust after-sales support to build trust and satisfaction among consumers.

We are adding more space to our research centre and shall continue to invest more in engineering, sales and customer support in the coming years. We have just expanded our India presence- added two more office floors to our R&D facility in Bengaluru. This is an exemplification of our commitment to the burgeoning market that India is.

NETGEAR's strategic priorities include emphasizing digital transformation through AI and machine learning, strengthening B2B solutions for businesses of all sizes, and committing to sustainability through eco-friendly practices in product development and operations.

Through these strategies we aim at strengthening NETGEAR's presence in India and APAC, driving innovation and leadership in the global networking technology market.

SI ASIA: There had been a few clues and hang-on about NETGEAR's setting up a manufacturing plant in India, but nothing so far on the ground. Would you please throw some light on it?

PROBER: Yes, there had been a serious thinking on this. While I'm not sure why the earlier efforts haven't had their fruition – you know I'm just five months old into this company – it is not valid for me to make an upfront opinion on it.

Having said that, the intent appears to be pretty much on; it is subject to our evaluation. NETGEAR believes in leveraging local partnerships and initiatives like *Make-in-India* to foster sustainable growth and innovation.

What I can say at this moment is "work in progress" (in the direction).

SI Asia: What place do you think India occupies for NETGEAR in terms of market reach, acceptability, and competition?

PROBER: India holds a significant position for NETGEAR in several key aspects:

India represents a vast and rapidly growing market for NETGEAR. With a large and increasingly tech-savvy population, the demand for advanced networking solutions has been on the rise. The country's digital transformation initiatives and the expansion of internet connectivity to rural areas further contribute to NETGEAR's market reach. By leveraging localized products and tailored solutions,

NETGEAR can effectively penetrate various segments of the Indian market, from individual consumers to large enterprises.

Currently, we are present in the top 20+ cities in India, and soon will be adding over 10 cities to our network map. We are also further expanding our team to address the market and needs of the customer. The recent inauguration of new R&D facilities in Bengaluru not only exemplifies NETGEAR's positioning in India, but also its prioritization for augmenting global competence.

NETGEAR does face stiff competition from established players such as TP-Link, D-Link, and other global and local brands. However, NETGEAR's focus on innovation, quality, and customer-centric approach gives it a competitive edge.

SI Asia: What place do you think India occupies in South Asia and APAC, in terms of the above?

PROBER: We look at India as a pivotal market within South Asia, and the broader APAC region, characterized for good reason.

Providing critical market competence- that's one. India's rapidly growing economy is a significant market for NETGEAR's advanced networking solutions like PoE switches, access points, and Pro-AV products.
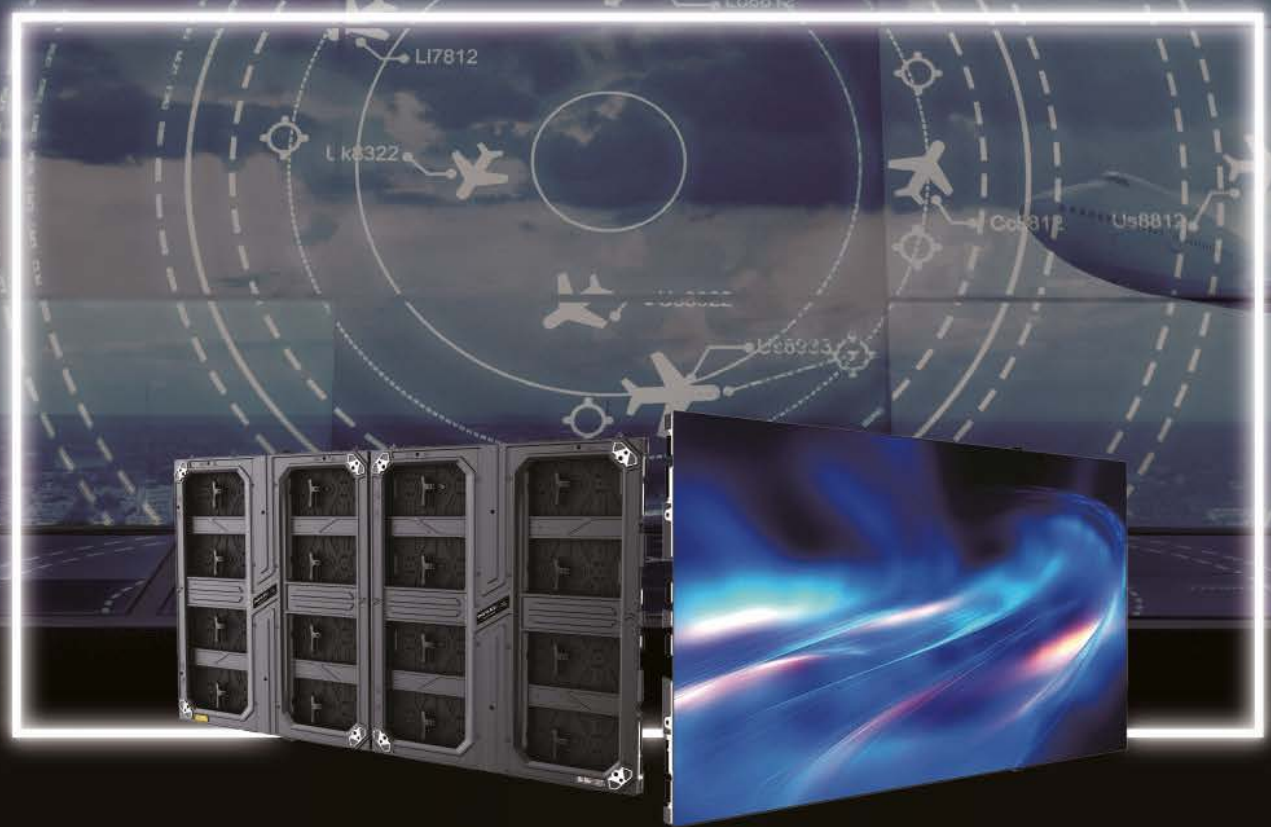
India's technology competence- that's two. India boasts a thriving technology ecosystem, essentially due to its strong skilled workforce. This capability drives innovation in NETGEAR's product development, and in turn adds to company's competence for addressing other markets in the Asia region.

The massive scale of digital transformation in India presents substantial growth opportunities for NETGEAR. By focusing on sectors such as telecommunications, healthcare, education, and entertainment, NETGEAR aims at – like I said before – leveraging local partnerships and initiatives like *Make-in-India* to foster sustainable growth and innovation.

The core of NETGEAR's software development happens in India. With this competence, and other exciting developments, we believe NETGEAR is poised to capitalize on its strengths in this country to further the company's growth and market landscape in the larger Asia region.

SI Asia: There had been hype during the pandemic about most American MNCs contemplating shifting their manufacturing operations from China to India, but none. Your take on this?

PROBER: Relocating manufacturing operations is a complex decision influenced by various strategic factors. NETGEAR recognizes the complexities involved in relocating manufacturing operations from China to India, despite the potential benefits of supply chain diversification and reduced geopolitical risks.

Key factors such as infrastructure readiness, supply chain ecosystems, labour costs, and regulatory environments are critical considerations. While India has shown progress in these areas, NETGEAR advocates for a gradual and strategic approach, focusing on incremental investments.

Recent expansions in R&D facilities in Bangalore exemplify this commitment, aimed at building local capabilities and aligning with the *Make-*

in-India initiative. Although the anticipated widespread shift has not fully materialized, NETGEAR remains dedicated to India as a pivotal part of its global strategy, and optimistic about its future role in global manufacturing networks.

SI Asia: Do you see the hybrid world returning to the conventional world of pre-pandemic?

PROBER: As of today, we are following a hybrid mode, and it has been working well for us. While the world continues to adapt to post-pandemic conditions, it's unlikely that it will fully return to the conventional pre-pandemic work model. The hybrid approach has proven to be effective, offering flexibility and efficiency that benefits both employees and the organization. It allows for a balanced mix of remote and in-office work, catering to the diverse needs of our workforce and enhancing productivity.

We foresee the hybrid model remaining a significant aspect of our operations, adapting to the evolving work environment rather than reverting entirely to traditional practices.

SI Asia: How is NETGEAR positioned in the emerging world scenario?

PROBER: NETGEAR is strategically positioned to thrive in the emerging global scenario by focusing on several key areas: NETGEAR is known for leading technological advancements in networking and connectivity solutions. By continuously investing in R&D, NETGEAR aims at leading the technology world in emerging technologies such as Wi-Fi 6, 5G, and IoT.

Being known for leading technological advancements in networking domain, NETGEAR

believes in continually investing in R&D. With this competence, we aim at leading the industry in emerging technologies such as Wi-Fi 6, 5G and IoT.

In the emerging world scenario, sustainability and ethical practices are increasingly important. NETGEAR is dedicated to reducing its environmental impact through eco-friendly product designs and sustainable manufacturing processes. By prioritizing corporate social responsibility, NETGEAR not only enhances its brand reputation but also contributes to global sustainability efforts.

Focus on delivering superior customer experiences is central to NETGEAR's strategy. By leveraging data analytics and customer feedback, we continuously improve our products and services.

We actively seek strategic partnerships and collaborations with technology leaders, service providers, and other key stakeholders to enable NETGEAR to offer integrated solutions that address complex connectivity challenges.

The hybrid model of work has created a huge surge in demand for reliable networking solutions. NETGEAR's effort is to capitalize on this trend by providing robust and secure connectivity solutions that support remote workforces and digital infrastructure.

SI Asia: What's the biggest thing that NETGEAR is geared up and doing right now?

PROBER: Our focus always revolves around the launch of innovative products designed to meet the evolving needs of our customers. Right now, we are excited to introduce cutting-

edge solutions such as Wi-Fi 7, which promises enhanced speed and capacity for seamless connectivity across various environments.

Additionally, our upcoming 10G PoE++ switches are set to redefine power and data delivery capabilities, catering especially to industries like broadcast where reliability and high performance are paramount. These advancements underscore our commitment to providing robust networking solutions that empower businesses and enhance operational efficiencies.

SI Asia: What takeaways for you from this visit to India?

PROBER: Many. My visit to India was incredibly insightful and productive. It reaffirmed the country's strategic importance to NETGEAR's global growth strategy.

Meeting with local distributors, retailers, and technology partners were instrumental in reinforcing our relationships and exploring new collaboration opportunities.

India's vast pool of human talent- leveraging this talent can drive innovation and operational excellence. Investing in local workforce development and creating opportunities for skill enhancement will be beneficial for NETGEAR, local and global community.

Understanding the regulatory landscape in India is crucial for strategic planning. Navigating these effectively can help NETGEAR capitalize on incentives and support available for technology and infrastructure development.

NETGEAR

Powersoft Amplifiers Hit the Right Note at Hanoi's Goethe-Institut
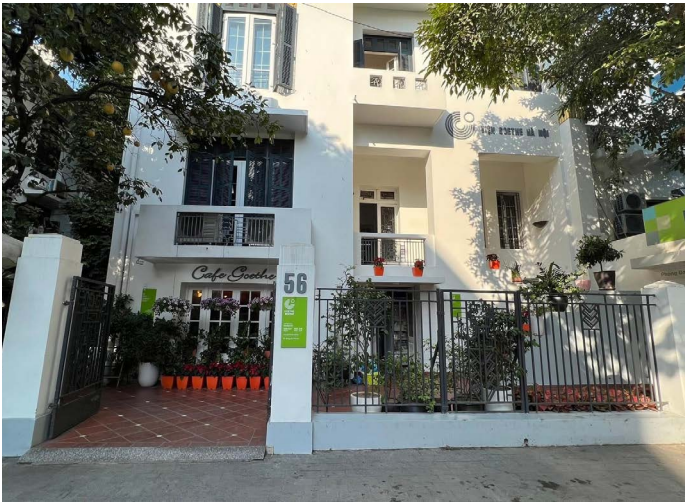
VIETNAM: Powersoft's energy efficient T Series amplifiers are powering a new sound system at Goethe-Institut in Vietnam. Nestled in the capital city, Hanoi, Goethe-Institut is the leading provider of German cultural and educational programmes worldwide, promoting the German language and fostering international relationships.

The cultural institute needed a new sound system in its multipurpose room, capable of accommodating a variety of activities including teaching sessions, presentations, art exhibitions and musical performances. Goethe-Institut tasked local integrator PROSound Vietnam with the challenge.

"The multipurpose room had to follow our client's high standards and have a clear, lively and detailed sound for teaching, for presenting arts, and playing classical, pop and folk music," says Mr. Nguyen Viet Trung, CEO of PROSound Vietnam jsc.

To achieve the desired high standards, PROSound Vietnam turned to **Powersoft** amplifiers: "Powersoft was the best choice for us because we have previously worked with its amplifiers and found them easy to work with and suit different sound systems."

Another reason the company chose Powersoft's amplifiers was the compact size, making the system look neat and professional. Trung emphasises: "It was important for us to not only deliver pristine and vibrant audio but also ensure that the system's appearance aligns with the esteemed standards of the Goethe-Institut."

Powersoft T Series amplifiers are renowned for their ability to deliver cost-effective, and high-quality performance loudspeaker processing for small- and medium-scale systems, while also boasting high power density and lower heat dissipation, making them a perfect fit for the Goethe-Institut's multifaceted requirements.

The language school's sound system comprises three Powersoft T-Series models, T604, T302 and T302A, which deliver 6000W from two channels (T604), and 3000W from two channels (T302/T302A). Accompanying the Powersoft amplifiers are two TW AUDiO Fullrange T20i and four TW Audio Fullrange M8i loudspeakers, two TW Audio Subwoofer B17i, and two Sennheiser Micro EW-100-G4-ME2 microphones, as well as a DiGiCo Stage box 1 and a DiGiCo S21 Mixer 1. "We installed the amplifiers in a control room that's 15 metres away from the furthest speaker," elaborates Trung.

The installation was straightforward and proceeded smoothly, with Trung praising the Powersoft amplifiers for their easy integration into the speaker system. "Powersoft has already made the perfect programmes for the speaker

models, and for us that's the best support we can ask for," he remarks.

Arthur Soh, Asia Regional Sales Manager at Powersoft, comments: "We are delighted that PROSound Vietnam opted for our versatile and reliable T Series amplifiers. Ensuring pristine audio quality is paramount for institutions like Goethe-Institut to captivate and engage their students."

Trung reflects on the client's satisfaction, noting: "The final outcome exceeded the client's expectations, garnering positive feedback from both teaching sessions and live performances. The Goethe-Insitut can now deliver a high-quality audio experience that complements their world-class educational offerings."

Q-SYS Launches VisionSuite Training Certification

USA: **Q-SYS** , a division of QSC LLC, is pleased to announce the launch of the **Q-SYS VisionSuite Training**. This certification enables students to train on fundamentals **Q-SYS VisionSuite** technologies, equipping them with the skills to become proficient in commissioning AI-based intelligent collaboration experiences across various scenarios.

This comprehensive training certification is comprised of four courses, covering intelligent video-based presenter tracking and intelligent audio-based camera switching. "Level One" courses for both experience disciplines are available on-demand and were produced with real-world insight and high production value flare as the rest of its award-winning on-demand training curriculum. "Level Two" courses are conducted in-person by experienced application engineers, either in the field or in state-of-the-art Q-SYS Experience Centers, with focus on best practices and peer learning exercises.

While students work towards completing all courses to achieve their Q-SYS VisionSuite certification, they can choose to start with either intelligent audio training or intelligent video training, depending on which path aligns more immediately with their customers' installation requirements.

"Q-SYS VisionSuite Certification is not only a testament to our commitment to making curriculum enjoyable, targeted and accessible, but to our end customers who will be the first to experience these kinds of next-generation Q-SYS systems," says Patrick Heyn, Vice President of Marketing at Q-SYS. "Our students will walk away from this certification feeling confident and fully prepared to deliver a world-class collaboration experience as only Q-SYS systems can deliver."

For more information about the Q-SYS VisionSuite Training, please visit: **https://www. qsys.com/vstraining**

Principle One's Reach Extends Further with Addition of Kuala Lumpur Office

Hello Kuala Lumpur!

MALAYSIA: **Principle One** is broadening their horizons with the opening of their eighth office in May 2024, situated in the heart of Kuala Lumpur, Malaysia. This is a significant expansion of their presence in Southeast Asia to enhance our Audiovisual and Information Technology services and foster closer relationships with clients across the region.

Kuala Lumpur, known for its iconic skyline and economic vitality; offering unparalleled connectivity to surrounding nations such as Singapore, Indonesia, Thailand, Vietnam, and the Philippines. This location enables Principle One to serve their clients with increased efficiency and responsiveness, making Kuala Lumpur an ideal spot for fostering regional integration and tapping into diverse markets within Southeast Asia.

"Our new office in Kuala Lumpur is a testament to our commitment to being where our clients need us. We understand the importance of geographic proximity in providing timely services and tailored solutions. The Kuala Lumpur office will leverage local insights to the advantage of our clients across the region." Says **Joey Yeung** , Chief Executive Officer of Principle One. "Choosing Kuala Lumpur as the home for our new office also a decision inspired by its diverse talent pool and vibrant economy, that creates an ideal environment for Principle One to further establish our presence in the region. We are committed to tapping into the local market's potential and fostering strong partnerships that will accelerate us and our clients toward mutual growth."

Principle One are also pleased to announce that **Elvin Foo**, currently Country Manager of Principle One's Singapore office, will be leading their new Kuala Lumpur branch. With his exemplary leadership and deep understanding of the Southeast Asian market, Elvin is set to bring his expertise and vision to the forefront of Principle One's development in Malaysia. Wei Chean Thea is appointed as the Senior Manager,

reporting to Elvin and overseas local operation in Malaysia.

"With the opening of our Kuala Lumpur office, we are ready to offer more localized and immediate support to our clients. Proximity matters, and our presence here will allow us to engage with clients face-to-face with greater regularity. As we set our sights on this new development, I am honoured to lead our Kuala Lumpur team and build upon the strong foundation we have in Singapore. This expansion is more than just a geographical growth; it's about creating value and delivering excellence to our clients. Kuala Lumpur offers

a unique blend of opportunities that align with Principle One's ethos of innovation and service." Says Elvin.

The Kuala Lumpur office signifies a leap forward in Principle One's mission to provide unparalleled service. It encapsulates their ambition to bring their clients closer to a network of professionals dedicated to collaborative success. Principle One are excited to share this journey with their clients and look forward to the synergies that this expansion creates.

Adamson Nears Completion of $4M Electronics Expansion Facility

INTERNATIONAL: **Adamson** is nearing completion of its exciting new electronics production facility. Our all-new Fuji high speed PCB assembly line can place 188,000 components per hour, with extreme repeatable accuracy, backed by three levels of Automated Optical Inspection. The 1,525 sqm (16,500 sq ft) footprint has in-floor heating, leading-edge lighting, and air handling.

This investment is crucial in both expanding our production capacity to meet the demand for the new VGt flagship powered loudspeakers; and the aggressive pursuit of the highest-tech audio manufacturing.

Features of the Fuji line

Fuji production equipment is the essence of Industry 4.0, with complete connectivity from design and prototype, through New Product Introduction (NPI) and following with complete integration into ERP. production flexibility, predictive maintenance and automatic changeovers are the essence of the smart factory.

Having transformed from a builder of passive speakers more than 40 years ago into a manufacturer with a focus on smart manufacturing, Adamson is implementing maximum interconnectivity and a full digital transformation of manufacturing processes, including new ERP software. These steps all improve transparency and add to the customer experience.

Adamson has always focused on innovation in pursuit of unparalleled sonic performance, power, and control. While others outsourced overseas and allowed third parties access to critical technologies in their end-product, Adamson stayed close to home. This vertical integration of design and production gives the engineering team the biggest playground in pro audio.

Decades of building performance systems without compromise, combined with research into signal processing, amplification, network integration and performance optimisation put Adamson squarely at the forefront of the professional audio industry.

Yukit × DIGIBIRD

UNILIC LED CONTROL SYSTEM

EVERY PIXEL MATTERS

KEEP IT REAL

Fine grayscale adjustment

Color management to display true colors

Point by point calibration
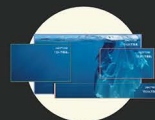
Up to 13 million pixels load from a single sending card

LED Sending Card

LED ReceiVing Card

Stepless scaling to present all details when zooming

Module automatic calibration

Intelligent Mapping

Data backup, program readback and system redundancy.

2-in-1 LED controller

LED Video Wall Controller

NEXO Immersive Sound System is First in a South Korean Church

SOUTH KOREA: With 4,000 seats, Noksan Church in Gangbuk, Seoul, is one of the largest worship spaces in Korea. It's also the first to install an immersive sound system, placing the congregation at the centre of the celebration made through words, music and praise.

With cooperation from **NEXO** distributor A-Works and using Yamaha AFC for ambience control and object-based mixing, the system was designed and installed by CTO Kim Do-seok and the team at immersive media technology specialists **Sound Korea ENG.**

Five arrays of 9 x NEXO GEO M10 are hung above and across the stage at the front of the chapel, with two lines of 6 x NEXO MSUB 18 hung centrally. Amplification and processing are provided by Dante-networked NEXO NXAMP4X2Mk2 Powered TD Controllers.

"The installation at Noksan Church is the latest immersive sound project by Sound Korea ENG" comments A-Works Managing Director James Lee. "The team used NEXO point-source speakers for immersive art experiences at the Walkerhill Theatre here in Seoul, and this time chose GEO M10 line arrays for their power, projection and compact size. This is a first in Korea, and many church architecture officials and pastors are taking notice and visiting Noksan to hear the system in action."
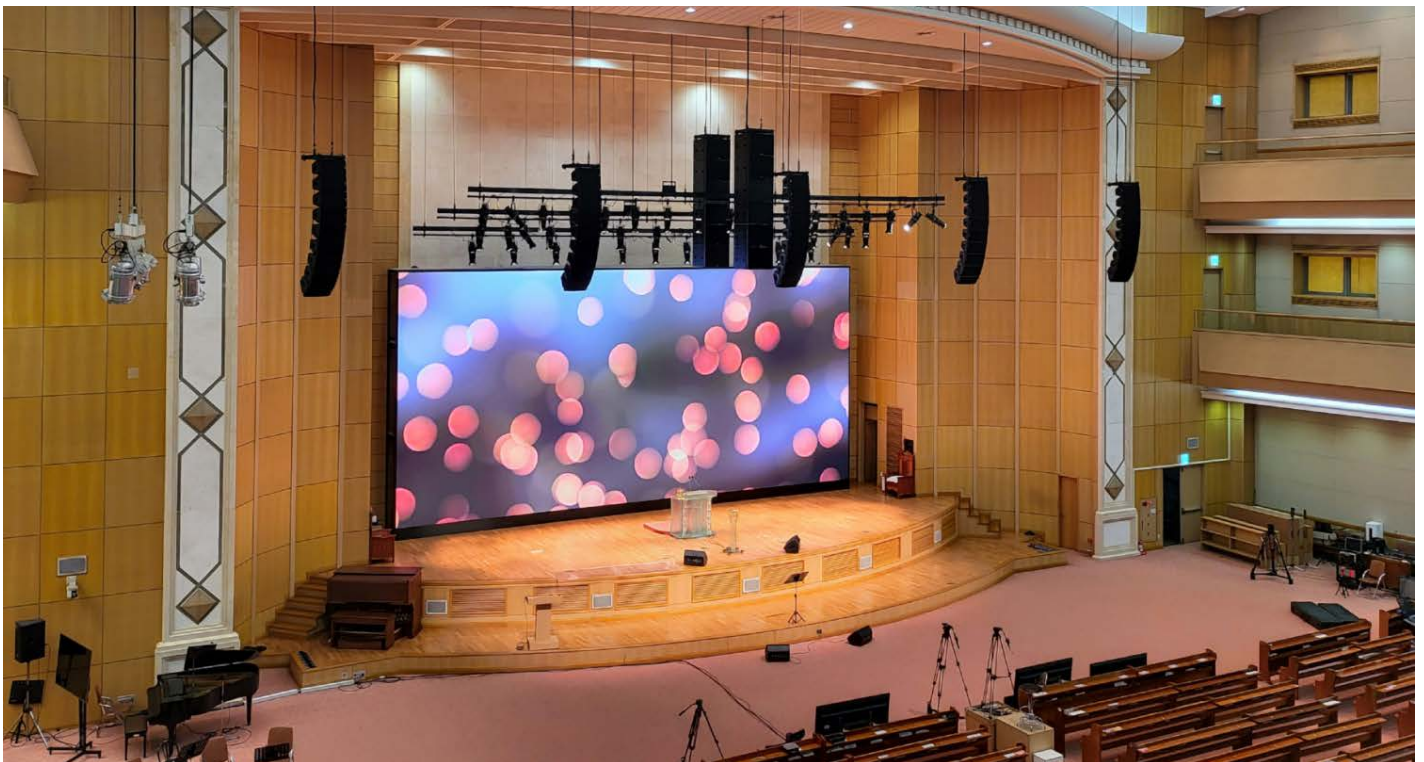
Blaze Audio Acquires Cornered Audio's Commercial Install Loudspeaker Assets

INTERNATIONAL: **Blaze Audio**, a Copenhagen-based global leader specialising in pro audio solutions tailored for the installed sound market, has announced it has acquired the Ci Series of commercial install loudspeakers from **Cornered Audio ApS**, a leading provider of aesthetically designed loudspeakers also based in Denmark. The strategic move enhances Blaze Audio's product portfolio by aligning the Ci loudspeakers with their existing PowerZone amplifiers, software, and controllers.

The deal will see Blaze Audio take immediate ownership of the Ci Series of products—the Ci2, Ci4, Ci4-V, Ci5, Ci5-V, and CS8 and CS12 subwoofers—that are designed for commercial and hospitality locations. These surface-mounted speakers make for a discrete and elegant installation while offering real pro-audio sound reproduction with wide and uniform coverage, clarity, and reliability.

A well-established and respected provider of loudspeaker solutions, Cornered Audio is known for its modern aesthetic design and great sound performance, with residential products for homes and home cinema, and commercial products for hotels, bars, restaurants, and meeting rooms. As a result of this acquisition, the commercial products will be transferred to Blaze Audio and will be available via its global distribution channels, while Cornered Audio will continue with its residential portfolio.

George Tennet, VP of Sales and Marketing at Blaze Audio, said: "Blaze Audio has a strong portfolio of install amplifiers, with and without full DSP, and these are sold globally via the Blaze Partner network. Adding a line-up of unique, designer commercial speakers allows us to extend our value proposition, and we are looking forward to combining the great sound and great design of the Ci Series with our reliable and flexible amplifiers."

Commenting on the acquisition, Hans Madsen, Founder and CEO of Cornered Audio, said: "I'm very pleased to see the commercial range become part of a fast-growing and well-organised installation brand like Blaze Audio and see them build projects with many more systems partners around the world. Cornered Audio will now strengthen its focus on the residential and home cinema markets, where our passion is to play an even bigger role moving forward."

For information regarding local availability, please reach out to your nearest Blaze Audio distributor: **https://blaze-audio.com/partners**

LOOKBEYOND24: Revolutionising the Digital Signage Landscape with Samsung's VXT

THE NETHERLANDS: The digital landscape is evolving, and with it, the ways we communicate, engage, and influence. LOOKBEYOND24, set to take the stage on 6th November 2024, is at the forefront of this evolution, promising to unveil the next generation of digital signage solutions. This year, special emphasis will be laid on Samsung's ground-breaking signage software, VXT, marking a significant leap towards innovative, data-driven content delivery.

Revolutionising Engagement Through Technology and Insight

LOOKBEYOND24 will explore the dynamic interplay between narrowcasting and digital signage, showcasing how targeted content delivery is reshaping consumer interactions. With an in-depth exploration of Data and AI, including predictive and adaptive content, the event will highlight how businesses can anticipate user needs, fostering unparalleled engagement.

Elevating the User Experience

Attendees will dive into the world of user experience and data-driven signage, understanding how to craft compelling narratives that resonate. The event will address the critical jargon in digital signage, demystifying the technology to foster broader adoption and innovation.

Bridging the Gap Between Digital Signage and Marketing

The synergy between QSR, engagement strategies, and customer journeys will be explored, alongside a panel discussion on the crossover between digital signage and marketing. LOOKBEYOND24 aims to unravel the complexities of customer engagement, offering insights into creating seamless, impactful experiences.

Setting New Standards in Privacy and Sustainability

A focal point of the event will be the adherence to Privacy and Ethical standards, including GDPR, ensuring that innovation does not come at the expense of user trust. Additionally, the conference will highlight the importance of sustainability in digital signage, discussing both cloud solutions and onsite options.

Unveiling Samsung's VXT: A Game-Changer in Digital Signage

A significant highlight of LOOKBEYOND24 will be the detailed introduction to Samsung's VXT, a state-of-the-art digital signage software that promises to redefine content delivery. Attendees will explore the software's new possibilities,

including enhanced user engagement, predictive content scheduling, and innovative advertising strategies.

Fostering Innovation and Creativity

The event will not only address the technical aspects but also the creative and psychological facets, including neuropsychology's role in decision-making and attention span. LOOKBEYOND24 is set to inspire, challenging participants to think differently about content, advertising strategies, and the science behind engagement.

Join Us on the Journey to the Future

LOOKBEYOND24 invites industry leaders, innovators, and creators to join this pivotal event. Together, we will explore the vast potential of digital signage and narrowcasting, underpinned by Samsung's VXT, to create engaging, data-driven, and sustainable solutions that resonate with audiences worldwide.

Sign up now to be part of this transformative journey and unlock the future of digital engagement. For more information and to register, visit **https://lookbeyond.online/** .

InfoComm 2024 to Present Business and Project Management Program for AV Integrators

USA: **InfoComm 2024** , June 8-14 (exhibits 12-14) at the Las Vegas Convention Center, will present a comprehensive business and project management education program for AV integrators, featuring NSCA's BizSkills full-day program, a state of the industry luncheon presented by AVIXA's market intelligence team, and much more.

"We designed this program for InfoComm 2024 to provide AV integrators with the skills needed to succeed in today's business landscape," said Annette Sandler, Senior Director of Live Content, U.S., and Canada, AVIXA, producer of InfoComm. "AV professionals will learn how to advance project efficiency, hone their soft skills to develop strong customer relationships, and position themselves for new business opportunities in the AV industry."

NSCA BizSkills will return to InfoComm as a full-day workshop on Tuesday, June 11. The program will empower participants with invaluable insights and tools crucial to enhancing business operations within the pro AV industry.

In the "Integration Business Finance" workshop, attendees will gain a better understanding of the financial management of an integration company, how to fully leverage financial documents such as balance sheets, income statements, and cash flow statements, and how various company decisions impact cashflow.

The workshop "Integration Business Sales" focuses on understanding the value of the customer relationship by outlining communication steps that will benefit integration business development leaders, sales team members, and anybody who engages with customers.The "Integration Business Operations" workshop will concentrate on integration management, reducing project risk through better project preparation, and how to use business analytics to continually monitor and improve efficiency and profitability.

The workshop "Integration Business Project Management" will provide an overview of the project life cycle and the impact that effective project management can have — from sales initiation and strategic planning to project management execution and project completion plus closeout documentation.

Tom LeBlanc, NSCA Executive Director, will lead the NSCA Luncheon Plenary Session, which will examine factors that define the state of the industry at the midpoint of 2024, including customer demand for emerging technologies, economic trends impacting integrators, and more.

"If you're attending InfoComm and work in project management or touch the operations side, work in sales or finance, this is a great way to get key training that you can bring back to your company and make an impact," said Tom LeBlanc, Executive Director, NSCA.

In addition, InfoComm will host the **Market Insights Lunch: State of the AV Industry** on Tuesday, June 11. Sean Wargo and Peter Hansen from AVIXA's market intelligence team will provide insight from the association's wide breath of research, including a first look at the 2024 Industry Outlook and Trends Analysis (IOTA). AV industry professionals charged with strategy and growth will learn about the size of the industry, end user purchasing forecasts, economic trends, and more.

On Thursday, June 13, the **session "Emerging Integrator Opportunities in the Physical-Security Space** will discuss how integrators can broaden their core competencies to become a one-stop shop for their clients' technology ecosystem. Also on Thursday, the session "**Business Tools Leveraging Generative AI**" will share current use cases for AI in business tools, such as auto-labour estimate tools for the pre-sales engineering process, AI-generated code to exact specifications for programmers, and more.

AVIXA Xchange LIVE (W2847), the destination for interactive sessions, will host "**Shattering the Myths of Technology-as-a-Service**" with Diversified's Doug Sobieski on Wednesday, June 12, **and "AV Integration: Is Your Business Fine-Tuned for Today's More Competitive Landscape?**on Friday, June 14.

To register for InfoComm 2024, visit **www. infocommshow.org**

InfoComm 2024 is sponsored by Strategic Show Partner Crestron and Supporting Show Partner Shure Incorporated.

For ongoing conversations and news about InfoComm 2024, visit the **InfoComm room** on AVIXA Xchange, a unique community for the AV industry designed to connect thought leaders, industry-leading solution providers, and innovative manufacturers with AV solution seekers.

Martin Audio and Generation AV Team up for APAC Distribution Summit

SINGAPORE: **Martin Audio** and Generation AV recently entertained all APAC distributors at their Singapore Experience Centre to celebrate growth and discuss future opportunities.

Dom Harter, Martin Audio Managing Director, was able to convey updates from across the Audio Reproduction division of the Focusrite group, which also includes Linea Research, Optimal Audio and TiMax. This was then followed up with a focus on the significant strides Martin Audio has made in its supply chain operation to help fuel the strong growth in the region.

Harter, along with Sales Director, Bradley Watson provided demonstrations of the premium point source solutions of both FlexPoint and THS as well as a showcase of immersive sound solutions from sister brand, TiMax.

Case studies were shared by distributors including Audio Brains and their work with rental partner MSI across a wealth of live sound events, while Sino Huifeng showcased their success in KTV as well as nightclubs including the latest BEEN club in China, and finally a wealth of examples from TAG, Australia, including the Geelong Arts Centre, Australia's largest regional performance centre.

Further marketing updates were provided by Marketing Director, James King and the event was fittingly rounded off with Awards where **PT Goshen Swara won for 'Outstanding Performance in Installed Sound', Vardhaman Megatech secured the 'Outstanding**

Vardhaman Megatech secured the 'Outstanding Performance in Touring Sound" award at Martin Audio's APAC Distribution Summit.

Performance in Touring Sound', Anthony Russo from TAG picked up the 'Most Significant Contribution' award, while the overall coveted 'Distributor of the Year' award went to Sino Huifeng, China.

David McKinney, Managing Director of Generation AV, said, "It was a fantastic week and so good to have all our partners come together to celebrate the successes, and to lay out new plans for the future. Big thanks to all our partners for making the week a major success and having Dom, Brad and James join us made for productive discussions."

4000 SQM
Galaxy Macau Complex
The Biggest Casino Brand in Marco

Unilumin | 20 YEARS
THE LED APPLICATION PIONEER

P6/P8/P10/P16

UsurfaceIII Series

Fearless to Sunshine,
Suitable for DOOH

Customized Screen

Immersive Experience

Impactful Outdoor Screen

Indoor Commercial Screen

International Convention Center

Super brightness-**10,000nits**

Efficient Heat Dissipation

Lightweight Design

Front & Rear Maintenance

For more information, please visit our website
www.unilumin.com
Email: sales@unilumin.com

L-Acoustics K3 Professional Sound System Elevates Gold Coast Convention and Exhibition Centre

AUSTRALIA: The Gold Coast Convention and Exhibition Centre (GCCEC) stands just a half kilometre away from the white sands of Broadbeach, on the Easternmost tip of Australia. Surrounded by stylish retail, dining, and hospitality, the GCCEC, opened in 2004, is Australia's largest regional convention centre. The GCCEC hosts close to 200 events a year, ranging from conferences to international touring acts. With an expansive, divisible 6,000-seat arena, four multi-purpose exhibition halls, and a variety of meeting room spaces, the venue is well known for its flexible spaces, providing a blank canvas for clients to transform to their needs.

With growing demand on the venue's in-house audio-visual and professional event management services team, GCCEC's management turned to Brisbane Sound Group (BSG), a valued supplier of audio solutions to the Centre for over a decade and which recently became an L-Acoustics Systems Integration Network Agent, to recommend an in-house professional sound system that could be re-configured to meet the diverse needs of the different event spaces in the venue.

"A world-class sound system delivering an unparalleled experience for visitors was our top priority," says Chris Davey, Executive Manager for Technology of the GCCEC. "We also wanted a system that would be flexible and fast and easy to deploy."

Brisbane Sound recommended an L-Acoustics K3 line array for its full-range, long-throw capabilities. The lightweight and compact profile of K3 would provide the venue with a plethora of deployment options, allowing it to go from hosting an international touring act one
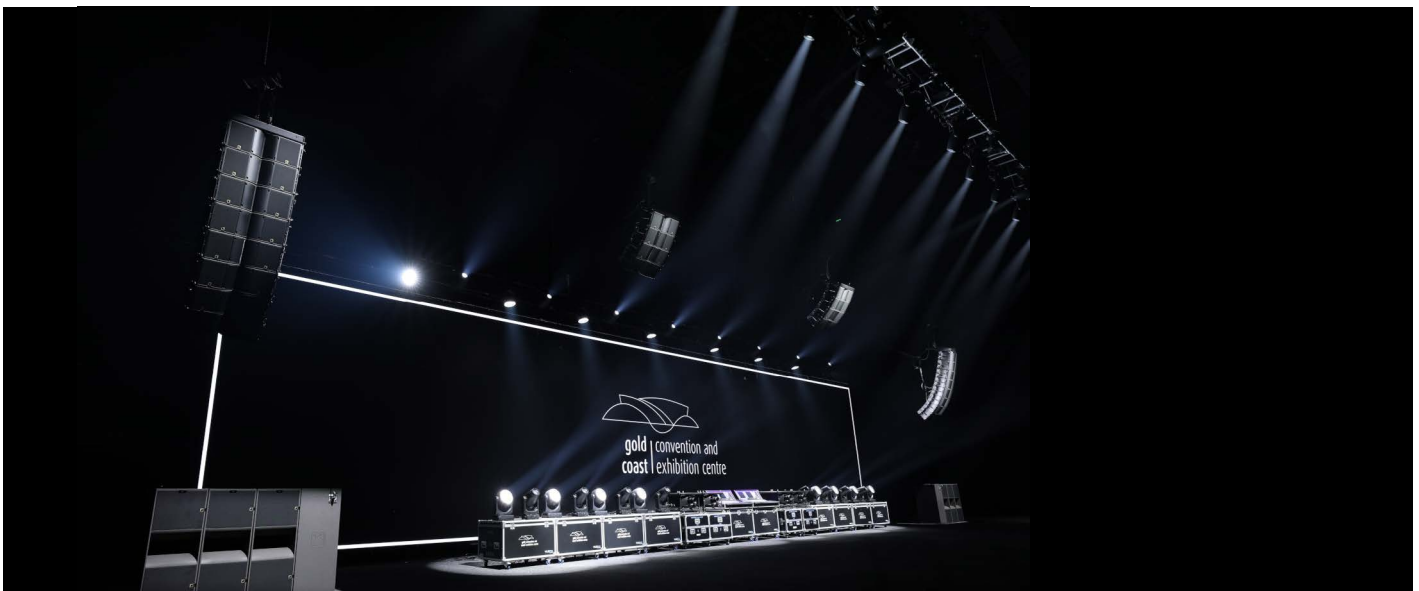
The Gold Coast Convention and Exhibition Centre (GCCEC) hosts conferences, exhibitions and international touring acts and recently acquired an L-Acoustics K3 professional sound system.
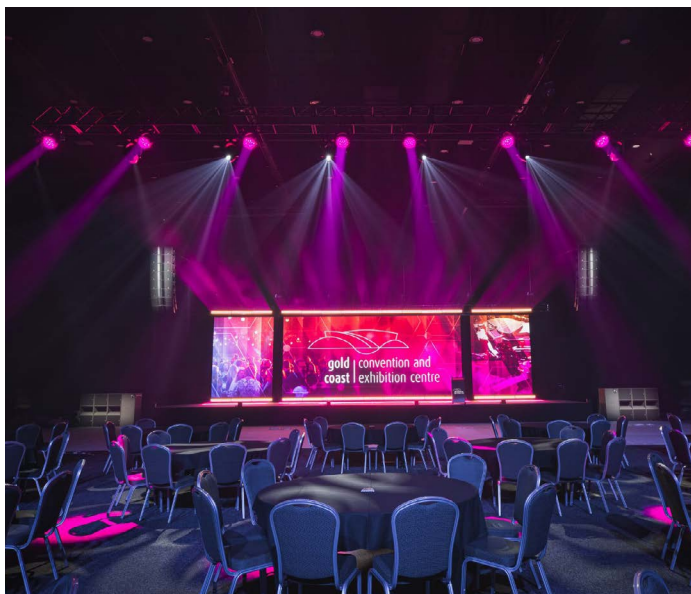
One of the GCCEC's professional PA system configurations consists of eight L-Acoustics K3 and four L-Acoustics KS28 subwoofers per side.

The GCCEC acquired a total of 24 L-Acoustics K3, eight L-Acoustics KS28 subwoofers, eight L-Acoustics X8 and six L-Acoustics X12 speaker boxes, all driven by four LA RAK-II AVB amplified controller touring racks.

day to a large-scale corporate conference the next.

BSG's excellent track record of services and after-sales support proved valuable to the Centre in achieving its goals with a brand-new PA loudspeaker system. L-Acoustics K3 is available through local suppliers, so additional system elements are easy to come by, extending the options for GCCEC.

Brisbane Sound's system integration team worked with Damien Juhasz, L-Acoustics Application Engineer APAC to propose a set of designs to fit the venue's ever-changing event requirements, using L-Acoustics Soundvision audio modelling and prediction software. The venue now has different configuration templates for each space that give event organisers a choice of deployments to match their needs.

The L-Acoustics K3-based system, which Brisbane Sound purchased via local L-Acoustics Certified Provider Distributor JANDS, consists

of 24 L-Acoustics K3 boxes, with eight KS28 subwoofers for low-end definition. Eight L-Acoustics X8 and six X12 coaxial speakers are available for on-stage monitoring. The entire system is driven by four LA RAK-II AVB, each loaded with three LA12X amplified controllers while an L-Acoustics P1 processor handles system tuning and measurements for various venue modes via the Milan-AVB network protocol.

Since installing the K3 system, event production teams have rendered positive feedback on its pristine sound quality. "K3 ticks all the boxes for GCCEC," says Davey. "It gives us great coverage and high SPL for everything from meetings to conferences to concerts. The rider-friendly L-Acoustics sound, along with Brisbane Sound Group's dedicated support will continue to build the Centre's reputation as a world-class event venue in the state of Queensland."

Gold Coast Convention & Exhibition Centre

Brisbane Sound Group

Christie Pandora's Box and Widget Designer Power Striking Visuals at Wonderland Science Fiction Exploration Hall

Space Rescue experience.

CHINA: Christie Pandoras Box and **Widget Designer** power the exciting visuals of a cutting-edge immersive entertainment experience targeted at teenagers and young adults. Located at the ZGC Science Fiction Industry Innovation Center in Beijing, this new attraction promises to engage guests through an interactive adventure.

Visitors at the Wonderland Science Fiction Exploration Hall are transported into an engaging sci-fi adventure set in deep space. Divided into two themed experiences, Space Rescue and Space Dinosaur Base, participants must engage in specific tasks and games to successfully complete their mission. Space Rescue tasks participants with piloting a

replica return capsule, docking with a space station, and restarting a control system at a biological base, all while wearing exclusive astronaut attire. Meanwhile, Space Dinosaur Base presents a dual challenge of bravery and intelligence as participants explore a chaotic space dinosaur base.

By utilizing advanced film industry technology and digital interactive tools from Christie Pandoras Box, the attraction pioneers the fusion of digital and real spaces, creating an immersive experience with diverse thematic explorations that are tailored for young visitors. **Pandoras Box Software** and Widget Designer were supplied and installed in this facility by Christie's trusted partner, Beijing De Yi Jia Chuang (Audio-visual) Ltd.

"We're delighted to be involved in this ground-breaking project, which is part of a larger initiative to develop Beijing's burgeoning science and technology industry cluster," says Daiyuan Wang, general manager of Beijing De Yi Jia Chuang. "Choosing Christie Pandoras Box to drive the visuals in this facility was a natural choice, given its proven track record in delivering versatile and high-performance show control and playback solutions that create breath-taking visual experiences."

Christie Pandoras Box seamlessly facilitates the transition of distinct gaming scene effects for both immersive adventures, integrating multi-scene audio and video content with Widget Designer's control algorithms, which adapt to various environments. The software is installed in two customized multimedia servers, each dedicated to immersive audio and visual integration for the respective themed experiences.

Wang adds, "This setup allows for precise control of multi-scene storyline effects and efficient network distribution, ensuring unified reception of multi-channel input/output signals and optimal control of game modules. This empowers the operator to achieve real-time and precise playback control of various audio and video conten

The installation, spanning a month, left the client thoroughly impressed with the results. Even though Christie Pandoras Box works quietly behind the scenes, it adeptly tackled the intricate software and hardware coordination challenges inherent in scene creation, emerging as the ideal solution. Wang also notes that the cost to deploy Pandoras Box Software and Widget Designer for the Space Rescue and

Space Dinosaur Base themed experiences remained well within budget, with the entire installation and delivery process executed flawlessly.

April Qin, senior sales director for China, Enterprise, Christie, comments, "We're thrilled to see Pandoras Box shine at the Wonderland Science Fiction Exploration Hall. This project's success reinforces the value of our award-winning Pandoras Box media and show control systems, particularly in ensuring the reliability of software and hardware for entertainment solutions and live events. This success also instils greater confidence by Beijing De Yi Jia Chuang to implement similar projects in the future."
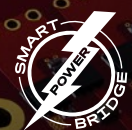
InfoComm Asia 2024 Returns on a Grander Scale to Thailand

infocomm ASIA

17 - 19 July 2024
Queen Sirikit National Convention Centre (QSNCC), Bangkok, Thailand
www.infocomm-asia.com

THAILAND: The fourth edition of InfoComm Asia—Asia's International Pro AV Exhibition—returns to Bangkok with an estimated **180 exhibiting companies** featuring **280 brands** from **over 15 countries**, spread across 16,905 sqm in three halls signifying a 40% overall growth compared to the 2023 edition. Country representation includes Australia, China, India, Japan, Singapore, South Korea, Thailand, the United States, and more including **74 first-time exhibitors**, highlighting the show's appeal to emerging players and start-ups alongside major global industry names. InfoComm Asia 2024 will take place 17-19 July 2024 at Queen Sirikit National Convention Center (QSNCC). **Registration is now open** for all professionals and businesses looking to enhance their Pro AV experience and understanding.

Solution-seekers ranging from corporate to governmental organizations, educational institutions to entertainment venues and service providers will experience first-hand the cutting-edge Pro AV technologies and solutions by familiar big names like **Barco, Christie, Crestron, Jabra, Fujifilm, Leyard, Lumens Digital, Sennheiser, Shure** and explore fresh technological capabilities by brands and organizations such as **Asukanet (holographic display), Neat (smart meeting solutions), Philips (Advanced Colour ePaper display), Institute for Information Industry (digital signage) and more**.

Visitors can discover a plethora of solutions including the latest in digital signage, to intelligent video conference systems, to artificial intelligence (AI) in LED virtual production, to naked eye 3D displays, smart classroom solutions, interactive immersive projection mapping and more.

More than just an exhibition, the **2024 InfoComm Asia Summit** (held concurrently with the exposition) will feature 42 free-to-attend seminars. A glimpse of the exciting lineup of sessions includes a kick-off overview "**Navigating The Future: Strategic Insights into the Pro-AV Asian Market in the Next 3-5 Years**" led by AVIXA CEO Dave Labuskes, "**The Future of Hybrid Events in Asia**" exploring Pro AV application for live events, as well as industry-focused sessions dedicated to retail, hospitality, and education sectors like "**Future Restaurants 2030**", "**The Future of Hybrid Learning Environments**", which explores real-world strategies using AI, VR, and digital platforms for immersive experiences.

"Hosting leading Pro AV events globally in collaboration with AVIXA uniquely provides InfoComm Asia the connections and insights of emerging technologies and opportunities across the world," said June Ko, InfoComm Asia Executive Director. "We are excited to bring all this knowledge and technology to Asia and Southeast Asia to further uplift the industries.

Finally, InfoComm Asia 2024 expands with exciting new offerings that includes a dedicated summit track covering the fast-growing Esports market in the "**The Integration of Advanced Pro AV in Esports Arena**", plus specially curated Tech Tours ranging from introductory overviews for first-time visitors to specialized tours who those seeking industry-specific solutions for those in the Invited Guests program. Visitors can also participate in business matchmaking as well as other specially designed experiential events.

For full information including exhibitors, products, seminars, registration, and last remaining sponsorship opportunities, visit **infocomm-asia.com**

Harman Professional Expands Philippines Team to Support AV Design & Training Needs

Deomie Pagayonan
Applications Engineer

PHILIPPINES: **HARMAN Professional** APAC has appointed Deomie Pagayonan as Applications Engineer for the Philippines. In his new role, he will work closely with the local Business Development Manager as well as other regional Managers to incorporate the latest and most effective solutions into designs and provide guidance to systems integrators, consultants, and customers for major Install projects across the ASEAN region.

With over 24 years' experience designing, programming and commissioning AV systems for commercial markets, Deomie previously worked for HARMAN Professional based in Singapore for 9 years before relocating back to Philippines in 2020.
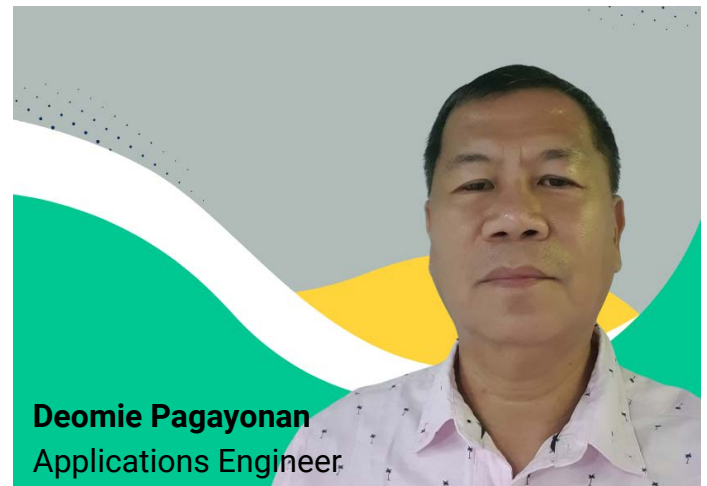
"Reuniting with my former team is a reaffirmation of shared success, growth, and the promise of a brighter tomorrow together," commented Deomie. "I am looking forward to contributing my skills and experience to enhance the level and speed of support provided by the HARMAN Philippines Team."

Yamaha Pro Audio's Conferencing Solutions Enhances Collaborative Experiences at Premium Hybrid Workspaces

Kagome Co., Ltd video conferencing powered by Yamaha solutions.

JAPAN: Yamaha Pro Audio, a globally recognized leader in audio systems manufacturing, was selected by Kagome Co., Ltd and NEC to enhance their hybrid conferencing capabilities; with these partnerships highlighting Yamaha's state-of-the-art technology and its pivotal role in facilitating seamless and efficient communication in hybrid work environments in Japan.

Kagome Co., Ltd, a renowned Japanese company specializing in tomato-based foods and fruit and vegetable juices, has opted for Yamaha's advanced video conferencing technology to support its evolving hybrid work model. The shift to hybrid working, accelerated by the developments over the course of the past few years, has seen an increased demand for reliable and flexible videoconferencing solutions within the company; which led to Kagome adopting an extensive array of Yamaha products to facilitate effective communication across its various meeting spaces. The lineup includes 38 units of the CS-700 Video Sound Collaboration Systems, 10 units of the YVC-1000 Unified Communications Microphone & Speaker, 61 units of the YVC-300 Portable USB and Bluetooth-enabled Speakerphone,

13 units of the YVC-330 USB & Bluetooth Speakerphone, and 18 units of the YVC-200 Unified Communications Speakerphones spread across its various hybrid work environments.

Previously, meetings at Kagome often involved many participants, but as hybrid work became more prevalent, the company noticed a marked decrease in the number of participants per meeting, as they realized that wide-angle views of meeting spaces lead participants to feel 'impersonal' and rather 'disconnected'. So, to address this challenge, Kagome adopted Yamaha's CS-800 Video Sound Collaboration System, which according to the brand, utilizes the latest AI technology to harmonize voice and video data to deliver the most accurate, real-time hybrid collaboration experience.

"It is important that the systems deliver a consistent, reliable feed when people are using them for meetings in a variety of situations. This is where Yamaha's conferencing solutions excel! With minimalistic controls and the ability to clearly pick up voices from a wide audio capture zone - Yamaha conferencing products offer unparalleled performance value while being extremely easy to use" mentions a member of Kagome's management, as he asserts that the inclusion of the new CS-800 has been successful in engaging participants and enhancing collaboration thanks to the variety

of conveniences it offers, in addition to hassle-free operation and control, and most crucially – delivering natural crystal-clear sound quality.

Yamaha explains that this is made possible thanks to the CS-800's SoundCap Eye technology and its in-built 4K Camera with Smart Framing – which allows the CS-800 to pinpoint participant locations in real-time and deliver a seamless and immersive tracking experience unlike any other. Plus, the CS-800 is able to offer an enhanced sound experience thanks to its inherent Hexa-microphone Beamforming, and Engineered Adaptive echo canceller and Noise; while also extending unparalleled ease of use by affording hassle-free connection to external displays through a single USB cable. Additionally, the CS-800 also offers understated yet vital conveniences like allowing participants to use the remote control as a mute button, and smart-power switching of the display when in use/not in use, etc – thereby saving on energy consumption as well.

Meanwhile, systems integrator NEC has chosen Yamaha's ADECIA ceiling solution for its lavish and extensive executive conference room at its Tokyo headquarters, with this installation underscoring NEC's commitment to optimizing its hybrid meeting experience.

It is learnt that before the Yamaha installation, NEC faced challenges with meeting preparation and limited speaking capacity due to the reliance on multiple tabletop microphones. As Takeshi Ojima, an NEC management partner, explains, "Online conferencing required a lot of preparation, and we had to provide as many tabletop microphones as there were people who would be speaking. The staff preparing the microphones had to check each time whether they were working properly and whether the remaining battery charge was sufficient. This meant preparing for each meeting took up a lot of time."

To mitigate these issues, NEC installed a Yamaha ADECIA ceiling solution comprising four RM-CG Ceiling Array Microphones, an MRX7-D Signal Processor, and an SWR2311P-10G PoE-enabled L2 Switch. This setup drastically reduced preparation time and maintained clear desk space, allowing for a more efficient and cleaner meeting environment.

"We chose ceiling microphones because they would reduce the amount of time needed to prepare for each meeting and also because we wanted to keep desk space clear. We looked at several options, and the ADECIA system was the best solution, because the number of microphones can be increased depending on the size of the room, and it automatically detects when there are multiple people speaking," explained Ojima.

According to Ojima, the ADECIA solution ensures that all voices in the room, from presenters to participants at the back, are picked up clearly and transmitted to remote attendees, enhancing the overall meeting experience, as he added "Although ADECIA has only been introduced at our head office so far, I think the number of installations will increase. Our experience has shown that it both reduces the amount of preparation and improves the quality of meetings, which brings obvious benefits to both participants and technical support teams."

Yamaha

Amid Aggressive Expansion into the Asian Market, HOLOPLOT Gets Acquired by Sphere Entertainment

HOLOPLOT makes its presence at the Illuminarium Exhibition at Wynn Palace, Macau.

INTERNATIONAL: Sphere Entertainment Co. (NYSE: SPHR), known for its pioneering immersive sound experiences, has completed the acquisition of HOLOPLOT GmbH, solidifying its majority stake in the cutting-edge 3D audio technology company and marking a significant step in its strategic growth and innovation efforts. This acquisition comes shortly after HOLOPLOT announced its partnership with Prime Connections International (PCI) Holding Co., Ltd., which positioned PCI as the brand's official distributor for China, Hong Kong, and Macau.

"HOLOPLOT is at the forefront of audio innovation, and their custom-designed technology has already transformed what is possible for concert-grade sound. This

acquisition reflects our Company's commitment to staying on the cutting-edge of immersive experiences as we explore growth opportunities for both Sphere and HOLOPLOT," stated David Dibble, CEO, MSG Ventures, and Paul Westbury, EVP, Development and Construction at Sphere Entertainment, in a joint statement.

To this, Roman Sick, CEO and co-founder of HOLOPLOT added, "We have worked alongside the Sphere team for many years in developing our technology, and together we have forever changed the live sound experience. As a result of this transaction, HOLOPLOT can accelerate its mission to bring its technologies to more applications and markets, and continue to push audio innovation to new bounds"

Berlin-based HOLOPLOT garnered global recognition for its proprietary audio technology, which allows for precise sound control and localization that results in highly targeted, consistent, and immersive audio experiences; with the company's Matrix Array systems particularly noted for transforming audio delivery in various settings – from concert halls to conference rooms. And the brand's relationship with Sphere Entertainment began in 2018, when the two collaborated to create Sphere Immersive Sound – a revolutionary audio system that has since redefined live audio experiences. The groundbreaking technology was showcased at the Sphere venue in Las Vegas in September 2023, following a successful initial deployment at the Beacon Theatre in New York in 2022, which is managed by Madison Square Garden Entertainment Corp.

As the brand's presence began to grow world-wide with a number of prestigious projects under its belt, HOLOPLOT recognized

the increasing need for immersive audio experiences within the Asian market; across various sectors, including live entertainment, corporate events, and education. The proof of this was witnessed when Illuminarium – a state-of-the-art and awe-inspiring exhibition that offers a cosmic feast for the senses – chose to partner with HOLOPLOT to create a vivid, multi-sensory extravaganza that combines sight, sound and touch to create a stunning and immersive experience.

Equipped with HOLOPLOT's state-of-the-art X1 sound system, Illuminarium at the Wynn Palace in Macau successfully franchises the concept from its sister venues in Atlanta and Las Vegas as it offers visitors an immersive adventure with two signature shows, WILD and SPACE; with the latter including unique elements of Chinese space travel history. And according to HOLOPLOT, it wasn't just the new additional content that required adaptations to the system design, as a statement from the brand informed, "Unique space constraints meant that instead of positioning the arrays behind the walls, they had to be raised above the projection surface to ensure unobstructed views for the 360-degree visuals. A combination of Optimized Coverage Beams and Virtual Sources create an immersive mix of ambient content, combined with focused sounds - the ultimate flexible toolkit."

In a move that appeared to leverage the waves that HOLOPLOT successfully created with its involvement at the Illuminarium and a few other prestigious projects within the vast Asian region, the brand first announced AnterPro as its official distributor for the Vietnam region in the first quarter of 2024; and quickly followed up with the announcement of PCI Group as it's official

distribution partner for China, Hong Kong, and Macau within the span of a month or so.

Ryan Penny, HOLOPLOT's Head of Sales, expressed his enthusiasm for the partnership with PCI, highlighting the potential for growth in the Chinese market. "The team at PCI Group are incredibly professional and experienced and are market leaders in the speech, experiential, and live markets," Penny said. "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."

PCI Group, with over 30 years of experience, represents several esteemed AV brands and has been involved in numerous high-profile national and international projects; with this partnership aiming to leverage PCI's extensive market knowledge and distribution network to introduce HOLOPLOT's advanced audio solutions in a bid to enhance the quality of presentations, panel discussions, and performance experiences across China, Hong Kong, and Macau. "HOLOPLOT is a perfect fit for a multitude of applications we serve. 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 increased audience engagement for clients across a broad variety of applications. (For Example) 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. We are wholeheartedly enthusiastic about the opportunity to become a HOLOPLOT distributor, and with HOLOPLOT, we will revolutionize the way sound is experienced and create lasting impressions on audiences." commented Jason Huang, General Manager of PCI Group.

To showcase the potential of HOLOPLOT's technology, PCI Group plans to host training seminars at its headquarters in Beijing. These seminars, along with planned demos and roadshows across China, will provide prospective and existing clients with hands-on experiences of the advanced audio systems.

HOLOPLOT

Phnom Penh's Ai Pub Elevates Nightlife with Cutting-Edge HH Audio System

CAMBODIA: The vibrant nightlife of Phnom Penh has been invigorated by the opening of Ai Pub, a dynamic new venue in the Boeung Kak district. Spread across an excess of 875m² open space, the 700-capacity establishment features a sliding roof and a giant air-cooling fan, creating a unique and inviting atmosphere for patrons; as it offers a diverse array of food and drink alongside a wide range of live entertainment – all of which make it a standout destination in the city's bustling party scene. And in a short period of time, the pub has quickly become a hotspot for live bands, DJ sets, and promotional events, catering to various gatherings such as birthday parties, corporate events, and casual meetups.

To support the venue's commitment to non-stop music and high-energy entertainment, Ai Pub needed an audio system that could handle the demands of a lively and diverse program.

The goal was to find a competitively priced, compact audio system that could deliver powerful sound pressure levels (SPL) whether ground-stacked or flown. And to achieve this, Ai Pub collaborated with leading Cambodian AV supplier Sounin Development GP Co Ltd. After careful consideration, Sounin Development recommended the TNA line array system by HH Audio, a brand that had already caught the attention of the Ai team.

"We recommended an HH TNA line array system which is ideal for this kind of installation," said Sounin Chann, an engineer from Sounin Development. "It delivers very punchy, high-quality audio from compact loudspeakers, easily handling the demands of what is a very varied program. It's incredible value for money, too. Often people think that a line array system will be outside their budget, but the TNA proves that this doesn't have to be the case. The client didn't hesitate to go with our recommendation and is very happy with the system, which sounds superb."

The TNA system is perfectly suited for medium-sized venues like Ai Pub. It offers a compact, active package that is easy to set up and delivers a robust audio performance that belies its size. Central to the system

is the TNA-2120SA, a multi-channel active subwoofer equipped with an integrated Class D amplifier. This subwoofer features two high-power 12" low-frequency woofers, providing exceptionally high output. Complementing this is the TNA-1800SA, a powerful single 18" active low-frequency subwoofer. On the other hand, the TNA-2120SA subwoofer comes with three channels of high-performance amplification and six built-in DSP presets. As part of a modular system, it can power up to six TNA-2051 passive, two-way compact line array loudspeakers, making it an ideal solution that eliminates the need for additional rack amplifiers and processors.

At Ai Pub in particular, Sounin Development installed an HH TNA line array system comprising one TNA-2120SA (2 x 12") active subwoofer and six TNA-2051 (2 x 5") passive loudspeakers per side. This setup is supplemented by four TNA-1800SA (single 18") active subwoofers used as fills. For stage monitoring, two HH TRM-1201 compact active monitors are employed. Additionally, an HH M-750D (2 x 750W) amplifier drives six generic

fills. The entire system is managed by an HH SP48 (4-IN/8-OUT) digital speaker management system, which includes expertly crafted presets for the TNA line array, ensuring an easy setup straight out of the box.

The combination of Ai Pub's innovative design and the superior sound quality of the HH Audio TNA line array system has made the venue a notable addition to Phnom Penh's nightlife. And as the venue continues to attract high-profile artists and enthusiastic crowds, it stands as a testament to the importance of quality sound in creating unforgettable nightlife experiences.

Ian Wright, Global Sales Director for HH Audio, expressed his satisfaction with the installation. "Sounin Development continues to install HH Audio systems to great effect in a wide range of settings. The Ai Pub has been an instant hit in Phnom Penh, hosting a number of high-profile appearances by leading DJs and bands. We're proud to see the TNA line array at the center of this unique and eye-catching venue."

HH Electronics

HK Audio SI SERIES Expands with CM-X Ceiling Speakers

The **HK Audio** SI SERIES, which has been specifically tailored to meet the needs of today's installation market is known for its technical features and detailed solutions, is being expanded with CM-X to include three high-quality ceiling speakers with customisable appearance, simple installation, and operation as well as uncompromising sound quality.

Wherever music and speech need to be more than just in the background SI SERIES CM-X ("Ceiling Mounted") is the ideal tool: In cafés, restaurants and bars, event catering, hotels, conference environments, retail or community and club centres the CM-X fit into the project as part of a high-quality system solution.

The front of the speakers features the coaxial two-way speaker arrangement. The CM-X speakers are equipped with 4" (CM-4), 6.5" (CM-6) and 8" (CM-8) polypropylene woofers/midrange transducers and 0.75" (CM-4) and 1" (CM-6, CM-8) aluminium dome tweeters in line with their product designation. The power selector switch on the front for switching between low-Z (8 Ohm) or high-Z (100/70 V) and the respective power taps of the integrated transformer can be operated without tools, even during operation, thanks to the magnetically attached front grille. A black and white front grille are included in the scope of delivery.

The enclosure of the speakers with high-quality steel back can is very rigid and low-resonance thanks to its special shape and reinforcements. As a result, there are no disadvantages in terms of sound, such as those associated with inexpensive ceiling speakers in the form of rattling noises or resonances. All plastics used for the SI SERIES CM-X are manufactured with special flame-retardant additives so that the relevant international safety standards are met as standard.

The CM-4, CM-6 and CM-8 can also be used as part of a sound system for emergency purposes in accordance with EN 50849 and thus fulfil a dual function - with corresponding cost benefits for the owner. They can be combined with other HK Audio installation products like VORTIS (2), SI SERIES or FINEO to ensure a homogeneous sound transition to the main PA system. All CM-X speakers can be installed in ceilings without any additional accessories. Suitable C-rings and load distribution bridges are available as optional accessories for installation in suspended ceiling systems with limited load-bearing capacity.

Thanks to extensive filter data for many different digital signal processors (DSPs), integrators' work is made noticeably easier. Specialist planners can access the simulation data in GLL format for EASE (4.4/5) and EASE EVAC (2).

Atlona Velocity Touch Panel Line Expands with New Seven-Inch Model and Additional Mounting Options
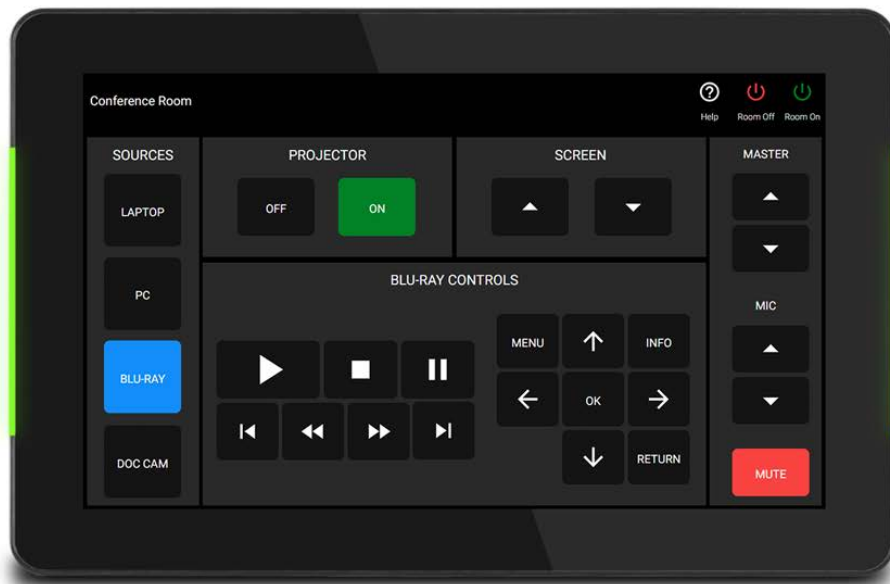
Atlona has added a 7" touch panel to its Velocity family of IP-enabled AV control system products. Now shipping, the **AT-VTP-700VL** is an ideal user interface for AV control or room scheduling in education and corporate applications.

Offering a similar look, feel, and mounting as Atlona's popular 10-inch panels, the VTP-700VL can function as the primary AV control interface for corporate meeting spaces, classrooms, and more. It is also suitable as a room scheduling panel for lobbies and hallways. The bright, side-mounted LEDs of the panel provide a clear, visual representation of room status or add emphasis to control functions.

The VTP-700VL's sleek design features refined, contemporary styling with 1024×600 native

resolution and a capacitive glass surface. Setup and response are fast and easy with upgraded processing and memory. Room scheduling and AV control GUIs automatically load from the Velocity hardware or software server gateway during system configuration.

According to Justin Kennedy, Product Manager at Atlona, the AT-VTP-700VL is a great touch panel option for both corporate and education applications. The 7" control surface, enhanced processing and memory, and side LED lighting are ideal for AV control or scheduling in meeting spaces and classrooms.

For installation flexibility, the VTP-700VL includes a dual-purpose glass and wall mount compatible with one-gang US, UK, and EU wall

openings. In addition, its standard VESA 75 mounting pattern provides compatibility with third-party mounts.

Atlona is also pleased to offer a number of optional touch panel mounting solutions. This includes the introduction of flush mount kits for its 7" and 10" Velocity touch panels. The **AT-VTP-FMK-7-BL** and **AT-VTP-FMK-10-BL** allow touch panels to be recessed into a wall so the panel face is virtually flush with the wall surface. Powerful magnets secure the touch panel to the enclosure when in use while also allowing it to

easily be removed for maintenance if necessary. For tabletop applications, the **AT-VTP-VTM** kit enables freestanding placement of 7" and 10" panels on a meeting table or lectern.

The AT-VTP-700VL is available in black and currently in stock. For more information, please visit **https://atlona.com/product/at-vtp-fmk-7-bl**. Details on the new AT-VTP-FMK flush mount kits for 7" and 10" panels may be accessed at **https://atlona.com/product/at-vtp-fmk**

Panduit

AVer Unveils Powerful OCR for Visualizers to Streamline the Way Educators Manage Lesson Materials

AVer Information Inc., an award-winning provider of education technology and Pro AV solutions, today announced the launch of an advanced Optical Character Recognition (OCR) feature within its AVerTouch software designed exclusively to connect via USB to AVer Visualizers (document cameras). With a simple free-trial or life-time license purchase, educators can unlock the power to convert graphical text, handwritten notes, diagrams, and other paper-based teaching materials into editable digital files, enhancing lesson preparation and fostering a digital resource library.

According to Stanley Cheng, Vice President at AVer Information Inc., AVerTouch transforms classrooms into dynamic spaces where teachers and students can interact more effectively. With the introduction of the OCR function to automate the process of digitizing teaching materials, AVerTouch is able to free up valuable time for teachers to spend on what they do best — creating engaging lesson plans and connecting with their students.

The powerful combination of AVer Visualizers, AVerTouch, and OCR technology raises the bar for lesson prep efficiency by eliminating the time-consuming tasks of scanning, converting, and sharing documents:

* Effortless Digitization: To complement existing lesson plans, teachers can capture images, convert text on paper documents into editable and searchable digital files, and export in various formats (Word, Excel, PowerPoint, PDF, and images) with just a few clicks within AverTouch.

* AVer AI Technology: OCR uses advanced AI to deliver exceptional OCR results. Image processing gets smarter with AI, including automatic cropping, page orientation, keystone correction (fixing distorted images), edge fill (completing missing edges), and A3/A4 page size scanning.

* Scanning Mat: Place documents on the scanning mat and get crisp, clear scans every time. The mat features A3/A4 alignment guides for perfect document placement, a cushioned surface for document protection, and a roll-up design for convenient storage and portability.

* Streamlined Workflow: Store and efficiently organize OCR files locally on a laptop/PC, ensuring easy access and retrieval for future lessons. Images captured with AVer Visualizers also integrate seamlessly with Google Classroom, allowing for automatic backup and synchronization with Google Drive and the sharing of digital files instantly with students and colleagues.

Versatile discounted packages are available for purchasing a perpetual OCR license key bundled with various AVer Visualizer models (U50+, M11-8MV, F17+, and A30) and include the scanning mat.

Download AVerTouch to use the OCR function and start a 30-day free trial. Learn more about AVerTouch software at: **https://presentation. aver.com/line/visualizers/avertouch**

RGB Spectrum Enhances Its Zio AV-over-IP Platform New Multiviewers

QuadView IPX front panel.

RGB Spectrum , an industry leader in mis video for real-time decision support, has announced enhancements to its **Zio AV-over-IP** platform with two new budget-conscious multi-viewers, the **QuadView IPX** and the **Superview IPX**. Multi-viewers have become an indispensable tool for consolidating diverse data onto a single screen, variously used for enhancing situational awareness and improv workflow efficiency.

The Zio AV-over-IP offers real-time, bandwidth-efficient, low latency distribution across packet-based networks, including local area networks (LANs), wide-area networks (WANs), private networks (VPNs), and mobile phone networks. As an enterprise-level solution industry-standard H.264/H.265 compression, the Zio platform is compatible with third equipment as well as RGB's own full line of networked video appliances.

The Zio solution provides for integrated display on devices ranging from single view multi-viewers to video walls. Whether within a single room, throughout campus, or ac world, the platform features integrated signal distribution and display, incorporating e from smartphones to multi-viewers and video walls. The goal: Any video, over any device.

Previously available as a feature only in the larger and more expensive Zio 4000 video wall, the IPX series multi-viewers are unique in their ability to display a combination of local and remote IP video, with access over HDMI and LAN/WAN connections.

The IPX multi-viewers are fully compatible with other Zio components, including encoders and recorder/media servers and can be addressed with a common GUI.

The new QuadView IPX allows users to display up to 4 HDMI or IP video signals in customizable layouts on a desk- or wall mounted-screen.

The new SuperView IPX offers similar capabilities, with up to 8 video signals. Additional features include 4K 60Hz input and output resolutions, flexible image resize placement options, customizable display layouts and presets, 4 HDMI 2.0 I/O ports H.265 decoding and display, an embedded architecture for heightened security, and control options, including browser-based GUI, Telnet, and RS-232. Proudly made in the new multi-viewers are TAA and BAA compliant.

Whether in command and control, security and surveillance, or any mission-critical o the QuadView IPX and SuperView IPX are poised to take data visualization to the next level.

For more information, please visit **https://www. rgb.com/products/multiviewers**

VuWall Unleashes New VuStream 150 Encoder with Superior Performance and Flexibility

VuWall a technology leader in video wall control systems and unified visualization solutions, proudly announces significant enhancements to its VuStream 150 H.264 HDMI video encoder. The VuStream 150, part of the VuStream series of encoders and decoders, seamlessly integrates with PAK video wall, KVM nodes, and VuScape controllers, while being centrally configured and managed by the TRx centralized management software platform.

According to said Fadhl Al-Bayaty, Vice President of Product Management at VuWall, their commitment to continual enhancements across all of their AV-over-IP products aims to provide their customers with the highest quality and most cost-effective solutions. "The improvements made to the VuStream 150 ensure that every aspect of performance and flexibility not only meets but exceeds expectations, empowering seamless content distribution, control, and management for years to come."

The latest VuStream 150 encoder appliance supports HDMI signals at resolutions up to 3840x2160@60Hz, supports 4:4:4 pass-through, as well as 4:2:0 and 4:2:2 encoding and streaming. This versatility extends to its streaming capabilities, effortlessly enabling unicast or multicast transmission to PAK processing nodes configured for various setups, including operator stations or expansive video walls, VuScape video wall controllers, and common media players like VLC. Boasting high-quality UHD encoding, a sleek and compact design, Power over Ethernet (PoE) support, and seamless compatibility with third-party software decoding, the VuStream 150 is reshaping the landscape of video-over-IP solutions.

Moreover, the VuStream 150 is NDAA (National Defense Authorization Act) and TAA (Trade Agreements Act) compliant, adhering to the provisions outlined in the National Defense Authorization Act and eligible for procurement by the United States government, respectively. Additionally, as part of the VuWall ecosystem, VuWall, including its TRx Centralized Management Platform, is SOC 2 compliant, a testament to the company's commitment to top-tier information security practices, policies, and procedures.

More information about the VuStream series is available at **vuwall.com/products/vustream-150**.

Extron Now Shipping Power Expansion Interface with Centralized 12V DC Power Management and More

Extron has announced the immediate availability of the IPL EXP PDU8L. This control system power expansion interface provides centralized 12V DC power management, monitoring, and temperature sensing. It delivers 60 watts across eight individually controllable outputs. The IPL EXP PDU8L is Ethernet enabled and features the ability to monitor power consumption while providing a temperature port and thermistor probe for tracking temperature conditions of any ambient air space or device. It is designed to be used with an IPCP Pro xi Series control processor for secure, encrypted power control of attached devices. It can also operate independently using a secure Extron API, enabling seamless integration for specialized applications or direct control via the built-in web page.

"We are excited to offer another next generation power controller to our customers," says Casey Hall, Chief Marketing Officer for Extron. "These compact interfaces can be used with any IPCP Pro xi Series control processor or can also function as stand-alone devices for power management, providing even greater flexibility for system designs."

The IPL EXP PDU8L is housed in a compact 1U quarter rack enclosure that offers a broad variety of mounting options, including mounting directly to Extron Basic and Universal rack shelf products, or behind a display.

For more information on the IPL EXP PDU8L, click **here**.

Magewell Expands Director Mini All-in-One Production and Streaming System with Instant Replay, HTML Graphics Overlays and More

Magewell is continuing to expand the capabilities of its **Director Mini** all-in-one production and streaming system at an incredible pace. Available immediately, the third powerful firmware upgrade for the solution in the last five months adds over two dozen new features and enhancements including instant replay, support for live HTML graphics platforms, network bonding and much more.

Magewell's Director Mini is a complete, portable production and streaming system that combines multi-input switching, graphics, streaming, recording, and monitoring in one compact device. Director Mini lets users easily produce engaging multi-camera content

through an intuitive touchscreen interface and companion mobile app.

Headlining the list of additions is dual-channel instant replay. Two concurrent replays can be captured from Director Mini's program output or HDMI, USB or NDI® inputs. The replays can be played back individually or side-by-side at full speed or slow motion with user-specified stinger transitions and can be saved as highlight recordings for future use.

New HTML graphics support enables user-specified web pages to be used as graphic overlays in Director Mini. While almost any web page can be incorporated into a production,

the real power of this feature is unlocked when used in conjunction with a live graphics platform that generates real-time HTML-based overlays such as custom scoreboards, news, or election graphics.

Director Mini 2.4 also features a beta version of network bonding functionality using technology from U.S.-based Speedify. This feature combines all available internet connections (which can include wired Ethernet, Wi-Fi, and an optional USB cellular modem) to optimize network performance and reliability for streaming. Users can connect to one of Speedify's numerous worldwide bonding server locations and choose the ideal Speedify server pricing plan for their usage requirements.

Direct integrations with OBSBOT's Tail Air AI-powered PTZ streaming camera and Tiny 2 webcam enable advanced remote control of these cameras from within the Director Mini user interface. In addition to pan/tilt/zoom control, users can configure AI human tracking settings, trigger presets and start/stop recording to an SD card in Tail Air.

New support for the OSC (Open Sound Control) protocol allows Director Mini to be controlled by external OSC-compatible solutions such as Hexler's TouchOSC modular control surface app. A new multi-view output mode displays program and preview windows plus up to eight scene thumbnails on a monitor connected to Director Mini's USB-C port.

Other new features include support for NDI High Bandwidth input sources (in addition to existing NDI HX2 and NDI HX3 support); the ability to select a live social media comment to overlay on the program output when streaming to Facebook, YouTube, or Twitch; user interface improvements; an expanded API for third-party integration; and many additional enhancements and refinements.

According to Nick Ma, CEO and CTO of Magewel, the Director Mini was heavily praised for its extensive feature set upon its first release, and Magewell continues to expand its capabilities to give their users even more production power, flexibility, and value. Instant replay and HTML graphics were among the most-requested features by Magewell's users, and Magewell is pleased to deliver them alongside many other enhancements in this new update.

Existing Director Mini users can update to version 2.4 directly from the device's touchscreen interface or by downloading the new firmware from the Magewell website. For more information about Director Mini, please visit **www.magewell.com/director-mini**

G&D Launches New Workplace Module with Dynamic Multi-viewing Functionality
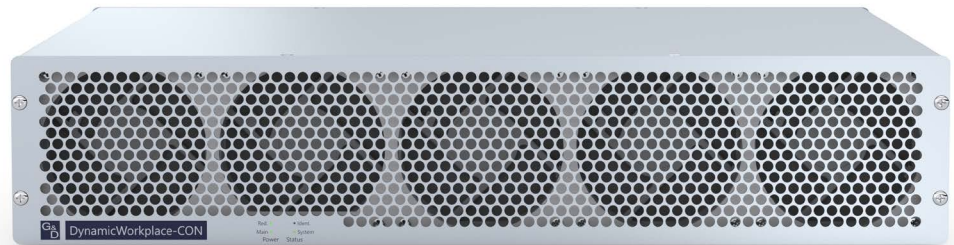
Guntermann & Drunck (G&D), presents its latest product: the DynamicWorkplace-CON: an innovative solution specially developed to meet the challenges of process and information control in demanding environments.

DynamicWorkplace-CON: Multiviewing function for maximum productivity

The new DynamicWorkplace-CON is a workplace module (CON) that has been specially developed for integration into KVM matrix installations and offers the unique advantage that different computer modules (CPU) or sources can be flexibly arranged in a larger working area on one or up to four screens. This expansion provides space for a completely intuitive way of working, streamlines processes by operating on a larger surface, and enables the design of efficient workflows. Thus, the DynamicWorkplace-CON supports complex activities and processes in control rooms or command centers. The CON module's multi-viewing function allows up to eight computer sources to be displayed and allows for the consolidation of multiple CON modules

and their associated monitors, resulting in an efficient, clutter-free work environment. This enhancement contributes to making the KVM installation particularly user-friendly in demanding environments.

Improved user experience

The wider use of displays with higher resolutions opens new options for designing the user interface environment. They enable users to work on a larger surface and help to make work processes more efficient and increase productivity. Multi-monitor workplaces can be designed more flexibly with the DynamicWorkplace-CON by combining different video and computer sources on a single monitor or multiple displays. The intuitive window manager ensures full control over the arrangement and operation of the individual windows, while the ControlPanel serves as a central operating element and enables quick and intuitive access to windows, computer modules as well as presets or layouts. Thanks to its convenient operation, the DynamicWorkplace-CON creates a user-friendly

working environment that meets individual requirements and significantly increases efficiency and productivity.

Highly efficient compression technology

The outstanding image quality and limitless flexibility in arranging sources provide significant added value by ergonomically designing the active work and monitoring areas on larger screens. With the DynamicWorkplace-CON, up to four monitors can be used simultaneously with a resolution of up to 4K @ 60Hz, guaranteeing an impressive visual performance for demanding applications. The console device is distinguished by the integration of the proven, lossless compression

technology bluedec, which enables an authentic, pixel-perfect video experience. In addition, audio signals, serial signals and USB devices from any source can be individually assigned and used.

With this significant expansion of its portfolio, G&D is responding to the ever-increasing complexity of control rooms and command and control centres. The German manufacturer introduces an integrated multiviewing tool with the DynamicWorkplace-CON, enhancing its comprehensive and interoperable portfolio. The availability of the new DynamicWorkplace-CON is planned for the third quarter of this year. Interested readers can find more information about this product on the website **https://www.gdsys.com/en/products?filter=8117**

Chief Announces Tempo Flat Panel In-Wall Mount System

Chief, a brand of **Legrand | AV** , is excited to introduce the **Tempo Flat Panel In-Wall Mount System**, the first in-wall mount system of its kind in the industry, in booth C8600 at InfoComm 2024, June 12-14, in Las Vegas. This all-in-one system includes in-wall storage and flat panel mounts that can be purchased and installed to accommodate the stages of construction, from rough-in to AV commissioning.

According to Ann Ewoldt, Product Marketing Manager, Chief, Legrand | AV, the Tempo all-in-one configurable wall mounting system is designed to improve efficiency by streamlining installation workflow. AV professionals can increase productivity and add to the bottom

line with this new system, especially for mass rollouts. Tempo In-Wall Mount System is thoughtfully designed with feedback from installers for faster deployments.

With the new Tempo Flat Panel In-Wall Mount System, contractors can install in-wall boxes with stud tabs kit (FPIWMKIT1) during the rough-in construction phase. The wall mount kit (FPIWMKIT2) can be ordered separately and delivered after wall finishing is complete to add flanges, display mount, and small-device storage plates. An infinite number of horizontal mounting patterns are compatible with the system to accommodate extra-large and some ultrawide displays because in-wall back boxes
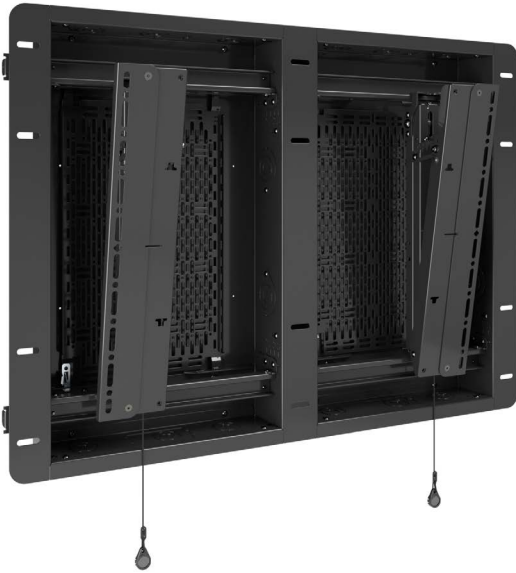
can be set as far apart as needed to align the flat panel with the mount.

The Tempo Flat Panel In-Wall Mount System ships with two 15x10-inch Lever Lock plates, offering a minimum clearance for 1 RU of AV equipment. Installers can place small devices where they need them, thanks to lateral shift flexibility within the storage boxes. Lever Lock plates are compatible with Middle Atlantic Forward Small Device Mounting Clamps to quickly secure devices in place.

The system also offers an industry-exclusive feature: three types of knockouts per box. This provides greater flexibility for vertical and horizontal cabling between storage boxes, giving total control over power and data design. Storage boxes are designed to fit perfectly between studs. There's no need to cut wall studs to accommodate flat panel VESA patterns because the mount supports display 65 inches and larger and are weight-rated up to 250 pounds, covering in-wall boxes. This robust weight rating also removes the need for wood

blocking reinforcement (when installed per manufacturer instructions).

Chief Tempo In-Wall Mount System features one inch of post-install levelling for precision-alignment in dual display installations. Display depth adjustment options from 0.5 to 2 inches facilitate ADA compliance with flat panels up to 3.5 inches deep. Mount installation can also be adjusted to accommodate more storage behind the display (may affect ADA compliance).

In addition, installers can enhance service access to small devices and AV storage systems behind the display by extending mount interfaces up to 10.65 inches off the wall. The flat panel can be tilted in a variety of positions (0, 2.5, 5, 7.5, 10 degrees) to eliminate screen glare and reflections. When tilt is combined with depth adjustment, the bottom of large displays won't hit the wall.

The included hardware and toggle anchors simplify the installation process. New display hardware bags include M8x50 screws, commonly needed for installation of popular displays. Chief also has added at-a-glance identification, with end-user touchpoint screws coloured in silver and assembly screws in black for easier end-user training after commissioning.

The Chief Tempo Flat Panel In-Wall Mount System ships mid-June. More information about it is available at **www.legrandav.com/products/mounts/display-tv-mounts/tempo-flat-panel-in-wall-mount-system**

AVnTech4Church KL Event Meets its Objectives Impressively

The inaugural AVnTech4Church event in Kuala Lumpur, Malaysia, successfully met its objectives. The two-day event, held on May 14-15, 2024, at the Holy Trinity Bukit Bintang Church, attracted church delegates from 55 organizations across Malaysia, Singapore, and the Philippines.

Robert Soo, who has regularly held training and talks for the church community in the region, helmed the presentation for the two days. His past experience of being a Technical Director and Worship Pastor and his current work scope of providing consultancy services for commercial spaces, educational institutes and churches shone through as he engaged the audience with his expertise, experience sharing, and wit.

"The presentation was very good. Robert has a lot of experience, and it is very nice that he was willing to share all the information and knowledge he has gained over the years. Apart from the technical aspects, he highlighted many daily problems we face. We are preparing for a new church building, and this presentation has opened my eyes to what we need to be aware of to avoid unnecessary mistakes. I believe that attending these two days of presentations will make us more effective in doing our job."

Felix Wang of Full Gospel Tabernacle Subang, Malaysia

"This presentation has been very helpful. Our purpose is to convey God's message to our congregation, and if the space cannot do it, we have failed. Church budgets and restrictions are always there, but it is important to think about the technology we need to use. Pastors may not know how important sound is. As Robert said, different types of voices may require different types of microphones to bring the voice out clearly. I feel it is important to have an AV Fund. Money set aside regularly can be used for training or even equipment maintenance. This presentation really opened up my horizons. I will strongly encourage churches to send people for training and even set up an AV Ministry as it plays an important role in the church."

Yap Teck Chong, a Pastor at Klang Chinese Methodist Church, Malaysia

"Initially I was apprehensive about attending the event as I am not technical. In the end, I am so glad that I came. Robert was really good as he covered AV's width and breadth without going too detailed into products. He spoke about Best Practices and pitfalls to look out for. I came with my AV person as we are planning for our future set-ups, and this presentation has helped us gain good knowledge that we can use."

Kennard Tan, an Elder from Logos Presbyterian, Malaysia

"I think the connection between the speaker and participants is important, as this enables sharing of challenges, concerns and how some of these can be solved. Robert's deep experience as part of the church worship team previously and his consulting expertise showed his firm grasp of understanding the technologies and their impact on creating the right environment for churches. I also enjoyed the showcase where sponsors presented their latest technologies for us to view and understand."

Paddy Saw, AV Leader at Singapore Gospel Halls

"It's very timely and informative. I have been in the ministry for 10 years, and it's fun to be reminded of the techniques and cultures in achieving the best worship experience. Growth is necessary in every aspect of the ministry, and this seminar is certainly beneficial for more knowledge regarding AVL. In our current time and era, AVL plays an important role in the church, so becoming more knowledgeable about it is essential. This seminar gives idealistic solutions to our church's struggles with AVL matters. We no longer live in the time of stone tablets and scrolls; we exist in a world where speakers, lights, mixers, and computers are integral parts of our worship. Therefore, we must strive hard for the church's growth and flourish in every ministry because it is always a blessing to be an instrument of God."

Arnulfo L. Libante, Technical Head at Pentecostal Missionary Church of Christ, Philippines

"It made many of our Christian AVL practitioners firm up their knowledge and understanding of providing proper service in their corresponding Churches' AVL. The review of the basics and foundational knowledge given by Robert Soo was timely and opportune, giving us the needed perspective in understanding church audio, video, and lighting, including streaming, which is something that is now a viable communication vehicle in furthering the spread of the Word. Kudos to the event organisers, Spinworkz and Sound Zenith Innovators, and the partners who supported it. Hopefully, there will be more of these types of teachings in the future to spread correct AVL practices for the Churches, to truly make God's Word understood, kept in mind, and highly appreciated by those who hear it."

Mike N. Pedero, President & Principal Acoustic Consultant at Tracks Acoustics, Philippines

Frankey Ng

Jessie Li
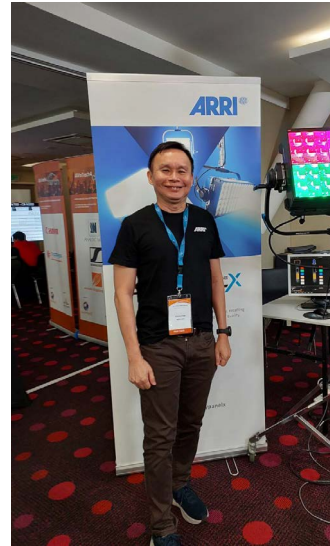
Jimmy Chai

Michelle Yeo

All the partners agreed that the event was beneficial. The common consensus was that it was a focused and targeted audience, which allowed for effective conversations as partners knew exactly who they were talking to and could address their needs more wholly. **Frankey Ng** of **Total Solution Marketing** reiterated that due to the targeted audience, that time was not wasted. **Michelle Yeo** of **Acoustic & Lighting** stated that the audience was relevant and aligned with their interests. **Jessie Li** of **Absen** felt that it was a productive event for the company as it gave them the opportunity to spread knowledge about their LED solutions. Jimmy Chai of ARRI highlighted that their objective of participating in the event was achieved: "We were able to engage them in a tailored way."

Joshua Seow of **Tegas Broadcast & Multimedia** felt that there was a need for such events for the Houses of Worship. "They need AVL technology to create the energy. Here, the participants got to see the technology and learn about the technologies. I believe this event created a good venue for exchange, interaction, and networking."

Gary Teo of **Systems Electronics & Engineering** felt that Robert's presentation was easy to understand. "I believe the message was well received by the participants." He also suggested that this be done on a regular basis.

HARMAN Professional Solutions' Henry Noel commented, "This AVnTech4Church event was a great interactive session for decision-makers within churches and the technical and operational crew. The session covered the nitty-gritty details of the total AVL system, pitfalls on some of the rudimentary facts, and tips and techniques to enhance the congregation experience. Robert Soo is a well-knowledgeable asset and subject matter expert on worship spaces. It was also an opportunity for manufacturers to share their products and solutions pertaining to worship spaces. I would encourage Spinworkz to organize similar sessions in various Asian countries."

Integrate Middle East: Upping the Ante for ProAV Dynamism

Second edition of the event builds on rejuvenation of AV enthusiasm while promising more

by Ram Bhavanashi

Integrate Middle East 2024 – the second edition of the annual professional audio-visual industry platform for the Middle East region – organized at the Dubai World Trade Centre, successfully concluded on 23 May after three eventful days marked by ground-breaking innovation and collaboration. While building on the enthusiasm it generated in 2023, it seemingly opened up new vistas with new collaborations and promises for future.

An SI Asia report.

Integrate Middle East (IME) – the apex tradeshow platform for the ProAV industry from the region – had its second outing at the Dubai World Trade Centre from 21-23 May, with a seemingly good deal of industry participation and promises for future initiatives.

Co-located with CABSAT 2024 – which celebrated its 20th anniversary with the event – the IME apparently drew some significant energies from the industry and exhibiting companies that have interests in both broadcast and professional AV domains.

Manufacturers from projection systems, digital signages, LED displays, media processors, and networking were all there with their exhibits driving as well as deriving value from the show floor. While most exhibitors took the platform as a reinforcing extension to their announcements/launches at ISE in February this year, some of them used the event for commercial roll out of the product announcements they made at ISE.

For sheer stats- the event had over 250 exhibitors from across the industry spectrum, and attracted over 10,000 visitors from over 75 countries.

For one, it appeared like a hybrid world in motion- a blend of technology developers on ground, and their operational applications in virtual realm. Artificial Intelligence (AI), Virtual Reality (VR), Mixed Reality (XR), projection mapping, immersive experiences and such other digital install formats working in combination with projectors, media processors, switchers and other hardware appliances were on demo.

It's COB Across the Board

LED display solution majors such as AOTO, Unilumin, LPDisplay and Leyard took the IME platform for showcasing their latest solutions, powered by the fancied COB flip chip common cathode technology.

Unilumin steals the show. Unilumin unveiled its brand positioning for the first time as what it called '*the LED Application pioneer*' and exhibited its cutting-edge COB products, intelligent conferencing solutions, and creative rental displays from its booth at AR-A10.

The COB technology had its demo in the form of UMicro and UMini III Pro displays. With the EBL+ technology and a flip chip common cathode design, these products promise to achieve a contrast ratio of up to 30,000:1, ensuring deeper blacks and brighter whites. Additionally, they feature energy-saving sleep functions and module short-circuit protection mechanisms, guaranteeing both high energy efficiency and enhanced stability, making the products safer and more reliable during application.

According to a company release, the UMini III Pro was awarded the Best in Display Systems award during the selection of BroadcastPro Manufacturer Awards event held on the second day of the event, May 22.

That apart, Unilumin introduced the UTV SC series all-in-one conferencing system, a standout product in intelligent conferencing solutions. Besides the COB flip chip common cathode design, this solution is said to offer up to 60 per cent energy saving efficiency compared to traditional display products. The stable application of 5G transmission technology ensures smooth picture

transmission, while making the screen cool after extended use, operating quietly and eye-friendly, thereby providing users with an exceptional usage experience.

In the creative rental display area, the flagship products URMIII and XS are seamlessly integrated, presenting curved design elements that offer heightened flexibility, catering to a wide array of rental demands and introducing further creativity and highlights for diverse commercial and entertainment activities.

Unilumin also set up a sample experience area featuring a variety of samples, allowing audiences to experience the solutions first hand.

Another Chinese LED major **AOTO** too made a big splash on the show floor with a wide range of solutions that promise to transform various sectors from media production to digital advertising.

The highlight of the booth mainly included the **ATLVC -X4 Control System,** the next-generation control system engineered to enhance **XR**

Studio solutions, broadcast studio settings, and the proprietary MetaBox digital broadcast studio solution. The system integrates tech formats like AR, VR, and MR to create hyper-realistic, seamless virtual environments.

That apart, AOTO also introduced its **AF Series outdoor LED display** that incorporates AI energy-saving technology to deliver vibrant, attention-grabbing visuals.

Leyard, sought to reinforce its presence and competence in the market with a host of solutions boasting cutting-edge display technologies. Apart from launching its new rental solution under LN Series, the company introduced to the ME market its entry-level indoor LED display solution that promises high-resolution visualization with fine pixel pitch and a glossy, ruggedized surface treatment. Featuring COB technology with flip chip LEDs, the VDS Series delivers excellent contrast, wide viewing angles, and impressive brightness. The fully encapsulated design ensures resistance to collisions, scratches, static, water, and dust, making it a durable choice for a variety of applications.

The LN 2.6 rental display solution, said to have been designed for efficiency and versatility, boasts a user-friendly modular design and

lightweight structure, making assembly and dismantling quick and easy. Suitable for exhibitions, concerts, conferences, sporting events, and more, the LN Series cabinets can be adjusted at angles from -10° to 10° to form convex or concave LED video walls.

However, the highlight of Leyard's booth at AR-B25 was the MG Series. Featuring a 27-inch cabinet with a 16:9 aspect ratio, the MG Series allows for seamless splicing into standard 2K and 4K resolution screens. The fully front-maintenance design and customizable right-angle or curved splicing options make the MG Series ideal for various venues, including studios, conference rooms, hospitals, schools, and stations. Available in pixel pitches of 0.7mm, 0.9mm, 1.2mm, 1.5mm, and 1.8mm, the MG Series can incorporate Leyard's latest MicroLED technology, offering ultra-high brightness, contrast, refresh rate, and resolution.

Projected for Immersive Experience

Visual solutions domain, dominated by domain leaders Christie and Barco were there to weave in their magical experiences on the show floor. Christi Digital, continuing from where it left at ISE, brought all that, and something more to the IME 2024.

Showcasing it all from booth AR-I20, the Canadian visual solutions major highlighted its presence – for the first time – with an immersive experience projection square at the centre of the booth, even as it sought to arrest the eyeballs to the other display solutions and projectors.

Christie DWU960ST-iS 1DLP laser projectors and Christie Pandoras Box software mapped the

content created by THÉORIZ on all surfaces of the square, with sensory technology provided by Augmenta to allow attendees to interact with the content.

Also, a pair of Christie M 4K25 RGB pure laser projectors powered by Christie Pandoras Box software beam content from loop light GmbH to project onto an array of large 3D hexagonal shapes.

This apart, Christie brought two new solutions for the first time to the region. One- the Core Series III LED video wall solution, and two- the new, Linux-based video wall processor, Hedra. The Core Series III is said to be 40 per cent more energy efficient, and 30 pc lighter than its predecessor, Core Series II. Available in five pixel pitches and front serviceable, with its lightweight character, it promises to make installation easier than ever.

The Hedra, on the other hand, allows users to consolidate multiple operator workspace displays for simplified source management, workflow, and better ergonomics. It also pairs with Christie's LED and LCD video walls for a complete operational solution for small control rooms, mobile command centres, and broadcast or security operations.
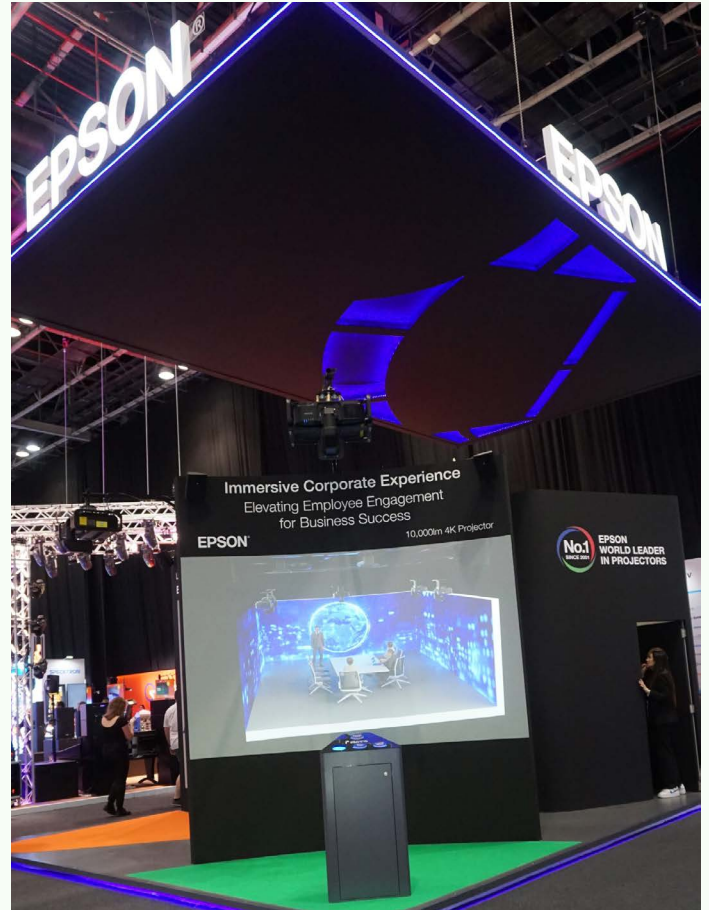
Barco brought on its Encore3 image processing platform as nothing short of a game-changer- especially for live event AV professionals. It's a broader canvas space with expanded system resources, advanced transition layers, and cutting-edge hybrid features- all boxed into one future-proof solution. Claimed to be the world's most versatile screen management system, designed to safeguard system set-up through card and controller reusability in that it seamlessly transitions to ever expanding inputs and outputs with high bandwidths in near future.

Immerse in the world's smallest, lightest, compact projectors. Three LCD projection major Epson took to the IME 2024 with a range of immersive visual solutions that are augmented by what are claimed to be the world's most compact, lightest and smallest projectors.

Doing the prideful act as the world's most compact 20,000 lumen, yet 4K 3LCD laser projector was the EB-PQ2220B, while the EB-PQ2010B stood proudly as the the world's smallest and lightest 10,000 lumen 4K projector.

The EB-PQ2220B is designed for fixed installation applications and to meet the rigorous demands of live events, including large corporate events while the EB-PQ2010B is highly affordable, versatile and energy-efficient, making it an ideal all-rounder capable of delivering a high-impact immersive experience for large auditoriums, live events, and conference rooms.

The LCD projection major actually made more significant presence at the *Education Zone* of IME with its *Immersive Teaching System* (ITS), using three EB-770Fi ultra-short-throw

EB-770fi projectors. The ITS is composed of three modules, with each having a 100" screen, to provide an impressive and immersive experience that is particularly suited to school and public environments.

Image processing solutions major Analog Way brought to show to IME audiences three new products: Aquilon RS5, RS6 and Cmax. The systems are mission-critical 4K/8K multi-screen presentation system and videowall processors with 32x 4K inputs and 16x 4K outputs, delivering uncompromising presentation experiences to high-end staging and premium system integration. They combines industrial grade reliability, ease-of-use, versatile 4K digital connectivity, unmatched real-time 10/12-bit 4:4:4 video processing power, best-in-class image quality and pure 4K60p on each input and output with ultra-low latency.

CABCAST – the mainstay of the event – had the majority of the show floor occupied, with apparently exhibitors from broadcast segment. Some of the leading exhibitors were the Dubai Studio City, CineOm, Mediacast, Saudi Broadcasting Academy, InfiLED, and more.

New for 2024: Brand Ambassador Programme

IME 2024 had a new attraction- recognising exceptional business leaders. This panel of experts included Daria Prodaevich, Director, Theatre of Digital Art UAE, Tamas Vaspori, Managing Director, Maxin10Sity, and Bob Snyder, Editor-in-Chief at Channel Media Europe. Its role is to help strengthen the evolving industry, initiate high-level discussions, and establish the region as a popular media and entertainment hub.

The Summit – Integrate AI

The event summit boasted an exemplary array of speakers from leading brands such as HL Group, Theatre of Digital Art, JLL Technologies, Epson, Nuevo Design, Oasis Enterprises LLC, Channel Media Europe, FinesseTech IT Solutions, Elevision Media, Shure, Warner Music, MassiveMusic, and Mubert Inc., among others.

The speakers brought pertinent topics to the table; their talks centred around diverse topics such as potential of AI mixed realities, AI in built environment, AI integration in music and virtualisation, the future of workplace design, digital signage, power of Digital Out-of-Home (DOOH), projector mapping, digital installation, and advanced Pro AV innovation. This gave visitors the unique opportunity to learn about relevant trends directly from industry experts.

For **Mark Peterson, Senior Principal - Shen Milsom & Wilke** the IME Summit provided an incredible chance to learn more about the revolutionary potential of Pro AV in the Middle East Market.

"This was a great opportunity for me to present and discuss the potential of AI to transform not just our workspaces, but also the way we interact, innovate and remain ahead of the curve," he said, "As we stand at the verge of a new era in workplaces, our latest generation of design tools prove to be key facilitators of this transition by seamlessly integrating audio-visual requirements into BIM 360 modelling, ensuring accuracy and efficiency," Peterson elaborated. "With AI driving the change, we aim to offering guiding and innovative solutions to make the places we work, play and live not just functional but dynamic, safe and inviting, while looking ahead to the future."

"Over the years, the Middle East's Pro AV market has undergone rapid growth, with an increasing demand for premium Pro AV technologies in the broadcast and entertainment sector," said **Paul Hadfield, Sales Director of Area Four Industries Middle East - Provision AVL General Trading LLC.** "In light of the evolving market conditions, we have addressed the audience on 'Safe Rigging Methods and Installation in the Entertainment Sector', which highlights key safety protocols and practices for rigging structures in our industry."

Says Su Piow Ko, Vice President of AET Display Limited: "Our participation at Integrate ME 2024 allowed us to showcase our state-of-the-art Micro Mavel--NX COB Series, which is of a standard cabinet size and boasts a 16:9 aspect ratio for enhanced clarity."

According to him, visitors were also able to have a practical, hands-on experience of their innovative 138 all-in-one display solution, which is a powerful tool for both broadcasters and audiences."

Overall, Integrate Middle East 2024 provided exhibitors an avenue to showcase innovative offerings in digital signage, command and control rooms, and live event solutions. The cutting-edge innovations offered a glimpse into the future of the Pro AV industry, bolstered by advanced technologies that cater to diverse business needs.

Integrate Middle East

Koh-i-noor Story Retold Via Mesmerizing Audio-visual Multimedia

Massive Infotainment Initiative in HyderabadTelanga to Boost Cultural Tourism

by Ram Bhavanashi

Koh-i-noor- the very term spells a legend of sorts; an emotion; an evocation of history of both pride and pathos of kingdoms lost to time, and a country, and people enlivening it in memories. One of the largest and prestigious diamonds in the world, the Koh-i-noor's connect with Hyderabad, the capital of South Indian State of Telangana, is brought to life via a mesmerizing multimedia ensemble in a combination of many a unique factors.

Initiated by the Ministry of Tourism, Government of India, to boost the tourism potential of the city, the multimedia and laser show at Sanjeevaiah Park on the banks of Hussain Sagar, is the new fanciful destination infotainment in the city.

Executed by the State-owned Broadcast Engineering Consultants India Limited (BECIL), and designed by Rhino Engineers, the project is a record of sorts with big (s)takes.

It was recently inaugurated by the Union Minister of Tourism, Culture and Development of North Eastern Region of India G Kishan Reddy.

An SI Asia exclusive:

FACTFILE

Project Name: Multimedia Laser Show with Water Screen and Musical Fountain

Project Location: Sanjeevaiah Park, Husain Sagar, Hyderabad, Telangana

Project Segment: Multimedia Laser Show with Water Screen and Musical Fountain

Project Owner: Ministry of Tourism, Govt. of India

Project Execution Agency: Broadcast Engineering Consultants India Limited, New Delhi

Project Design Consultants: Rhino Engineers Private Limited, Ahmedabad

Project Architects: RaD Designs Studio, Ahmedabad

Project Systems Integrator (AV): Aura Bright Light India Private Limited, Ahmedabad

Project Systems Integrator (Fountains) : Ripple Engineering Private Limited, Noida

Project Content : Knownsense Studio, Ahmedabad

Project Highlights: Largest aqua-screen and laser multimedia show install in India

Key AV Brands: EAW microphones and speakers, Panasonic projectors, Ripple Fountain System

A Grand Backdrop

When **Gangapuram Kishan Reddy – the Union Minister of Tourism, Culture and Development of North Eastern Region of India** – as part of his ministerial deliverables, conceived the idea of creating an immersive storytelling show, powered by audio-visual technology, for his home State of Telangana, it meant the birth of an incredible multimedia project – a project that is a record of sorts, with many a unique factors.

A unique place that is rich in history and culture, well-connected to people with both inherent vibes and infrastructure; a unique story-telling that relives the prideful past and passage of riches through the time; and a unique blend of audio-visual technology that lives the present and enlivens the future- even as it demonstrates a record for itself.

The place chosen was Sanjeevaiah Park, a 5.7-acre, lush greenery landscape developed on the banks of the historic Hussain Sagar lake that separates the twin cities of Hyderabad and Secunderabad; the story chosen was that of the Koh-i-noor, once the pride of Indian kings and kingdoms; and the technology chosen was a music and aqua laser/projection mapping multimedia show.

The setting of the ensuing spectacle was also to be unique- in that it had the new, grand secretarial building in the backdrop (seen across the sheet of lake waters); the Telangana Martyrs' Memorial on one side; and the other

side the world's tallest monolithic statue of standing Buddha overlooking the eastern shores and the famously doyen-studded promenade of Tank Bund.

Also in the vicinity is the site of India's second largest Tricolor flagpole. Scaling 291 feet in height, and measuring 72 ft x 108 ft, it's the country's second tallest and largest national flagpole, after the tallest one at Ranchi.

A Grand History

For one's knowledge, the Sanjeevaiah Park – named after the late Chief Minister Damodaram Sanjeevaiah of erstwhile Andhra Pradesh – is a lush green and picturesque landscape nestling on the tranquil waters of the Hussain Sagar lake. Standing as a verdant oasis amidst the city's urban landscape, it offers a serene escape for residents and tourists alike.

Hussain Sagar lake – said to be the largest artificial (man-made) lake in Asia – is not just a landmark water body separating the twin cities, but a very iconic embellishment to the landscape of erstwhile Hyderabad State, steeped in deep historic significance and identity.

Originally created by Hazrat Hussain Shah Wali in 1562 – famed architect in the court of Ibrahim Quli Qutb Shah, the Founding Father of Qutb Shahi dynasty that ruled the Golconda Kingdom for over 150 years – the lake traversed four-and-half centuries, standing as the earliest landmark of the city.

Named after its creater Hussain Shah Wali, the lake used to receive water perennially from the tributaries of Musi river, the then main freshwater resource for the city, and formed an important structure in the city's landscape beauty. While it suffered stagnation over the subsequent times, its place in the city's journey through modern times remained fresh, and continued to fascinate millions as one of the most sought-after leisure destinations around.

Serious initiatives by subsequent governments in recent decades to cleanse the lake, and beautify the surroundings have rendered it a veritably beautiful land, with parks and other attractions, besides the erection of world's tallest monolithic statue of the Buddha on the Gibraltar Rock- in the middle of the lake.

The Koh-i-noor – meaning 'Mountain of Light' in Persian – is one of the largest natural diamonds in the world, widely believed to have been sifted out of alluvial mines in Krishna river basin in 12th century, then ruled by the Kakatiyas, the famous and powerful empire builders of Telangana.

Originally weighing 793 carats when first found, it got cut in subsequent times to its current size of approx. 109 carats and valued at a whopping US$ 20 billion- greater than the GDP of most nations today.

A Grand Initiative
Ambitious initiative that it was, the project aimed at achieving multiple objectives:

* One- enhancing the allure of Sanjeevaiah Park by creating a visual spectacle through a mesmerizing multimedia show that blends laser lights, projection mapping, and musical water fountain.

* Two- engaging visitors through synchronized water dances choreographed to a diverse range of musical genres- classical compositions to contemporary hits, each performance to evoke emotions and create lasting memories.

* Three- to make it a blend of education and cultural enrichment via technology. For, the narrative along the visual is intended to take the visitors into the depths of the city's rich history and heritage- immersing them in an engaging exploration of the city's legacy.

The AV technology/multimedia fare to achieve all this is:

* Robotic nozzles and lighting: Over 1000 robotic nozzles, complemented by an advanced underwater lighting system using the DMX protocol for dynamic colour changes with a whopping 16 million-plus options.

* Laser technology: Equipped with three 40W RGB lasers to enhance the visual experience.

* High-Definition projection: Utilisation of three HD projectors, each with 34,000 lumens, for clear, vibrant projections on the Aqua Screen.

* Media server and colour transitions: Integration with a powerful media server for swift and efficient colour transitions.

* Viewing Gallery and Rooftop Restaurant: A fixed seating gallery of 800-1000 guest capacity, along with a rooftop restaurant offering panoramic views of the park and the multimedia show.

* Surround Sound System: Installation of a 5.1 Dolby Surround Sound system calibrated for immersive audio experience.

* Dynamic Lighting Effects: Beam moving headlights to create dramatic visual effects.

* Water Screens: Three water screens, made of stainless steel and measuring 10 ft x 30 ft, and 10 ft x 20 ft, serving as projection surface

All these features characterized what emerged to stand as India's largest and tallest water fountain, scaling 260 feet in height and spreading across a dimension of 540 feet x 130 feet.

While the content had been developed by Ahmedabad-based Knownsense Studios, the storytelling narrative is scripted by SS Kanchi, under the guidance of famed screenwriter and Rajya Sabha Member Vijayendra Prasad.

"The show marries technological innovation with educational storytelling, highlighting significant historical and educational narratives," says **Narendra Naidu, Managing Director** of the project's AV consulting firm **Rhino Engineers**, who stood in the centre of action from the word go.

"The project stands out for its comprehensive approach, incorporating various elements like

musical fountains, laser projections, advanced lighting systems, audio, content, and even seating- all which combine to make complete entertainment experience," he explains. "The use of innovative technology, and creative content makes it a benchmark project in the industry."

Says **Himanshu Ghosh**, **chief of Knownsense**:
"The theme for the installation was to narrate the story of the Indian peninsula through the lens of the Koh-i-noor diamond; it starts from the mining of the diamond in Golconda to its current position - resting place in the British Crown. It's a unique story that sheds light on the colonization of India and the richness of the past."

According to him, the content development involved a deep research into the history of the peninsula, as also of the diamond itself. The content team had a wealth of information, accumulated from various sources, and their own efforts which ensured that there were no major hindrances in designing the show.

Comes a commendation from the integrator **Shailesh Vasani, Managing Director of Aura Bright India Pvt Ltd:**
"A very creative content speaks out even as a very innovative technology play put out a scintillating performance. A combo of a great audio and video technology making a benchmark for the industry."

The AV Gear that Made the Show

The AV systems deployed in the show comprised EAW systems for the audio, Panasonic projectors for projection mapping, Aura Bright Lights for lighting, and Ripple Engg for fountains.

The audio set-up comprised a combination of EAW amps, subs, loudspeakers and microphones, in addition to Dolby digital cinema processor. As many as 16 MKC80 loudspeakers and six MKD 1096 loudspeakers are augmented by two SB218P subwoofers and powered by a pair of UXA4410 amplifiers.

While the loudspeakers are ground-stacked in left, centre, and right pattern, the surround speakers took the stairs of the viewing gallery for best surround effect. A Dyno processing system by EAW, along with built-in DSPs provided the multichannel amplification.

Delhi-based Pink Noise Professionals –who provided the audio systems – worked closely with the lighting solutions provider Aura Bright Light, and fountain manufacturer Ripple Engineering towards perfect synchrony of lasers and musical fountains.

Taking the centrestage of the visual spectacle were the three aqua screens faced by an even number of Panasonic projectors creating a virtual canvas of immersive imagery that is ingeniously woven into the scripted voiceover narrating the Koh-i-noor history, and its traversing time.

"The selection of OEMs for the project was done as per the government tender procedure in adherence to the Central Vigilance Commission guidelines," informs Narendra Naidu. "The selection criteria involved a stringent evaluation

procedure for both technology competence and financial viability."

Innovation against challenges

According to him, while there were no major modifications to the proposed design, its implementation came with its own set of locational challenges. A major challenge was the poor quality of water which necessitated a good deal of innovation for systems and integration.

"We have designed an innovative set-up by implementing a strainer to prevent garbage and other pollutants from entering the fountain system," informs Shailesh. "It also required a minimum water depth for the floating fountain system," he explains. "We maintained stability in water, wind, and overall structure."

That the water screens involved in the install were of steel and measured 10 feet, ensuring their stability vis-à-vis wind speed was critical. They had to put in their expertise to its best to ensure the screen stand straight and play their role as intended.

"The largest fountain show in India that it is, the multimedia show demanded a new-age visual royalty," asserts Himanshu. "We installed the best fountain control software that controlled more than 1000 nozzles with specifically designed RGBW lights to create a visual marvel on and through the water," he elaborates. "A custom-made chipset enabled to origination of colours from the fountain vent entry that provided a stable colour grading in the show."

A uniquely prismatic story telling

"It's a truly multimedia story," quips Himanshu. "A creation of the history of the Indian peninsula through the lens of Koh-i-noor that travelled across India, even as it traversed kingdoms through centuries," he observes. "It's a unique way of story-telling that highlights the diversity, the rise and the fall of kingdoms, and the victory of Indian Independence in a fountain show. It's one of its kind."

"This multimedia laser show with aqua screen projection and musical fountain synchronization is unique due to its scale and technology integration," says Shailesh. The inclusion of various elements like laser lights, underwater lighting, and moving heads makes it a standout project. The fact that this is the largest fountain multimedia show in India of its kind, is the most profound feature of the project.

"It's a unique project, in its own right," says Naidu. "That the approach is so comprehensive, every element of the project had to be crafted meticulously so that there is a synchrony throughout," he explains. "It's actually a symphony of sound and video; a benchmark project in the industry."

Rhino Engineers

Ripple Fountains

Aura Brightlight

Pink Noise Professionals

Knownsense

Earn Course Certificates & CEU's
ANY Place. ANY Time.

SynAudCon is the world leader in online training
for audio practitioners.

Courses available that serve all levels of expertise
and on a wide range of topics.

SynAudCon focuses on the principles:
When the "why" is clear, the "how" becomes intuitive.

When knowledge increases, opportunities will follow.

SynAudCon

www.prosoundtraining.com

systems inlegration asia