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systems integrationasia

ULTRATECH 'CEMENTS' FUTURISTIC AV VISION



INTERVIEW:
Christoph Hellmuth on Neutrik
Group's Commitment to Indian
Market

INTERVIEW:
June Koh Aims to Tailor
Solutions to Meet Unique
Regional Needs

EXHIBITION PREVIEW:
Infocomm Asia

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“Fibreoptic is becoming more and more prevalent here in India, especially across applications like live events and broadcast. So, there's no doubt in my mind that Fibre is the future in India”

Christoph Hellmuth, Regional Sales Manager for the Neutrik Group in MEA & India

To read more go to Installation on page 08



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



Thomas Richard Prakasam
Publisher/Editorial Director
thomas@spinworkz.com

June Koh, who took over as Executive Director of InfoCommAsia Pte Ltd around the end of July 2023, will be helming her first InfoComm Asia exhibition from July 17 to 19 in Bangkok, Thailand. In our interview with Ms. Koh, she highlights her eagerness to connect with industry leaders, explore emerging trends, and contribute to the continued success of this remarkable event. "It's an honour to be part of such a vibrant community." Indeed, this year's show is breaking records with more than 40% expanded show floor space and over 90 first-time exhibitors, totalling about 180 exhibitors with 280 brands from 19 countries. It's surely an exhibition not to be missed! In our Installation column, we focus on how UltraTech

Cement Limited (UTCL) – an Aditya Birla Group enterprise – recently upgraded its corporate headquarters with state-of-the-art audio-visual communication systems to meet its growing operational needs. Mumbai-based AV consultancy firm EYTE Technologies and Bengaluru-based IoT/AV systems integration firm Epitome Infotech Solutions Pvt Ltd collaborated to ensure the success of this massive AV deployment.



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

PUBLISHED BY

Spinworkz Pte Ltd
71 Bukit Batok Crescent
#06-13 Prestige Centre
Singapore 658071
Tel: (65) 63162716

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June Koh Aims to Tailor Solutions to Meet Unique Regional Needs



June Koh
Executive Director, InfoCommAsia Pte Ltd

This will be your first InfoComm Asia in your position as InfoCommAsia's Executive Director. What are your feelings about this?

I am incredibly excited to be leading InfoComm Asia into this new chapter. The Pro AV industry in the Asia Pacific region is dynamic and full of potential, and I see InfoComm Asia as a pivotal platform for fostering growth, innovation, and collaboration. I'm eager to connect with industry leaders, explore emerging trends, and contribute to the continued success of this remarkable event. It's an honour to be part of such a vibrant community.

The show has grown in space compared to the 2023 edition, what do you hope this 2024 edition will achieve?

Indeed, this year's InfoComm Asia is breaking records on various fronts, with more than 40% expanded show floor space, over 90 first-time exhibitors, totaling about 180 exhibitors with 280 brands from 19 countries.

This strong showing is a testament to the growing interest and investment in Pro AV technologies across the region.

The goal is to build on this momentum by creating an even more immersive and impactful experience for visitors. The aim is to facilitate meaningful connections between exhibitors and buyers, showcase cutting-edge solutions, and provide a platform for knowledge exchange and thought leadership. Ultimately, the goal is to solidify InfoComm Asia's position as the premier Pro AV event in the Asia Pacific region, showcasing the best of Pro AV technology and contributing to the growth and development of the local Pro AV markets in the region.

Are there areas you feel that can be improved on or strengthened for InfoComm Asia and if yes, what are they?

While InfoComm Asia has a strong foundation, exploring ways to enhance the attendee experience is always a priority. This includes exploring immersive technology showcases, expanding networking opportunities, and ensuring that the show floor and summit program reflects the latest industry trends and innovations, such as AI, AR and VR, and how these technologies are applied across different industries. We are also committed to making our events more sustainable and inclusive, reflecting the values of the Pro AV community.

What are your goals for InfoCommAsia tradeshows in Beijing, Bangkok and Mumbai for the near future?

Each of our APAC shows offers specific opportunities for the region. My goal is to ensure we understand the unique needs and ecosystem in each region to enable

us to highlight and tailor solutions and knowledge that address the unique economic, technological, and cultural characteristics of each location. By collaborating with local and regional industry leaders, associations, and government bodies, we ensure that the tradeshows not only highlight the best of Pro AV technology but also actively contribute to the growth and development of the local Pro AV markets by delivering learning, innovation and collaboration opportunities.

In your words, why should the industry in Asia make it a point to visit InfoComm Asia at Bangkok, Thailand this July?

InfoComm Asia is more than just a trade show; it's a hub of innovation, collaboration, and inspiration. It's where the brightest minds in the Pro AV industry come together to share ideas, showcase solutions, and shape the future of audiovisual technology.

Whether you're an end-user, integrator, consultant, or manufacturer, InfoComm Asia offers something for everyone. It's an investment in your professional development and a chance to be part of a thriving community that is shaping the future of how we communicate, collaborate, and experience the world around us.

Neutrik Group Reinforces Commitment to Indian Market with Strategic Brand Expansion and Enhanced Support



Gaurav Agarwal of Comcon (Centre) with Christoph Hellmuth of Neutrik (Right).

Neutrik Group, a leading global brand renowned for its professional AV connectors, is intensifying its focus on the Indian market through strategic partnerships and a renewed commitment to addressing local demands.

And in an exclusive interview with Systems Integration Asia, **Christoph Hellmuth, Regional Sales Manager** for the Neutrik Group in MEA & India – sheds light on the brand's strategic plans to ensure sustained growth within the region.

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Neutrik Group's history in India dates back to the 1990s, with their iconic XLR connectors becoming a staple in the region. And over the years, Neutrik has evolved its strategy to adapt to the changing market landscape. Today, the Neutrik Group operates three distinct brands: Neutrik, REAN, and CONTRIK, each serving specific market needs.

Neutrik is the flagship premium brand, REAN offers cost-effective connectors manufactured in China, and CONTRIK specializes in power distribution solutions.

"We are very happy with the brand split because we see more people handling our specific brands, which are also dedicated to specific applications" states Hellmuth, elaborating that this decision underscores Neutrik's commitment to enhancing its market presence and ensuring that its products meet the unique requirements of various market segments.

Widely recognized for its world-class performance, particularly in demanding applications, Neutrik targets premium markets such as rental, events, and broadcast, where uncompromising reliability is crucial. "Neutrik connectors are essential for applications where no compromises can be made, especially for rental companies that rely on daily plug-and-play operations. The demand for premium connectors that ensure no hiccups during events makes Neutrik a preferred choice," Hellmuth explains, pointing to the fact that Neutrik's fiber-optic solutions and broadcast applications are seeing increased adoption, reflecting the growing sophistication of India's AV industry. Furthermore, he believes

that Neutrik's fiber-optic portfolio and Dante interfaces will significantly impact the Indian market due to the increasing demand for high-performance, premium products. "Fibreoptic is becoming more and more prevalent here in India, especially across applications like live events and broadcast. So, there's no doubt in my mind that Fibre is the future in India" he noted, pointing to the burgeoning interest in advanced AV technologies. "And Neutrik's commitment to innovation and quality positions it well to meet the evolving needs of the Indian market" he affirmed.

REAN, on the other hand, focuses on fixed installations, providing high-quality, cost-effective solutions to compete with Chinese manufacturers. Produced in China, REAN targets a different market segment where high mating cycles are not crucial, as Hellmuth notes "REAN is gaining traction in the installation business, where the connectors are not frequently plugged and unplugged". He informs that the focus for REAN in India is to build brand awareness and leverage the quality assurance associated with the Neutrik Group, making it a competitive choice against other Chinese manufacturers.

In a strategic move to optimize market penetration, the company has appointed New-Delhi based premium solutions company Comcon as the official distributor for Neutrik connectors in the country and Mumbai-based comprehensive solutions provider Circle PAVE as the official distribution partner for REAN connectors in India. According to Hellmuth, this brand-specific distribution approach is designed to ensure more focused and effective market coverage.

About the third brand CONTRIK, Hellmuth explains that the offerings within CONTRIK's portfolio is designed for stage and rental markets requiring durable, waterproof, and reliable power distribution products. And while the search for a suitable partner for the CONTRIK portfolio continues, the potential for growth in power distribution solutions is significant; with CONTRIK's robustness and reliability expected to find a strong market in stage and rental applications in India.

However, raising awareness about the full range of Neutrik Group products remains a key challenge, as Helmuth noted that educating the market about the advantages of Neutrik, REAN, and CONTRIK products, and the comprehensive solutions they offer, will play an essential role in driving adoption and market penetration, "We need to make the local companies aware of what our complete portfolio is" he shares.

Speaking about the company's plan to qualitatively enhance its market presence through localized market intelligence, Hellmuth notes that the Neutrik Group is considering establishing a dedicated presence in India. This move would enable the company to closely monitor product usage and uncover new opportunities across different regions, while ensuring better control over the demand – supply dynamic. He elaborates, "We see more people handling our specific brands, which are also dedicated for specific applications. But having said that, we do want to install somebody in India to look at what is happening with our products beyond the distributor level. This way, we can identify specific demands and tailor our offerings accordingly".

In addition to the focus on strategic brand-specific distribution and market-driven product offerings, Hellmuth asserts that having an enhanced system for after-sales service and support is another key aspect of the Neutrik Group's vision to solidify its leadership in the Indian professional AV sector.

And to support this vision, Neutrik Group has made significant investments in its European infrastructure, which will benefit the Indian market. This includes a new warehouse in Munich with advanced administration facilities and a new team, as well as upgraded office spaces and production lines at their headquarters in Lichtenstein. These enhancements aim to improve product availability and support for Indian partners.

Helmuth informs, "Since we're handling the demands for the entire Asian region from Europe itself, these investments in Europe will definitely have a positive impact on our presence and support towards the Indian market," highlighting the global alignment of the Neutrik Group's strategy.

The company's commitment to understanding local market needs and ensuring the reliability and quality of its products promises a bright future for its operations in India. As Neutrik Group continues to innovate and adapt to the dynamic Indian market, it aims to not only meet but exceed the expectations of its customers, reinforcing its position as a trusted leader in professional AV technologies.

Neutrik Group

Comcon

X3D Studio Launches Southeast Asia's Largest LED Volume for Virtual Production

SINGAPORE: The grand opening of X3D Studio in Singapore, has set a new benchmark in virtual production, unveiling Southeast Asia's largest LED volume. Spanning an impressive 40,000 square feet, this cutting-edge facility is revolutionising the industry with its state-of-the-art technology and innovative features. Located in a refurbished power station, X3D Studio benefits from the high ceilings and expansive space necessary for virtual production. The studio's development took a year and a half, with meticulous attention to integrating cutting-edge technology and rigorous collaboration with ARRI.

At the heart of X3D Studio's virtual production space is an awe-inspiring 18m x 6m (108sqm) LED canvas from INFiLED, comprised of 432 DB1.9 Mark-2 panels equipped with CBSF technology. Boasting a 1.95mm pixel pitch and a resolution of 9216 x 3072 pixels, the screen delivers unmatched detail, vibrant colours, and consistent brightness across all viewing angles. The 16-bit colour depth and HDR10 video standard further enhance the visual experience, making it one of the highest resolution screens in Asia. Complementing this is an 8m x 8m (64sqm) LED ceiling panel from INFiLED, perfect for dynamic lighting effects and immersive overhead visuals.

The INFiLED LED Walls are the world's first ARRI-accredited displays for virtual production.

Bertrand Dauphant, President & CEO of ARRI Asia-Pacific, praised the collaboration, noting, "It was a long process to achieve accreditation. X3D Studio worked closely with our engineers





contrast, and brightness of the LED walls."



in Germany to meet the stringent standards. These includes but is not limited to installation workmanship, the colour accuracy,

"ARRI is a leader in colour management," said **Ivan Tymoshenko, Head of VP Operations at X3D Studio**. "The LED walls are crucial in virtual production,

and ARRI's accreditation underscores the high standards we've achieved. What this essentially means is that there will be colour consistency throughout the whole system starting with the signal to the LED Wall to the final outcome of the production. This makes the whole process seamless with less work required at the post production stage because of the colour uniformity achieved during production."

Susan Hoe, Regional Sales Director (Malaysia & Singapore) of INFiLED commented, "We are pleased and privileged that our INFiLED LED walls are the first to have achieved ARRI accreditation globally. It shows the ever evolving work put in by our R&D department in ensuring that our displays are of high quality and standard. We are confident that those who use X3D Studio will appreciate how our LED Walls help their productions attain the feel and look they want."



Susan Hoe (third from right), with the INFiLED team.

The studio also features real-time motion capture using OptiTrack's PrimeX 41 and PrimeX 22 motion picture cameras, along with the CinePuck tracking tool for 3D accuracy. X3D Studio's camera arsenal includes the renowned ARRI Alexa 35, celebrated for its superior image quality and dynamic range. Adding to the versatility is a Scorpio 45' telescopic crane, providing precise camera movements and extensive reach for creative shots.

In space-constrained Singapore, X3D Studio offers a game-changing solution for creative productions. "We have a dedicated Brain Bar team for real-time collaboration between directors, VFX artists, and the entire production team," added Ivan. "This further optimizes workflow and ensures a seamless production process."

X3D Studio is not just a production house but also aims to be an educational hub. It plans to partner with educational institutes to provide courses in virtual production and upskill freelancers, fostering new opportunities in this burgeoning field.

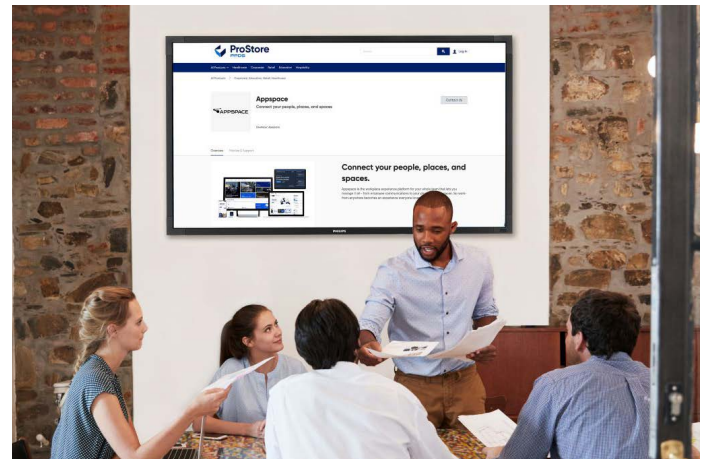
PPDS ProStore Welcomes Leading Workplace Management and Experience Platform

GLOBAL: PPDS is delighted to announce Appspace has been certified as an official PPDS Wave ProStore premium application, making it even easier to deploy one of the world's leading workplace management and experience platforms with Philips Android SoC displays, including the Philips Signage 3000 Series (Q-Line), Philips Signage 4000 Series (D-Line), and the Philips Interactive (T-Line).

More than 2,500 organisations worldwide, including 160 Fortune 500 companies, and 12 million on-site, remote, and frontline employees, use Appspace daily. Appspace – which has offices in the US, UK, UAE, and Malaysia – is the first workplace experience platform designed to connect people, places, and spaces using digital signage, space reservation, employee apps, intranets, and more.

Features at a glance:

- **Digital signage** : Get information across on workplace displays, allowing visitors and staff to interact.
- **Space reservation** : Help everyone find and reserve rooms, desks, and more at your office locations.



- **Intranet** : Unite everything employees need for work in a single hub, personalised to every worker.
- **Employee app** : Reach frontline and on-site teams with a mobile experience that goes everywhere.

Wave of choice and opportunities

The PPDS ProStore provides a simple and seamless marketplace for customers to access their preferred applications and services on their Philips Android SoC displays, while removing all limitations and concerns around compatibility, making it easy to install preferred applications remotely out of the box.

As part of the **Wave** ecosystem – the evolutionary, scalable cloud platform unlocking the power, versatility and intelligence of Philips Professional Display fleet – Appspace can now be selected, remotely distributed, updated and managed from any location, allowing full control over the display configuration and, therefore, customer experience.

Sian Rees, PPDS' Business Development Director – Wave and Software Partnerships, said: "At PPDS we are driven by partnerships providing the innovative and indispensable



solutions required for your Philips Professional Displays. As a business we have undergone a significant transformation, advancing from a provider of display hardware to a company delivering choice, value, and support to both the AV channel and end customers through an open approach to innovation. The PPDS Wave ProStore is a key pillar of that strategy and we have been delighted with the response from the market since officially going live in 2023.

“By partnering with premium providers like Appspace, and adding their applications on the ProStore, we ensure the best user experience for our customers, enabling them to customise for their specific use case and industry with trusted and proven platform partners. In addition, Wave allows them to easily and remotely install these

apps, and manage and scale their fleets. We’re delighted to welcome Appspace into our Wave community.”

Paul Alley, Director, Technology & Alliance Partnerships at Appspace, added: “Appspace provides support to thousands of customers, and helps global brands modernise their workplace experiences. Our partners are critical in this effort. We have worked closely with the PPDS team, who share our obsession for creating best-in-class user experiences. Being part of the PPDS ProStore brings greater opportunity for customers to access our Appspace solutions globally and delivers more value to their partners and customers.”

PPDS








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Yestech



ROE Visual Enhances Regional Support with New Office

AUSTRALIA: ROE Visual has officially opened its subsidiary office in Melbourne, Australia, marking a significant step forward in its strategic expansion. The new office will serve as a local service centre, offering a showroom, repair and maintenance services, and a training centre. ROE Visual is driven by a customer-centric mission, aiming to stay close to its customers by combining global reach with a local touch. This strategy has fueled rapid growth and expansion, establishing a robust global presence.

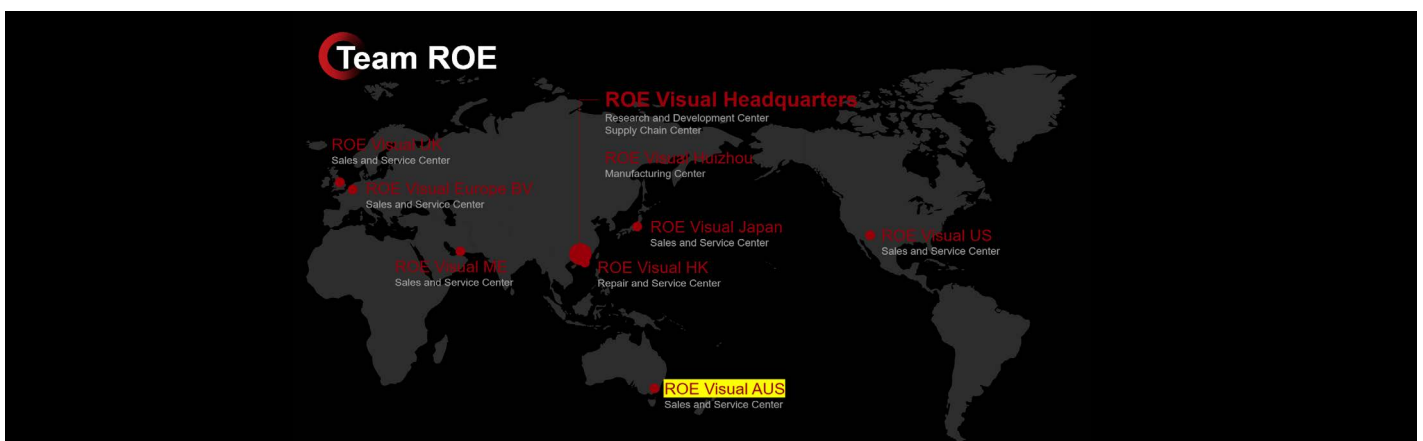
“With the increasing business demands and client base in the APAC region, we recognized it has come to a point to set up a local service centre. Melbourne, as a major economic and cultural hub in Australia, boasts a vast rental customer base and the world's largest LED studio, NantStudios, providing us with unique market advantages,” said Grace Kuo, Sales Director at ROE Visual.

The establishment of the Australian-based office has been warmly embraced by ROE Visual's regional clients, valuing the convenience of having local support, particularly in a market challenged by its geographical distance. With the Melbourne office operational, the clients in the Oceanian region can efficiently conduct business and receive prompt assistance from ROE Visual.

Featuring a range of cutting-edge products, including Carbon CB3 MKII and CB5 MKII, Topaz TP2.6, Vanish V8T GOB, and Graphite GP2.6, the ROE premises offers a stunning demo space. As market demand grows, the company plans to expand the sample display area to provide clients with an even wider range of options.

ROE Visual warmly invites clients to visit their Melbourne office and explore collaboration opportunities. Committed to excellence and customer satisfaction, they look forward to fostering lasting partnerships and serving the needs of clients in the Oceanian region and beyond. Before your visit, please reach out to liam@roevisual.com to make a reservation.

ROE Visual



Xilica and Avientek Announce Distribution Agreement for Select GCC Countries

GCC: **Xilica**, a leading provider of collaboration products that help unlock the power of human connection, and **Avientek**, one of the Middle East & Africa's leading distributors for audio, video, unified communications and education technology, have announced a strategic distribution agreement for select GCC markets that include the United Arab Emirates, Oman, Bahrain, Qatar and Saudi Arabia. Through this new partnership, Xilica and Avientek will collaborate to deliver comprehensive, flexible audio solutions for medium and large collaboration rooms, teaching spaces and government facilities including conference rooms, boardrooms, classrooms, lecture theatres and courts.

Founded in 2016, Avientek is a leading value-added distributor of professional audio, video, unified communications and education technology across India, the Middle East and Africa with offices in all three regions. Its expansive portfolio includes solutions from Crestron, Logitech, Sennheiser, Barco, Yealink, Legrand and other leading organisations. This new partnership with Xilica will enable Avientek customers to leverage fully-integrated audio, video and control solutions from Avientek's staple of brands, with a special focus on flexible,



L-R: Manu VM, Director, Avientek; James Knight, CEO, Xilica; Vikesh Thamban, General Manager (Audio), Avientek.

scalable professional audio systems that cover spaces from small-to-large — the courtroom to the executive boardroom.

"We're very pleased to sign with Avientek as our commercial distribution partner for the GCC," said James Knight, CEO, Xilica. "Avientek's approach to distribution is centred on adding value to resellers through integrated pre-sale design, services, and support, which mirrors well our own commitment to customer experience. Their reputation amongst customers is particularly strong and we can think of no better partner to help us continue to grow business in the commercial channel across the Gulf."

"As Avientek continues to grow its audio portfolio, Xilica and its products are an ideal fit that bring together different parts of our portfolio and help our teams deliver truly integrated audio, video and control solutions for customers from our range of top quality brands," said VM Manu, Director, Avientek. "Xilica's technology is particularly impressive and the ongoing direction and strategy resonates well with us. We look forward to supporting their partner base in the GCC and delivering great solutions together."

Q-SYS Announces Slew of Appointments for the Region

ASIA/EMEA: Q-SYS, a division of QSC, EMEA GmbH, has announced multiple appointments within the company. Firstly, Chant Utukian's appointment as Managing Director, MEA.

Utukian joined the company in 2021, and his dedication, strong work ethic, and leadership have significantly contributed to their growth and success in the MEA region. He has played a pivotal role in establishing the brand in the UAE and building a robust regional team.

"Chant's strategic approach to managing distribution and business development has significantly increased sales revenue and expanded our market share in MEA," said

Markus Winkler, Executive Vice President, EMEA & APAC, Q-SYS. "I look forward to seeing the region continuing to grow under Chant's leadership."

"This is an exciting time for Q-SYS as we transition to a hybrid business model in the GCC," noted Utukian. "I look forward to solidifying the Q-SYS brand in the region and further developing our team."

The company also announced Joanna Hui's appointment as Senior Director of Business Operations, HR & Administration, and Managing Director of Hong Kong. Hui joined the company in 2022 and has been essential in driving continuous improvement in the business operations. Hui's active participation in establishing the first APAC Experience Centre in Singapore was instrumental in expanding Q-SYS's reach in the APAC region.

"Joanna's 15 years of experience in streamlining operations will be critical as we head into the next stage of growth for Q-SYS in the region," enthused Duncan Savage, Vice President and



Q-SYSTM
Cloud-managable audio, video and control



Chant Utukian



Joanna Hui



Paul Lee

General Manager of APAC. "I look forward to seeing our teams grow and flourish under her strong leadership and working with her to leverage technology to enhance our customer experience in the region."

"This is an exciting time for Q-SYS as we look to improve our operational efficiency in order to facilitate further growth," added Hui. "I look forward to guiding the team to foster a collaborative, innovative environment and enhancing operational processes to elevate efficiency and productivity."

The most recent announcement was Paul Lee's appointment as Director of SE Asia and Managing Director of Singapore.

Lee joined the company in 2020 as the only employee in Singapore. Under his guidance, the Q-SYS Southeast Asia operations have grown drastically, and his efforts in establishing the Singapore Experience Centre have set an

industry benchmark for end-user engagement and innovation in the region.

"Paul has more than 20 years' experience in the industry, and his multi-functional and cross-regional experience provides him with a unique leadership perspective, which he will take into his new role," noted Duncan. "Paul's leadership and deep understanding of the AV industry have been instrumental in our growth so far, and I look forward to working with him to leverage his experience across different cultures and further grow our operations in this market."

"Key to what we've achieved so far in Southeast Asia is our drive to elevate end-user experiences and expectations from the AV industry as a whole," concluded Lee. "I look forward to driving innovation in the region and providing more opportunities for Q-SYS partners to showcase the future of AV."

Q-SYS

Epson Retains No.1 Position in Indian Projector Market

INDIA: Digital imaging and printing solutions major Epson announced its continued leadership and year-on-year market share growth in the Indian projector market. According to the latest data published by Futuresource Consulting for FY23, Epson sold 77,637 projectors out of the overall 172,414 projectors

sold in the country during the fiscal year 2023-24. This gave Epson a significant market share of 45.03 per cent in FY2023. Further, Epson has grown its market share by 13.49 per cent in FY2023 from its earlier share of 31.54 per cent in FY2022.

Epson has been the leader in the Indian projector market since the FY 2016-17. Globally, Epson has been the No. 1 projector brand position for 22 years, with a market share of 32.3 per cent in FY 2022-23. The brand remains the market leader in both B2B and B2C categories.

The company attributes its success to its proprietary 3LCD technology which delivers vibrant and true-to-life images with up to three times higher colour vibrancy and a higher colour gamut than others. The projectors have always been renowned for their high-quality performance, innovative features and advanced technology.

According to a company communiqué, the most recent projectors elevate the user experience with laser light source, ultra short throw, 3LCD reflective laser technology and 4K for state-of-the-art home theatre projectors. It will continue to focus on developing cutting-edge technologies and solutions to ensure it remains the most preferred projector brand both in India & Worldwide.

Epson's key segments for projectors include education, corporates, government and home, with each presenting significant growth opportunities. Epson projectors are primarily used in corporate meeting rooms for presentations, for engaging students in classrooms, for large venue and theatre type projections and for an elevated home theatre experience. Demand is being fuelled by digital classrooms, hybrid meeting rooms, training rooms, projection mapping, digital art galleries, rental and staging, and home entertainment.

The more recent shift towards laser light source projectors with longer life of upto 30,000 hours is supporting greener and cost-efficient workplaces. In the education sector, digitization and interactive learning are driving projector adoption. Smart features like wireless connectivity and mobile compatibility further enhance appeal, reflecting a trend towards a seamless, convenient multimedia experiences.



Expressing his happiness over the continued accolade, **A. K. Harish, Senior General Manager - Visual Products, Epson India**, said "we are delighted

to not just retain the No.1 position in the Indian projector market for FY2023, but also to significantly increase our market share as well."

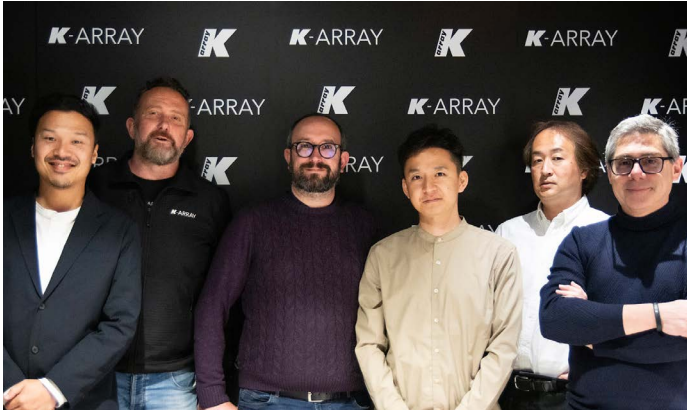
"We have been the market leaders in India for many years now. Over the years, the projector market has evolved significantly, offering a more advanced user experience along with seamless features," Harish elaborated. "Epson has consistently been at the forefront of this transformation, delivering products that provide vibrant, true-to-life images and a viewing experience that exceeds customer expectations".

Globally, led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group, the company is focused on solving societal issues through innovations in home and office printing, commercial and industrial printing, manufacturing, visual and lifestyle. Epson will become carbon negative and eliminate the use of exhaustible underground resources such as oil and metal by 2050. Currently, it generates worldwide annual sales of around JPY 1 trillion.

Epson India



K-array Announces New Distribution Partnership with Audio Brains



JAPAN: K-array is thrilled to announce a new distribution partnership with Audio Brains Co., a leading importer and distributor of high-quality audio and communication equipment in Japan. This strategic collaboration marks a significant step in K-array's expansion into the Japanese market, providing greater accessibility to its cutting-edge products for a diverse range of customers.

Since its founding in 2007, **Audio Brains** has established a robust reputation for importing, selling, and maintaining top-tier audio and communication equipment. Recognized by foreign professionals for its exceptional service and expertise, Audio Brains caters to a wide array of clients, including large music venues such as stadiums and halls, live music companies, audio firms, conference facilities, and educational institutions.

In celebration of this new partnership, a dedicated showroom featuring K-array's innovative products will be opened in Yoyogi, located in the vibrant Shinjuku area of Tokyo. This state-of-the-art showroom will provide clients with the opportunity to experience K-array's advanced audio solutions firsthand, reinforcing the brand's commitment to quality and excellence.

"We are excited to partner with Audio Brains, a company that shares our passion for superior audio technology and exceptional customer service," said Francesco Maffei, Global Sales Director. "Their extensive experience and established presence in the Japanese market make them the perfect partner to help us expand our reach and better serve our customers in Japan."

This partnership is set to elevate the audio experience across various sectors in Japan, ensuring that clients have access to the latest in audio technology. With the combined expertise of K-array and Audio Brains, customers can expect unparalleled service and top-quality products tailored to their specific needs.

"Audio Brains is thrilled to partner with K-array, a brand we've long sought for its unique and high-quality loudspeakers," confirmed Junta Yamazaki, President at Audio Brains Co., Ltd. "As a distributor of premium audio brands, we believe that adding K-array to our lineup will enable us to deliver superior audio solutions to our customers in Japan."

K-array

Kramer Acquires Ashton Bentley to Enhance UCC Domain and Improve Hybrid Meeting Experience

GLOBAL: Kramer has announced the acquisition of Ashton Bentley, a UK-based provider of collaboration spaces. This acquisition is a pivotal step in Kramer's three-year strategy, elevating its capabilities and offerings in the Unified Communication and Collaboration (UCC) domain.

Ashton Bentley's solutions enhance Kramer's current offerings, providing the most integrated and seamless solution in the market. This strategic move will allow Kramer to deliver a comprehensive audio-visual experience, encompassing a coherent, end-to-end approach to hybrid conferencing from audio-visual-enabled meeting room furniture to display mounts, alongside high-quality audio-visual technology products.

The acquisition of Ashton Bentley enables Kramer to offer complete meeting room solutions for enterprises in all markets. Providing fully integrated "out of the box" meeting room solutions, ensuring consistent, top-notch hybrid meeting spaces globally.



Ashton Bentley's solutions are designed for simplicity, efficiency and scalability. Their intuitive installation process reduces the time and cost of setup from days to just a few hours. This ease of use is a testament to the deep integration knowledge and firsthand experience of Ashton Bentley's leadership. The unique blend of diverse perspectives from their team, combined with a thorough understanding of the challenges faced by system integrators and the needs of global enterprises, has resulted in the most user-friendly and easy-to-install AV solutions available.

Enhanced Global Experience

The combined forces of **Ashton Bentley** and Kramer will further enhance customer experience and extend it to companies around the globe. By combining strengths, the companies are poised to elevate the standards of AV solutions and deliver substantial value to their customers.

Gilad Yron, CEO of Kramer, commented on the acquisition: "We are thrilled to welcome the Ashton Bentley team to the Kramer family. This acquisition is another milestone in our



investment and commitment to the unified communication and collaboration ecosystem. The Ashton Bentley 'out of the box' solution, alongside Kramer's broad portfolio, offers a unique, fully integrated solution to further enhance the hybrid meeting experience. Any acquisition is about the people. I'm convinced that the cultural fit, enthusiasm, and passion the Ashton Bentley team brings will be an outstanding addition to the Kramer family."

Roger McArdell, Roger Vinton and Tony Leedham, founders of Ashton Bentley, expressed their enthusiasm: "Joining forces with Kramer presents an exciting opportunity for Ashton Bentley. Kramer's global market reach and product synergies will enable us to bring our innovative solutions to a broader audience. The whole team are looking forward to contributing to Kramer's vision and continuing to push the boundaries of AV technology in the UCC domain."

Kramer AV

NOVA STAR

www.novastar.tech
zachary@novastar.tech



Visual Intelligent Control Solution for Showroom

NovaStar AV integration system in Showrooms. One software (VICP) provides realizing the overall visual centralized control of the screens system, media server play and control system, peripheral environment control system and audio system. It makes the showroom more intelligent and convenient, improves the flexibility of the showroom, and also improves the work efficiency.



LEA Professional Elevates Audio Innovation as PSNI Global Alliance's Newest Global Preferred Vendor Partner

GLOBAL: PSNI Global Alliance has partnered with LEA Professional as a Global Preferred Vendor Partner (PVP).

This collaboration strengthens PSNI's global offering, enhancing the portfolio with LEA's state-of-the-art smart amplifiers and networked audio solutions.

LEA Professional brings a wealth of expertise that will benefit PSNI Certified Solution Providers and their customers, worldwide. "We are thrilled to welcome LEA to the Alliance," said Tom Roberts, Director of Vendor Programs for PSNI. "Their innovative networked audio solutions and commitment to continuous innovation align perfectly with our mission. LEA's Connect Series product line has been met with tremendous industry acclaim, showcasing their intelligent IT solutions, best-in-class DSP, and smart power management—'The LEA Advantage.' Together, we are poised to push boundaries and deliver unparalleled value and success for our customers."

Founded in 2019 in Indiana, USA, and now operating across the world, LEA Professional is a manufacturer of innovative, high-quality,



professional-grade amplifiers with cloud and IoT-based technologies. It was founded to provide dealers and integrators in the professional AV market with the highest-performing, best-connected amplifier technology possible.

Darrel Champagne, Director of Global Business Development for LEA, expressed his enthusiasm for the partnership: "PSNI's mission for the highest standards coupled with their reputation for innovation and excellence makes them the perfect partner for LEA and we are thrilled to be joining the Alliance. LEA's mission is to deliver smart technology easily and seamlessly integrated within pro AV solutions, and, through PSNI's broad, global alliance of expert Certified Solution Providers, we are excited to begin this journey together."

The PSNI Global Alliance Preferred Vendor Partner program is an exclusive initiative that connects top-tier manufacturers, distributors, and service providers in the professional AV industry. This program facilitates collaboration between vendors like LEA and PSNI's Certified Solution Providers (CSPs), enabling standardized, world-class solutions for customers across the globe. All vendors in the



PSNI PVP program undergo rigorous screening and evaluation by a technology committee of Certified Solution Providers, ensuring that only the best technology providers are represented. Customers engaging with The Alliance benefit

from seamless installation and support, leveraging the collective expertise of PSNI's integrators and vendors.

PSNI Global Alliance

Harman Professional Welcomes Faizal Yoosoof To APAC Team

A PAC: Mohamed Faizal Bin Mohamed Yoosoof has joined HARMAN as Manager, Business Development Video & Controls, ASEAN. Reporting to Atul Ghaisas, Director, Video & Controls, Faizal will have a multifaceted role, primarily focused on the Video and Controls business for Malaysia, Singapore, and Indonesia, while also supporting Install audio in these markets. His responsibilities will involve engaging with end customers, consultants and system integrators to establish a robust presence and generate a pipeline of opportunities.

Faizal, who has over 8 years of experience in Audio Visual, Unified Communications and Meeting Room Conferencing solutions



shared, "I am looking forward to leveraging my experience and knowledge to drive growth for HARMAN Professional, especially in the education, government, and corporate verticals, where I believe we have great products to meet customers requirements."

HARMAN Professional

Barco ClickShare Reaffirms Commitment to Climate Action with Carbon-Neutral Certification

GLOBAL: Barco has taken a significant next step in ClickShare's path towards a full carbon-neutral offering for meeting collaboration. The ClickShare Bar has been granted the carbon-neutral label by leading climate advisory organization CO2logic, a South Pole company and is the second ClickShare product to receive the carbon-neutral label, after the ClickShare Conference CX-50 2nd generation. With this recognition, Barco reinforces its commitment to design with sustainability in mind, as the ClickShare Bar is the first carbon-neutral video bar for wireless conferencing on the market.

86% of IT managers indicate sustainability practices are crucial to achieving their business goals, according to a [recent survey by analyst firm Frost & Sullivan](#). ClickShare helps customers to equip meeting rooms with reliable technology and achieve sustainability goals at the same time.

Reducing the environmental footprint of its products has always been part of Barco's DNA. The [Barco Eco scoring](#) is a transparent methodology to grade its products' ecodesign performance based on material use, energy efficiency, packaging and logistics, and end-



of-life. Throughout the entire product lifecycle of the ClickShare devices, Barco substantially reduces CO2 emissions and optimizes resource use.

ClickShare takes its sustainability endeavours a step further with the carbon-neutral certification for the [ClickShare Bar range](#) which implies the remaining amount of CO2 is neutralized.

- The ClickShare Bar contains 35% recycled plastics.
- The cardboard packaging is made of 86% recycled and 98% recyclable materials.
- Drastic waste reduction between suppliers: packaging is re-used as much as possible for shipments to and from main suppliers.
- Power savings twice outperform the strictest EU Ecodesign for Sustainable Products Regulation requirements for standby mode. In addition, it is 30% more energy efficient than



competition in BYOD mode (according to in-house measurements and comparisons).

- Efficient waste management and recycling commitment with ClickShare's Trade-in program.
- The ClickShare Bar emits 299,2 kg of CO₂ in a 5-year lifecycle. That same 299,2 kg of CO₂ is neutralized through the Huadu Afforestation project.

The **Huadu Afforestation Project** preserves the biodiversity of the Guizhou province in South China by protecting the area's thriving forests. What's more, the project creates jobs and

education opportunities for communities and boosts the local economy.

"We recognize businesses must fundamentally reassess their environmental footprint. ClickShare takes a proactive, innovative approach and helps customers achieve their carbon-neutral targets for a greener future in the meeting room," said Jan van Houtte, EVP Meeting Experience at Barco. "With the first carbon-neutral video bar for wireless conferencing, we solidify our position as [a] green pioneer in the collaboration market."

Barco



THE POWER OF TECHNOLOGY

Only LEA Combines
Unparalleled **Features**
Unmatched **Versatility**
Unbridled **Power**



Proudly Serving the APAC Region

Represented by **GENERATION**

Intelligent IT Solutions



Best in Class DSP



Dante



Smart Power Management



Extron and MAXHUB Deliver Scalable Control and Collaboration

GLOBAL: Extron is working with **MAXHUB** to create simple, powerful control and collaboration solutions for modern workspaces. With these scalable solutions, Extron is integrating room control and automation, audio, and video switching and distribution capabilities with MAXHUB, Microsoft Teams Rooms, and Zoom Rooms solutions. Their collaboration with MAXHUB brings Extron audiovisual capabilities to the MAXHUB Room Solutions, providing complete AV and conferencing solutions across the enterprise. In addition, Extron and MAXHUB both have products certified for Microsoft Teams Rooms and Zoom Rooms that provide best-in-class performance and ease of use.

"We are working with MAXHUB, to bring integrated room control and automation to

the MAXHUB, Microsoft Teams Rooms, and Zoom Rooms solutions," explained Casey Hall, Chief Marketing Officer for Extron. "Customers can enjoy the convenience of using a single touchscreen to provide conferencing, room control, and more."

"MAXHUB has partnered with Extron to provide seamless integration of Extron control systems, audio devices, and signal switching in MAXHUB Room Solutions designed for Microsoft Teams Rooms, Zoom Rooms, and other similar platforms. With a single tap on the MAXHUB Teams Rooms Console, users can manage meetings and trigger automation events such as display power, shades, and lighting. We are thrilled about this collaboration as it enhances the user experience," added Andy Teoh, MAXHUB's Director of Products.

As part of this conferencing ecosystem, occupancy sensors can also be added to integrate automatic system and display controls using Extron control systems.

Extron





LynTec Broadens Chauvet Family with Juice Goose Acquisition



LynTec

JUICE GOOSE



ILUMINARC



GLOBAL: LynTec, a wholly owned subsidiary of Chauvet, has acquired Juice Goose, an innovative, customer-driven company that manufactures and distributes electric power distribution, conditioning, and control equipment.

"LynTec couldn't be more excited about the reputation and deep customer relationships Juice Goose brings, with solid products that perfectly complement our existing lineup," said Mark Bishop, President of LynTec. "Now, regardless of how big or small the installation, we have the power solution for the job, whether that's four circuits for a conference room or 500 circuits for an arena."

Juice Goose was founded in 1983 and was the first company to provide power conditioning products specifically for the audio industry. Since then, the company has developed and maintained a reputation as a reliable supplier of electric power management products, including power sequencing, power conditioning, power distribution and control, surge protection, UPS, and more, for the commercial AV market in the United States. The chosen solutions provider for houses of worship, theme parks, and a broad range of venues and facilities, the company's products are easy to install, convenient to use, and reliable.

"For more than 40 years Juice Goose has been the trusted power distribution solution for AV integrators, and we've achieved great success in the pro AV market," said Peter Cook, CEO, Juice Goose. "We are incredibly excited to continue our legacy with LynTec and Chauvet brands, providing our customers with the same power management solutions they have relied on for years and now with LynTec's leading customer support."

With the addition of **Juice Goose** to the Chauvet family of brands, customers will have access to a full solution of power, lighting, atmospheric and control solutions across the full range of AVL applications. Each Chauvet brand serves different customer needs but shares the company's focus on positively impacting every market segment with a competitive advantage in terms of value, innovation, and performance. "Juice Goose brings another great product line to the Chauvet family of brands, expanding our power solutions portfolio that we began with LynTec," said Albert Chauvet, CEO of Chauvet.

LynTec

Lightware and Lenovo Boost Microsoft Teams Rooms Experiences

GLOBAL: Lightware Visual Engineering has announced a collaboration with **Lenovo** to combine Lightware's advanced Taurus devices and LARA control software with Lenovo's ThinkSmart solutions for Microsoft Teams Rooms (MTR). The joint solutions are designed to set new standards for collaboration technology by providing seamless integration, enhanced functionality, and user experience across modern meeting room environments.

Lenovo offers a wide range of Unified Communication (UC) solutions for meeting rooms of all sizes, including its ThinkSmart Full Room Kit MTR bundle. This package includes the core computer, control interface, AI-based camera and smart soundbar with microphones, along with Premier Support and premium remote manageability software.

By integrating this technology with Lightware's Taurus series hybrid matrix switchers and built-in Lightware Advanced Room Automation (LARA) control software, users can unlock the full potential of their Lenovo Microsoft Teams Rooms infrastructure. This includes routing video and USB signals and enables Bring Your Own Device (BYOD) peripherals to connect to the MTR system. After a BYOD call, Taurus automatically switches the video and peripherals back to the MTR system.

In addition, Taurus expands the number of sources that can be integrated with the



Lenovo MTR system, supporting USB-C and classic HDMI+USB connections. The Lightware Companion App, installed on the Lenovo core, also provides real-time call status feedback to LARA, enabling smart logic functions, automatic switching, and routing with or without user interaction. Taurus can also act as a central room controller, with the user interface running inside LARA and presented on the Lenovo display. This enables users to access room control functions, such as volume, lighting, projector/display and many more.

"Lightware is excited to collaborate with Lenovo to enhance meeting room experiences. Our Taurus series and LARA software bring seamless integration and advanced functionality to Lenovo's ThinkSmart meeting room solutions," commented Gergely Vida, CEO of Lightware. "Together, we are setting new standards for collaboration technology."

"Lenovo is collaborating with Lightware to enhance the capabilities of ThinkSmart solutions for Microsoft Teams Rooms over Windows," said Andrea Recupero, Smart Collaboration EMEA Director. "By adding the capabilities provided by Taurus, we can offer customers a more complete and seamless solution for better meeting experiences."

Lightware Visual Engineering



EM Acoustics Appoints Danmon Asia as Exclusive Distributor

V**IENTNAM:** EM Acoustics has announced a new addition to its international sales and support network with the appointment of Danmon Asia as the exclusive distributor for Vietnam. The agreement covers EM Acoustics' entire product portfolio which includes point source loudspeakers, line arrays, subwoofers, stage monitors and related electronics.

"**Danmon Asia** is renowned for its long experience and proven expertise in delivering high-quality products and services across the entire media production and presentation sector," commented Greg Clarke, Brand Manager at EM Acoustics. "We look forward to working with Bjarne and his colleagues in promoting our full spectrum of products and services to potential customers and system integrators throughout Vietnam."

"EM Acoustics products are globally recognised for pristine sound quality, robust construction, ease of installation and efficiency of operation," added Bjarne Pedersen, General Director of Danmon Asia. "The company's loudspeakers are designed for use across a wide range of applications including concert touring, immersive audio, live music venues and sports venues. They have also proved highly effective in theatre sound reinforcement, corporate audiovisual presentations, themed attractions and houses of worship."

Danmon Asia represents a wide array of leading professional audio manufacturers from across the globe and the addition of the full range of EM Acoustics products to its portfolio will provide systems integrators in the region with another premium-quality option suitable for a variety of installations.

EM Acoustics

L-Acoustics and GEODIS Open Regional Distribution Centre

SINGAPORE: GEODIS and L-Acoustics have opened their new regional distribution centre in Singapore. The distribution centre, the first for L-Acoustics in the Asia Pacific region, is a testament to the manufacturer's commitment to this strategic and growing market.

"Our mission is to strengthen our ties with clients, creating a hub from which we can provide ideal support," explained Tim Zhou, CEO of APAC at L-Acoustics. "The new warehouse

will enable elevated customer service and faster delivery for their important projects."

All L-Acoustics solutions are manufactured in Europe, and before the opening of the Singapore distribution centre, orders for customers in the Asia Pacific region were fulfilled from France. The new centre will allow the company to better support clients throughout the region, shorten delivery times, and streamline the supply chain.

L-Acoustics and GEODIS have grown a global partnership which began in 2018 when GEODIS was trusted with the distribution of the manufacturer's products in France and Europe, with GEODIS providing L-Acoustics with global end-to-end logistics solutions covering freight, customs and trade compliance management. The choice to partner with GEODIS for the launch of a new distribution centre in Singapore



Left to right: Oksana Mudrak, Global Director of Sales Coordination, L-Acoustics; Grégoire Langé, Global Director of Supply Chain Operations, L-Acoustics; Tim Zhou, CEO Asia Pacific, L-Acoustics; Hervé Guillaume, CEO L-Acoustics Group; Onno Boots, President and CEO Asia Pacific and Middle East, GEODIS; Lakshmanan Venkateswaran, Managing Director of Southeast Asia, Japan and Korea, GEODIS; Nicolas Mialon, Regional Contract Logistics Director, GEODIS; Florence Lee, Regional Sales and Marketing Director, GEODIS.

stems from the company's supply chain expertise and track record in setting up bonded warehouses, which demand licensed storage facilities with robust security measures, skilled personnel and operational capabilities aligned with local customs regulations. The Singapore distribution centre is a bonded/zero-GST (Goods and Services Tax – GST) facility.

"Today marks a pivotal moment for L-Acoustics as we expand our regional logistics hub network with the help of our partner GEODIS, aiming to bring our customers the same level of service worldwide," explained Hervé Guillaume, CEO at L-Acoustics Group. "The foundation of our relationship with GEODIS is built on a shared spirit of innovation and performance and a

people-first mindset. Together, we champion hyper-care for our partners throughout all our operations."

"This recognition of our shared values reaffirms that our commitment to excellence and care is valued by our partners," commented Onno Boots, President and CEO of Asia Pacific and Middle East, GEODIS, "It is a testament to the strong relationships we have built, the service we provide, and the trust we've earned. Together, we will continue to raise the bar of excellence and support L-Acoustics in their growth."

L-Acoustics

GEODIS

Brompton Powers G-WORKS' SITE V Studio in Japan

JAPAN: G-WORKS, a Japanese creative content production company, launched SITE V, the largest photography studio in Japan's Chugoku and Shikoku regions. SITE V includes a spacious studio fully equipped with sophisticated Virtual Production facilities featuring Brompton Technology LED processing to answer the burgeoning demand for this increasingly popular production technology.

Yoshikawa, CEO of G-WORKS, commented: "Thanks to SITE V, we're able to fully utilise Virtual Production (VP) technology, as well as bring additional value and creative proposals tailored to each market. We also hope to preserve cultural heritage such as traditional crafts and provide a place for emotional education for future generations."

"VP is becoming the must-have technology in the global creative industry," noted Shinya Tanigawa, COO at Ark Ventures Japan. "It is already an indispensable filming method for Hollywood movie making which harnesses the superb quality and scale of LED displays to enable new time- and cost-efficient production."

Working in close collaboration with Ark Ventures Inc., one of the leading systems integration and installation companies, G-WORKS will celebrate SITE V's official opening in June. Kenji

Camera movement is linked to the background image to enable complex camerawork that would be impossible in real filming and the capture of realistic images that appear to



have been filmed on location, but without the actors or film crew having to travel there. The technique continues to garner attention across the creative industry, including being used in domestic commercials.

Brompton Technology has provided its multi-award-winning LED processing technology to drive the massive LED walls at the heart of Studio 1 at SITE V, recreating reality as accurately as possible at the main studio in the complex. Studio1 is sufficiently spacious (at 376m², 9m high) to film cars, smaller boats, large trucks, cranes, and even large construction machinery such as hydraulic excavators, like those manufactured by G-WORKS' affiliate company Taguchi, which designs and builds excavator attachments at its headquarters in Japan.

The system includes four 4K Tessera SX40 LED processors and six Tessera XD 10G data distribution units to ensure the very best quality and reliability across the ROE Visual RB2.6F LED screens, including the 10.5m by 6m (4,032 x 2,304 pixel) main screen as well as those

on the sides and ceiling. Ark Ventures also provided two Disguise VX4+ media servers for low-latency media playback and three rxII render servers, in-camera VFZ from Unreal Engine and the Mo-Sys Star Tracker Max tracking systems.

SITE V is also developing a school for organisations wanting to produce their social media content in-house, as well as for working adults and students wanting to learn practical video production techniques.

"Virtual Production is a pioneering technology which relies on displaying realistic images on an LED wall. Our LED processing solutions are renowned not only for their colour quality, but also for their reliability, which is backed by our 24/7 expertise, and are the perfect fit for SITE V. We look forward to seeing the studio in action over the coming days," concluded Elijah Ebo, Director of APAC Operations at Brompton.

SITE V facility is located at 678-1 Kamibayashi-cho, Takamatsu City, Kagawa 761-0302. For inquiries, please call 086-813-7035.

Brompton Technology



Audinate Launches Dante-Ready Licensing for Video

GLOBAL: Audinate Group Limited, developer of the Dante AV-over-IP platform, has unveiled Dante Ready licensing for their Dante AV-A and Dante AV-H networked video solutions. Dante Ready is a licensing program that allows original equipment manufacturer (OEM) products to ship with Dante installed but not activated, enabling the end customer to add channels of Dante audio and video to supported products in the field.

"With Dante Ready licensing, our OEM video partners can now extend the reach of Dante AV across a wider range of product SKUs without incurring additional licensing costs," explained Wim Roose, Senior Product Manager at Audinate. "Moreover, Dante Ready brings Dante audio and video channels to cameras, encoders, and decoders already shipping and installed in the field with a firmware update."

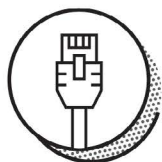
Dante Ready provides a flexible way to enable and expand the connectivity and interoperability of the world's de facto AV-over-IP solution for

both OEM partners and end customers, even after the initial purchase. Dante Ready allows AV professionals to upgrade their system by adding Dante video and audio channels as needed and connecting to over 4,000 products from more than 600 manufacturers. Designed as a simple and extensible solution for evolving installations, Dante Ready allows customers to incrementally invest in their system as it grows with more Dante channels and features. In addition to Dante AV-A and Dante AV-H, Dante Ready licensing is available for Dante Embedded Platform, Dante Application Library, and Dante IP core audio solutions.

Dante Ready channels are activated using the Dante Activator feature in the widely used Dante Controller application for Dante audio and video subscription management. Transactions are simple and secure, and device upgrades are seamlessly actioned without entering complex license keys or copying license files, providing AV professionals with a hassle-free activation process.

Dante AV is a suite of networked video solutions tailored to meet different quality, latency, bandwidth, application, and OEM design needs. The Dante AV platform continues to grow, with over 50 partners and 80 products launched.

Audinate



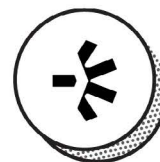
Plug In



Discover



Activate



Dante

Proel India Targets Significant Market Growth by Delivering World-Class Technologies and Superior Service Support

INDIA: “India is a market we are committed to developing due to its sheer size and evolving appreciation for quality audio solutions,” emphasised Chandan Mahtani, Managing Director of M-Global Singapore and India, in an exclusive with Systems Integration Asia, where he spoke about not just his personal connection to the country and professional insight, but also Proel’s focus on delivering high-quality products, services and support tailored to Indian preferences and needs.

Amidst its strategic expansion into burgeoning markets across Asia, Proel – a distinguished player in professional audio, commercial audio, conferencing systems, lighting, stage equipment, musical instruments, and associated accessories – has solidified its presence in the burgeoning Indian market; with Proel India hailed as a joint venture with M-Global, facilitated by Mahtani heading business development in the region.

Proel’s Indian operations are strategically headquartered in Bangalore, led by General Manager Nagaraj Mallikarjun who oversees logistics, warehousing, and backend office

functions. And complementing this setup is the sales team in Delhi led by Shantanu Banerjee, with plans underway to establish a presence in Mumbai shortly. Mahtani informs, “This strategic move has been in development for three years, culminating in a state-of-the-art warehousing and logistics facility in Bangalore, set to expand across key regions in India”.

Furthermore, he shares his belief in Proel’s portfolio being perfectly poised to meet the evolving needs of the Indian market across multiple verticals.

The company offers a comprehensive range of products, from stage equipment—including cables, connectors, and stands—to various sound solutions. “We have three different verticals within sound: commercial audio for installations, audio for MI (musical instruments), and pro audio for large venues like houses of worship and auditoriums,” Mahtani details, “This diversified product range positions Proel to cater to various segments, including the rental market, installation market, and the MI market.”

Referencing the fact that Proel’s brand of high-quality cables and connectors have grown tremendously popular here in India, as the brand now features on several (business / government) tenders, Mahtani hails Axiom as a standout brand within Proel’s arsenal. “Axiom is 100% made in Italy, and it attracts people because it offers true value. Axiom is known the world-over for its exceptional quality, and we’re confident that Axiom offers the best sounding speakers at its price point. In fact, the Axiom brand has already garnered significant interest in India, making a promising start in the market.” states Mahtani, as he informs that plans are



underway to introduce Proel's line-up of high-performance lighting technologies to the Indian market sometime soon.

Beyond the impressive portfolio of high-quality and high-performance products and technologies; Proel's vision for the Indian market also includes building a robust infrastructure to support their usage. "We are here to stay, and what I want to sell is not just high-quality and high-performance products, but world-class after-sales service and support. We will have service centres in strategic states in India," asserts Mahtani, indicating that the company plans to establish these centres in key regions—North, South, and West India—with additional locations to follow as demand grows. "We will take it one step at a time. Our priority is to have these three locations first, but we will cover the in-betweens as well," he informs, reiterating that this careful planning reflects Proel's strategy of solidifying its presence before making further investments.

Pointing out the common issue with distributors who manage multiple brands and struggle to stock every spare part, he explains that Proel India aims to address this challenge by focusing

on direct after-sales service and ensuring availability of spare parts with dedicated support; thereby assuring customers of prompt and reliable support.

Furthermore, the company has its sights set on nurturing strategic partnerships and collaborations with various stakeholders, including government agencies, architects, consultants, system integrators, and retailers – with the belief that it will contribute significantly to the brand's growth within the market. "We are excited to engage with diverse stakeholders to build a vibrant Proel community in India," Mahtani says.

And concluding with an insight into Proel's future in India, he emphasises that the company is not in a rush, but is methodically laying the groundwork for future success; stating "Our focus is on long-term success in India, driven by our dedication to exceeding customer expectations and setting new benchmarks in audio technology"

Proel

Illuminarium Enriches Visitor Experience at Wynn Resort's Flagship Property

CHINA: Christie has shared that its 50,000 lumen Griffyn 4K50-RGB pure laser projectors are delivering a stunningly immersive experience for visitors and guests at Illuminarium at Wynn Palace Cotai, Macau.

The luxury five-star hotel and resort, located in Macau's city centre, is home to exclusive shopping, ultra-fine dining, and as of January 2024, the newest Illuminarium location. The new experience builds on the Macau SAR Government's diversified development strategy, a long-term plan to enrich the visitor experience through the development of non-gaming experiences. Illuminarium engages guests of all ages through cutting-edge visual, audio, and haptic technologies.

Conceptualized only a year prior to opening, it was a short runway from ideation to reality. "We were approached by the CEO of Wynn Resorts, and he really wanted to bring the finest immersive entertainment experience possible to Wynn Palace, which is their flagship property in Macau," explained Alan Greenberg, CEO, Illuminarium Experiences.

"We had a whole team, including Christie, Rockwell Group, Electrosonic, Holoplot, and Legends project management, come to Macau to look at the space. We developed a technology fit and then we were off and running on construction."

Part of the initial planning involved the selection of AV technology. "Wynn was looking for the best possible technology solution," said Greenberg. In working closely with Christie's Joe Conover and solutions architects, Illuminarium and Wynn Palace selected 29 units of Christie Griffyn 4K50-RGB pure laser projectors for the venue. The **Griffyn 4K50-RGB** is the "smallest and lightest 50,000 lumen laser projector available today", and its pure laser illumination technology enables it to deliver richer, more





highly saturated colours than laser phosphor projectors for exceptional experiences in large-venue applications.

Previous Illuminarium locations have primarily been built to suit, but the new experience was unique in this regard. “We had a very defined space that we had to deal with – we’re inside a major resort,” noted Greenberg. “It provides a very expansive entertainment experience for guests at the Wynn Palace.”

Since opening, Illuminarium has been dazzling visitors with its initial opening show, “SPACE: A Journey to the Moon and Beyond” and now “WILD: An Immersive Safari Experience”, an interactive and multi-sensory experience that takes guests to the wild savanna. To ensure that the experience remains spectacular, Christie Professional Services provides 24/7 service and support for the complete AV system in Illuminarium.

Professional Services includes strategic locations worldwide and a comprehensive

network of customer service engineers, project managers, and training and service technicians to rapidly dispatch the expertise, parts, and replacements required.

“Illuminarium at Wynn Palace is nothing short of spectacular,” enthused Joseph Conover, Director, Live Events/Immersive Experiences, Christie. “It’s a true testament to the vision of Wynn Palace and Illuminarium to deliver a unique experience for guests and visitors to the resort. We’re grateful to have been given this opportunity to work with a talented group of people on this world-class project.”

“Illuminarium at Wynn Palace combines a high-quality environment with AV technology. It involved quick timelines, and new content – it was a big opportunity for Illuminarium and our technology partners,” concluded Greenberg. “We’re very proud to have been chosen by Wynn Resorts to bring Illuminarium to Macau.”

Christie

Voice Acoustic & Tennax Enhance Asian Presence with New Distributor for Taiwan

TAIWAN: German professional audio systems manufacturers Voice Acoustic have announced that they have successfully enhanced the distribution network for their brands Voice-Acoustic and TENNAX, as with immediate effect, KING STAGE has taken over the exclusive distribution of professional pro audio solutions from Dörverden in Taiwan.

Based in Taichung City and with two further branches in New Taipei City and Kaohsiung City, KING STAGE was founded in 1999 by Alex Luan. The 2nd generation family business has also been distributing global professional brands

since 2009 to fulfil the increased demands of their customers.

"For more than 20 years, we have been an experienced audio wholesaler for high-quality pro audio products in Taiwan", comments Alex Luan, founder and owner of KING STAGE, and adds, "When I heard Voice-Acoustic for the first time at the outdoor demo at Prolight + Sound 2023, I was immediately impressed by the outstanding sound quality and performance. We were also impressed by the interesting product range, the appealing design and the very open and friendly communication. As an extremely committed and competent distribution partner, we are pleased to be able to offer our customers complete sound reinforcement solutions "made in Germany" with Voice-Acoustic and TENNAX. We are therefore very well positioned for the future and can continue to pursue the concept of sustainable development."

Stefan Rast, founder and managing director of Voice-Acoustic and TENNAX, is looking forward



to the new cooperation, as he shared "We are delighted to welcome KING STAGE as a new distributor for our Voice-Acoustic and TENNAX products. Mr Luan and his team will exclusively distribute the complete product range in Taiwan in the future and thus be available to advise our Taiwanese customers. We would like to thank

KING STAGE for their trust and look forward to a successful co-operation!"

[Voice-Acoustic](#)

[TENNAX](#)

[KING STAGE](#)

Kamal Mahtani Joins PreSonus as Director of Sales, Asia Pacific (APAC)

APAC: PreSonus Audio Electronics, Inc. announced that Kamal Mahtani will be joining Fender Musical Instruments Corporation (FMIC) as Director of PreSonus Sales, Asia Pacific (APAC). In his new role, Kamal will be responsible for creating and implementing sales strategies, ensuring positive customer experience, building marketing support, and more.

Kamal was most recently the Business Development head of Audio and System Integration with Rebel AV, an international audio speaker brand. His responsibilities included sales management, international sales management, and business development.

"With over 21 years of experience in the Pro Audio, Recording, Installation, Commercial and MI markets, Kamal brings his vast experience to create and manage our PreSonus strategies throughout the Asia Pacific region and will

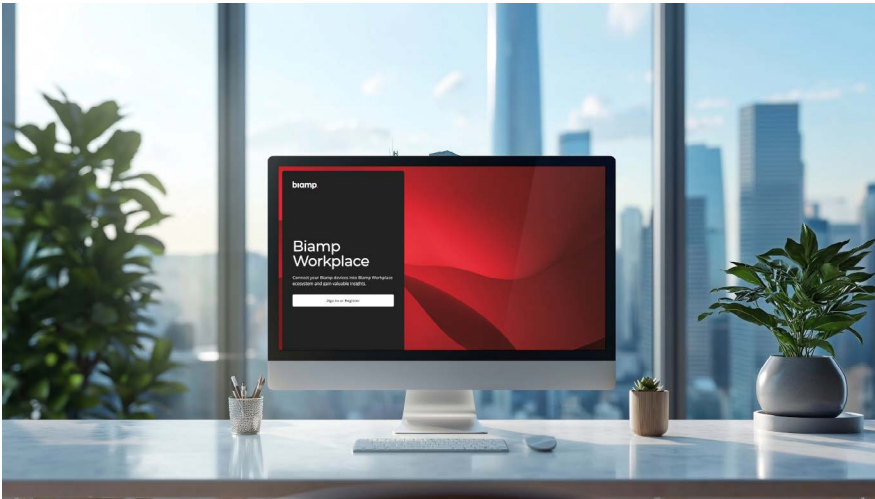


be a key member of the PreSonus global management team. His knowledge of the market and his sales expertise will make him a strong addition to the PreSonus Asia Pacific (APAC) team," said Jeff Cary, SVP, PreSonus Global Sales.

Prior to Rebel AV, Kamal served as the Sales and Marketing Director for Beyerdynamic Asia and in a sales leadership role at KLOTZ. PreSonus welcomes Kamal and looks forward to his integral audio experience to help further grow the brand globally.

[PreSonus Audio Electronics](#)

Biamp Unveils Unified Cloud Platform for Centralised AV System Management



Biamp has unveiled the Biamp Workplace, a powerful new cloud-based platform that represents the next stage in the company's unified ecosystem strategy, consolidating capabilities from Evoko Workplace and SageVue into a single, comprehensive solution for centralized AV monitoring, management, and optimization across the Biamp product portfolio.

Biamp Workplace combines the latest Evoko room and desk booking features with SageVue's acclaimed AV device monitoring and management tools. The result is a scalable, cloud-hosted software solution that empowers integrators, IT managers, and support staff to seamlessly oversee all deployed Biamp systems from a unified dashboard accessible anytime, anywhere.

Key capabilities of Biamp Workplace include comprehensive Evoko room and desk

scheduling and real-time device monitoring, system alerts, remote management for firmware updates, comprehensive usage analytics, and centralized administration. This first version of Biamp Workplace features management and monitoring support for Tesira digital signal processors (DSPs), Devio SCX conferencing hubs, Tesira and Voltera amplifiers, TesiraLUX video encoders and decoders, and Evoko

scheduling panels, with more Biamp product integrations coming soon.

Through the unified Biamp Workplace interface, users can review deployed assets sortable by site, building, room, and more. The platform provides data-driven insights into how solutions are utilized, enabling smarter decision-making about provisioning AV resources. Robust filters allow focusing the dashboard on specific device groups, models, or locations as needed.

Biamp Workplace builds on the proven Evoko Workplace scheduling capabilities, adding cohesive management of the complete Biamp ecosystem—users can provision Evoko rooms and desks, push updates, monitor system health, leverage smart analytic tools, and more.

Biamp/Workplace

Q-SYS Updates Q-SYS Reflect Cloud-Based Monitoring and Management System



Q-SYS, a division of QSC LLC., has made a significant update to Q-SYS Reflect. Now an intrinsic part of the Q-SYS Platform, users have access to robust cloud-based monitoring and management capabilities, including new features and pricing structure allowing for easier deployment and scalability. By adding comprehensive monitoring into a full-stack AV platform, customers can harness the exponential power of AI, data and a cloud-manageable architecture of Q-SYS.

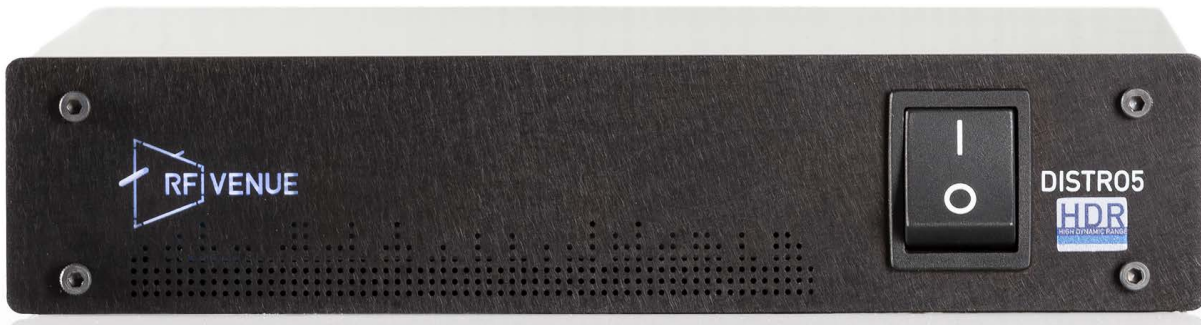
Q-SYS Reflect offers features such as real-time health monitoring to every connected Q-SYS system, including data for all connected Q-SYS products and third-party devices, to ensure maximum system uptime and performance. It also offers customizable real-time alerts with email and messaging integration to ensure the right notifications in your daily workflow. With this addition, users now have a full-stack AV platform to proactively assess and maintain an entire AV infrastructure for enhanced

decision-making and automation across all AV applications and vertical markets tying into a broader IT environment.

Q-SYS Reflect Plus expands on the standard features of Q-SYS Reflect by providing optional enterprise-level remote system management and control capabilities. It allows administrators to directly assist users and systems from any web browser, quickly getting systems up and running. In addition, it offers the ability to configure and adjust system settings remotely, deploy firmware updates, manage files and connect Q-SYS system data to your IT management platforms via the Q-SYS Reflect API for a single-pane-of-glass view into your entire infrastructure. Finally, the pricing structure for Q-SYS Reflect Plus has been re-engineered based on the number of Q-SYS systems (rather than connected devices), simplifying the users' ability to expand the system when necessary.

Q-SYS/Reflect

RF Venue DISTRO5 HDR Delivers Buffered Antenna Signals from Compact Half-Rack Footprint



RF Venue has introduced the DISTRO5 HDR, its next-generation and highest-performance antenna and power distribution system for any brand or model wireless microphone system. Building on the success of the renowned RF Venue DISTRO4, the DISTRO5 HDR uses low-noise figure amplifiers and a superior gain structure to deliver high dynamic range (HDR) across the wireless microphone spectrum.

Designed and built to advanced standards in RF Venue's USA facility, the DISTRO5 HDR delivers buffered antenna signals to up to five channels of wireless mic receivers from a compact half-rack footprint and allows up to nine channels in a 1RU space from a pair of cascaded DISTRO5 HDRs. Multiple DISTRO5 HDR units can be cascaded together for higher channel counts.

In addition to clean, low-noise RF signal distribution across the 470-698 MHz band, the DISTRO5 HDR is a highly capable power distribution system for wireless microphone receivers or other 12V DC rack equipment. The available Octopus power cable uses the

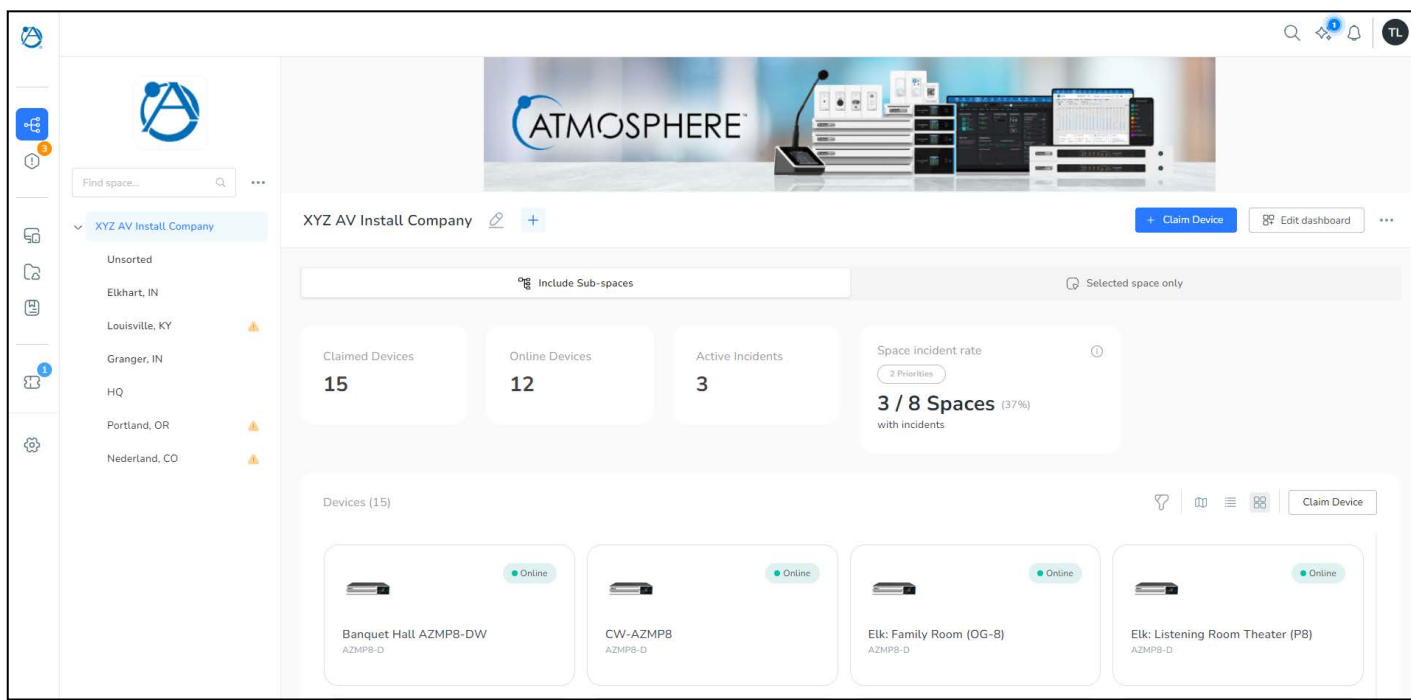
DISTRO5's robust internal power supply to provide up to 5 amps of DC current to power devices, eliminate wall warts and save rack space. The DISTRO5 HDR also features a 12V DC power input for battery-powered operation for mobile sound cart applications.

Shipping now at a MAP of \$899, the DISTRO5 HDR is also available in turnkey 5 Channel Wireless Mic Packs with one of RF Venue's acclaimed antennas like the Diversity Fin, Diversity Omni or the new Diversity Architectural Antenna – along with all premium cabling needed for a smooth install.

The DISTRO5 HDR fits perfectly in both form and function with RF Venue's new COMBINE6 HDR half-rack wireless IEM transmitter combiner.

RF Venue/DISTRO5 HDR

AtlasIED Allows Remote Monitoring and Management of Atmosphere via Cloud



AtlasIED's launch of Atmosphere Cloud is a much-anticipated addition to its award-winning **Atmosphere audio processing and control platform**.

AtlasIED's Atmosphere platform is a state-of-the-art audio control system designed to enhance communication and improve the ambience in public spaces. Simple to deploy and use but powerful in capabilities, Atmosphere combines digital audio processors, amplifiers, graphical user interfaces, programming software, and controls to set a new operational and performance standard for digital audio systems. The addition of Atmosphere Cloud expands upon the established flexibility offered by the platform, allowing integrators and end users to monitor and manage installations remotely.

Atmosphere Cloud offers a wide array of capabilities, including:

- Support for multiple user accounts
- Granular access controls
- A device dashboard to monitor device health
- Incident monitoring, alerts, and notifications
- The ability to perform specific device actions such as rebooting, applying firmware updates, and more
- Direct access to local configuration GUI (tunnelling)
- A geographic map of installations

Atmosphere Cloud allows users to configure sources, create zones, program wall controllers, schedules, messages, and user accounts, and customize every detail needed for each specific installation's sound system.

AtlasIED

PPDS Brings Smarter and More Enriching Lessons to Classroom Displays with Genius Software



PPDS, the exclusive global provider of Philips Professional Displays, has launched its new, technology-agnostic Philips Genius educational software, bringing unrestricted collaborative teaching and learning experiences to any classroom and on any interactive display.

Philips Genius sparks the latest evolution in PPDS' evolving strategy to power evolution in the classroom, with the company reinforcing its commitment to delivering 'total solutions', including both hardware and software, for smarter, elevated learning.

A year in development, Philips Genius – the first in-house educational software from PPDS – is

a brand new, GDPR-compliant platform, bringing together all-inclusive tools and capabilities for educators to effortlessly create and deliver highly professional and engaging 'intelligence-led' lesson plans for smarter and more inspired classroom experiences.

Designed with educators for education and brought together by PPDS' team of future-focused in-house developers, the intuitive application brings previously unseen levels of support, not only in delivering elevated classroom experiences for students but also in supporting their well-being and ensuring a healthier work-life balance.

Fast, efficient, effective, and focused

Secure and easy to navigate, Philips Genius enables educators to effortlessly create their lesson plans, either directly on an interactive display, or remotely – 24/7 – via a web browser, or a dedicated app, compatible with any Android, Windows, and iOS device, for their convenience.

All content is saved to a personal Philips Genius account/library and can be retrieved and displayed on interactive displays with Philips Genius installed within seconds of the educator entering the room. This ensures a speedy and seamless set-up and consistent experiences in all locations.

Logging in is fast and secure, with educators simply scanning the on-screen QR code using the camera on their connected device, or by directly inputting their unique username and password.

Energising lessons

To bring lessons to life, educators have access to a wealth of applications and third-party premium content, as well as the ability to effortlessly import/embed YouTube videos, PDFs, Word documents, Excel spreadsheets, PowerPoint presentations, and more. Educators can easily link to other sources and software – including Google Classroom – delivering both breadth and depth across the curriculum.

Encouraging and facilitating collaboration in the classroom, used together with the Philips Collaboration 4152 and 3152 interactive displays, Philips Genius also brings all the familiarity and functionality of a traditional whiteboard, allowing students to effortlessly –

either directly on the screen or via their device – share their ideas and workings. Among the many tools included are a digital pencil/pen, highlighter, eraser, images/shapes and lines, ruler, set square (triangle ruler), and protractor.

Additional features, further aiding classroom activities, include a flashlight, calculator, voting application, video conferencing, and much more.

Designed to make life easier for educators and students alike, Philips Genius provides instant screen sharing directly on a student's device in the classroom and at home, if studying remotely. Stay tuned for more product launch news on this coming soon.

All content displayed on the screen can be saved and shared directly – via URL or email – with students at the end of each lesson, allowing them to create clear and precise subject notes for easy reference and revision via their OneNote or other filing system.

Learning without limits

Available in Q3 – including in EMEA, APAC and India – Philips Genius will come pre-installed on all new **Philips Collaboration Displays for Education**, with users of existing models – including the Philips E-line and Philips T-line Series – available to install for PPDS Wave ProStore users.

And that's not all. Furthering PPDS' education for all commitment and global Open2 philosophy, Philips Genius is available on a range of other manufacturers' interactive displays, allowing schools to enjoy consistent experiences in all classrooms.

PPDS/Philips Genius Software

Nureva App Designed Specifically for IT Managers and Integrators



The Nureva App, from Nureva Inc., is a web-based tool designed to enhance the setup and configuration of its HDL pro series systems, as well as manage a comprehensive range of audio device settings. This robust companion to the HDL310 and HDL410 devices provides extra convenience to IT managers and integrators, as it can be accessed through the local area network (LAN). There's no need for a continuous internet connection, software downloads or account creation.

Currently in beta, the Nureva App includes several advanced features tailored to the needs of IT managers overseeing meeting rooms and classrooms. In the app, they can open the HDL410 system's dynamic coverage map to review real-time sound event visualizations and

create camera zones. They can turn on a new AI-enabled voice detection feature that enhances the sound location data for camera tracking by distinguishing voices from ambient noise. In addition, a device setup tool provides step-by-step instructions to streamline installation. Unlike with traditional pro AV setups that require multiple software tools and extensive technical expertise, the Nureva App automates much of the setup and configuration tasks — significantly reducing installation time and errors that can affect audio quality.

Certified for larger Microsoft Teams Rooms, Nureva's HDL310 and HDL410 systems ensure that both in-room and remote participants hear each other consistently and clearly. This is made possible by patented Microphone Mist

technology, which delivers reliable full-room microphone pickup and enables collaboration to happen naturally without technical distractions.

IT managers and integrators already have remote access to devices through Nureva Console. However, the Nureva App consolidates multiple functions, providing an efficient solution that further enhances the HDL310 and HDL410 user experience. Designed with versatility in mind, the Nureva App is accessible across a variety of platforms, including PCs, tablets and mobile phones, ensuring that users can manage their audio settings from anywhere

on their LAN. This flexibility is particularly beneficial in dynamic environments where quick adjustments are essential for optimal audio performance. The app's user-friendly interface eliminates the need for specialized expertise, so users can achieve professional audio results with minimal effort.

Currently in beta, the web-based version of the Nureva App will be available in August 2024 at no additional cost to Nureva HDL310 and HDL410 customers.

[Nureva/App](#)

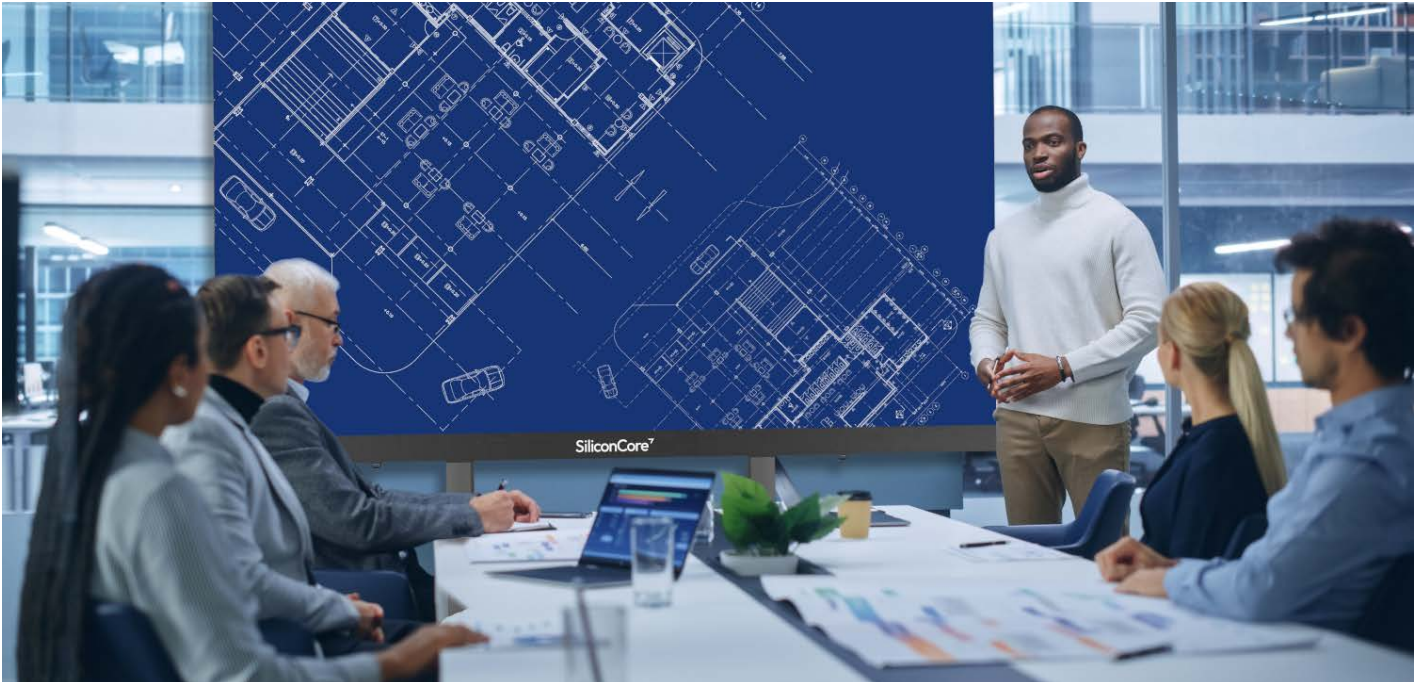
SiliconCore Launches Highest Resolution, Lowest Power 135" Mobile AIO Display

SiliconCore's Mobile All-In-One solution brings the benefits of its unique and patented LED technologies into a high-performing, flexible presentation solution. The high-resolution 135" display is ideal for collaboration rooms, engineering environments, training suites and multi-purpose rooms.

The 1.25mm pixel pitch display can be folded and wheeled into any environment, including standard industrial elevators, then expanded through a motorized display mechanism when in location to deliver a seamless, higher-than-HD 2400 x 1350 resolution display. BYOD connectivity through HDMI or DPI input means users can be ready to present in seconds. The fine pixel pitch is ideal for all close proximity viewing applications, delivering the highest

resolution content per square meter of dvLED. The extended canvas delivers 20% more pixels than comparable 135" displays on the market, with twice the brightness at 1200 nits and up to 40% lower power consumption.

SiliconCore is the first dvLED display manufacturer to achieve a 240Hz frame rate at this pixel pitch with the Mobile All-In-One delivering superior performance at this frame rate. This has been made possible by the manufacturer's proprietary technologies and a novel light pulse width increment method that delivers the highest industry performance while maintaining low power consumption. This higher-performing product can enable MPOV (Multi Point of View) in 3D active environments and additionally provides a much smoother



image, with less image lag, reducing eye fatigue in intensive viewing environments, - also a plus for serious gamers.

The 120Hz version comes standard with 10-bit output to the display and even higher processing inside. Its proprietary ZACH technology offers better detail in low-level brightness and a near Rec2020 colour gamut. Its LISA encapsulation brings unparalleled contrast and solid blacks for minimal moire and reflectivity. As the first-to-market patent holder of Common Cathode technology, SiliconCore has propelled the LED display industry to new heights of sustainability, leading the way in its evolution and product rollout to deliver an even greener future.

Brightness with sustainability matters. At a 1200-nit sustained brightness level and low-level brightness under .07 nits, a higher dynamic range can be achieved. The LEDs are capable of 100,000 hours of life, however, all LEDs dim

over time, but at half-life, you can expect a SiliconCore display to look as bright as it did on day one, as it sustains better operational brightness over its lifetime. The LEDs are not being pushed to their maximum limit and can run more efficiently, contributing to the improved contrast of the display.

The low power consumption of the display means that it just needs a single power cord for operation, with an average power consumption under 800 watts. This low-power unit can easily replace complicated projection systems and instantly maximize the total cost of ownership, with sustained brightness over the product lifetime.

SiliconCore/Mobile AIO

Extron Expands ShareLink Pro with 4K Wireless Presentation System



Extron has expanded the popular ShareLink Pro line with the ShareLink Pro 2000, a 4K Wireless Presentation System that enables anyone to present content from computers, tablets, or smartphones on a display for easy and cost-effective collaboration. It features advanced technology that supports the simultaneous display of up to four sources, including an HDMI-connected device. The HDMI input supports wired devices, such as a signage player or other AV source. The ShareLink Pro 2000's HDMI output supports displaying computer and video resolutions up to 4K with 4:4:4 chroma sampling at 8 bits of colour.

Boasting 4K capabilities, the ShareLink Pro 2000 promises to deliver presentations with exceptional visual clarity and detail, captivating audiences with its stunning image quality. However, the true standout feature lies in its integration of ConferenceShare technology to share video and audio captured by in-room USB devices with remote users during Teams or

Zoom meetings. This feature enables users to effortlessly bridge the gap between local and remote participants, fostering an immersive and engaging experience for all attendees.

The ShareLink Pro 2000 has collaboration and moderator modes that facilitate both open and controlled collaboration environments. When used with Extron GlobalViewer Enterprise software, multiple units can be managed across an enterprise or campus.

With ConferenceShare on their devices, users gain access to USB cameras connected to the ShareLink Pro Wireless Presentation System, simplifying the process of incorporating in-room resources in remote meetings. The ShareLink Pro 2000 offers professional capabilities that make it easy to integrate AV and mobile devices into conference, meeting, and collaboration spaces.

Extron/ShareLink Pro 2000

Chief Broadens Fusion Series with Stylish Storage Cabinet Accessory



Chief, a brand of Legrand | AV, has added to its Fusion series with the Fusion Storage Cabinet. This new storage accessory was designed in response to modern AV applications that need a stylish and front-serviceable AV storage solution when installing small devices and rack-mounted equipment behind the display is not an option.

The Chief Fusion Storage Cabinet (SKU: FCASTC) features a felt front cover that blends effortlessly with a wide variety of room decor. The storage area inside the cabinet is flexible and can be configured with the included 19-inch rackmount brackets and Lever Lock panel that allows tool-less integration of small AV devices. For even greater AV integration, the Fusion Storage Cabinet comes standard with a universal camera shelf to support the latest video bar technology. The cabinet design also

includes integrated security as well as passive thermal management features to ensure proper cooling of the AV equipment.

The Chief Fusion Storage Cabinet and front cover ship fully assembled and are ready for installation onto Fusion mounts in minutes. Another highlight is the innovative plastic-free packaging the storage cabinet ships in, which reflects Legrand's commitment to sustainability and reducing the company's carbon footprint as part of the company's corporate social responsibility initiatives. The packaging not only provides sturdy protection for global shipping but also is designed to be reused, allowing the preinstalled cabinets to be repacked for shipping to the end-user installation site.

Chief/Fusion Storage Cabinet

Jetbuilt End-To-End Project Management Solution Available in all Major Languages



that empowers integrators, manufacturers, consultants, vendors and end users to succeed in their competitive markets. Now celebrating its 10th year, Jetbuilt remains an incredibly agile and adaptable product that will continue to evolve as the industry itself evolves and new requirements come to light.

From an analysis of the distinct business landscape and market dynamics in both leading and emerging territories, Jetbuilt identified the need and often legal requirement in some locations to provide tenders in local languages. This process began two years ago when Jetbuilt launched the ability to tender in these five languages. This next phase of development brings this capability into the platform itself, making working in native languages possible across the connected platform ecosystem. Users will also benefit from advanced currency conversion functionalities.

Jetbuilt/Client Portal

Jetbuilt is the first fully-encompassing AV-centric platform to offer a comprehensive commercial workflow for designing, presenting, building, and supporting projects in multiple languages. From creating initial proposals and RFPs to running complex project management schedules, communicating with clients through the innovative Client Portal and providing ongoing support, this first phase rollout is available in German, French, Spanish, Japanese, Chinese simplified, Chinese traditional and English.

With this development, Jetbuilt demonstrates its dedication to revolutionising the global AV industry with a best-in-class solution

Disguise Adds Modular Scalable Hardware Architecture for New Generation of EX Media Server

Disguise has announced the next evolution of its hardware solutions with the launch of the new generation of EX media servers, following the recently launched **RX III real-time render node**, opening up even wider access to the world's most advanced live visual experience platform.

Providing a ruggedised solution for pre-rendered video playback at any scale, the new generation of the EX range comes in the form of three different media servers – EX 2, EX 2C and EX 3+ – providing the perfect entry point to the Disguise ecosystem for mid to small-scale productions looking for a powerful playback machine with all the benefits of Disguise hardware.

Engineered to seamlessly power permanent installations in museums, theme parks, cruise ships and immersive spaces, with advanced software integration and best-in-class support, the new EX machines also provide a perfect playback solution for live events such as theatre shows and corporate presentations, thanks to their new, more compact and low-noise 2U chassis design.

Featuring state-of-the-art components, including the latest PCIe Gen 5 motherboard, the new EX machines enable users the freedom to choose a solution that is best suited to their project needs, with either two or three 4K video outputs and video capture flexibility. They are also fully scalable and can run as a network of machines



for redundancy and failover with other Disguise EX range machines, or as dedicated directors and editors with the VX and GX range.

The new Disguise EX hardware launch follows the recent RX III real-time render node release from Disguise, developed to provide a powerful and reliable solution to render increasingly demanding real-time scenes at scale. Designed within the same 2U chassis as the EX, the Disguise RX III allows users to create complex real-time scenes with their content engine of choice, and trust the RX III to render them with pixel-perfect accuracy.

Both EX and RX hardware ranges come with the standard Disguise 24/7/365 best-in-class support services, as well as local service centres and server loan programmes to ensure any project will run without a hitch. EX 2, EX 2C, EX 3+ and RX III are all available to buy today. For more information, contact Disguise at sales@disguise.one or click the link below.

[Disguise/EX Range](#)

Kramer Unveils Revolutionary TBUS Product Line



Kramer has debuted its TBUS product line which introduces a new era of elegant tabletop connectivity designed specifically for modern meeting environments, combining advanced technology with user-centric design.

The TBUS product line redefines conference room connectivity with its easy-to-install, robust table-mount solutions that fit seamlessly into any meeting space. This innovative system simplifies the technology experience by integrating all connectivity needs into a single cable solution for charging, AV, and USB peripherals, enhancing meeting efficiency and reducing clutter.

Featuring a sleek, small design that blends into meeting room aesthetics, the TBUS ensures that workspaces remain neat and professional. Its components are installed and maintained from above the table, making upgrades and maintenance hassle-free and saving valuable time for IT staff.

Kramer's TBUS offers unmatched flexibility with its mix-and-match modules and a simple slide and lock mechanism, allowing users to customize their setup as needed. Designed with end-users in mind, the TBUS keeps tabletops tidy and enhances the functionality of meeting rooms without compromising on style or space.

[Kramer/TBUS-1](#)

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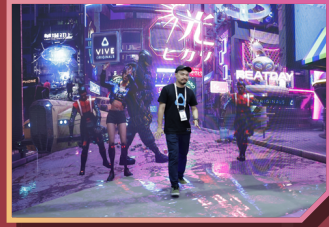


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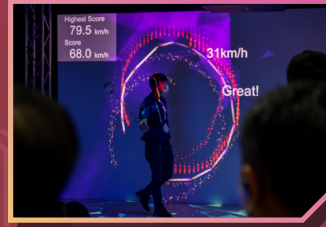
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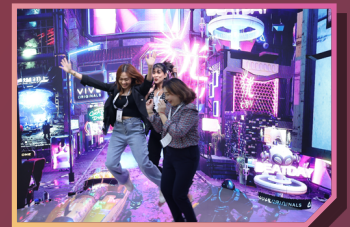
Smart Control Rooms



Smart Classroom Solutions



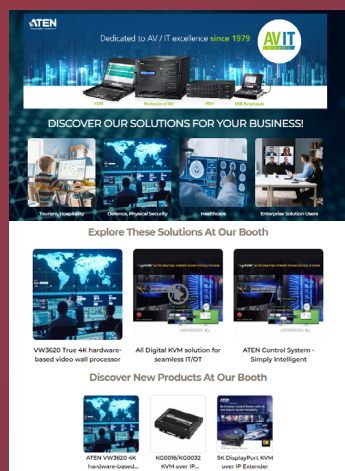
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WEDNESDAY, 17 JULY 2024 • DAY 1

OPENING SESSION

Vision to Reality Navigating the Next Era of Pro AV Innovation in Asia

10:15 AM – 11:15 AM

- Opening Remarks
- Navigating The Future: Strategic Insights into the Pro AV Marketing Asia in the Next 3 – 5 Years
- [Panel Discussion] State of Pro AV Industry - Asia Insights

SMART WORKPLACE

Secure Collaboration in the Hybrid Workplace: Strategies and Technologies for the Future

11:30 AM - 1:30 PM

- New Priorities for the Workplace – New Strategies and Technologies
- Taking Meeting Room Technology to the Next Level
- Securing Corporate Communications & Collaboration in 2024
- [Panel Discussion] All About AI – Future of Workplace Collaboration & Engagement

CONTROL ROOM

The Next-Generation Control Room: Adaptable, Secure, and Intelligent

11:30 AM - 1:15 PM

- Future-proofing Control Room Operations in the Face of a Changing Environment
- Protecting the Control Room: The Need for Cyber Security
- [Panel Discussion] Control Room Trends: Data, AI, and Visualization – What's Now? Where Next?

RETAIL DIGITAL SIGNAGE

Co-organized with invidis consulting

Digital Signage: Revolutionizing the Retail Experience

11:30 AM - 1:15 PM

- Global Best Practices for Captivating Retail Shoppers
- [Case Study] Success Story of a Mall or Retail Brand
- The Next Frontier: Digital Humans and Generative AI in Retail Digital Signage
- [Panel Discussion] The Future of Retail Digital Signage

HOSPITALITY

Co-organized with Food Franchise Institute

Future Restaurants 2030

1:45 PM - 4:30 PM

- Future Restaurants 2030: Mega Trends
- Digital & Technology Transformation 2030
- [Case Study] Digital Signage Success Stories: Restaurants & QSRs
- Building Restaurant Success with the Right Restaurant Branding
- World Class IP for Globalization in 2030
- From Spoilage to Sustainability: Key Strategies for Restaurants to Cut Food Waste

LEARNING SOLUTIONS

Future-Proofing Education Spaces: Adapting AV Technology and Design for Enhanced Learning Experiences

2:00 PM – 4:00 PM

- [Case Study] Extending System Life on a Small Budget: A Case Study of Swinburne University of Technology, Australia
- Innovations in Classroom Design for Effective Hybrid and In-Person Technology Education
- [Panel Discussion] What Role can AV Professionals Play in Designing for Education Spaces?

ENTERPRISE IT

Cyber Security for the Enterprise

2:00 PM – 4:00 PM

- Cyber War Games and the Unseen Risks in Office
- [Panel Discussion] Implementing Cyber Security Workplace Technology within Enterprise Environments

**VIEW SUMMIT
AGENDA**

THURSDAY, 18 JULY 2024 • DAY 2

AUDIO

The Future of Audiovisual Technology: Innovation, Integration, and Interoperability
10:00 AM - 11:45 AM

- Harmonizing Innovation and Tradition: The Future Sound of AV
- Why Acoustics in Audio Visual Setups?
- [Panel Discussion] Networked Audio Protocols and Use Cases

ESPORTS

Esports: The “Next Big Thing” in Asia
10:00 AM - 11:45 AM

- Esports: The “Next Big Thing” in Asia
- [Case Study] The New Entertainment: Esports Arena Plus
- [Panel Discussion] Esports in Asia: Unleashing the Potential, Navigating the Challenges

LIVE EVENTS

The Evolving Landscape of Live Events: Innovation, Technology, and the Future of Engagement
10:00 AM - 11:45 AM

- From Inception to Creation: The Journey of a Live Event
- The Future of Hybrid Events: Engaging, Personalized and Sustainable
- [Panel Discussion] Shaping The Future of Live Events in Asia



DRONES

Navigating the Skies: Drones in the AV Industry
2:00 PM – 3:45 PM

- Current Trends and Future of Drones in AV: Challenges and Opportunities
- [Case Study] Drone Displays: Illuminating the Future of AV Experience
- [Panel Discussion] Drones in AV: A New Frontier of Visual Storytelling

SMART & SUSTAINABLE CITIES

Co-organized with Smart Campus Management Center, Chiang Mai University
Smart Cities in Action: Campus Blueprints for Sustainable Urban Innovation
2:00 PM – 4:30 PM

- CMU Smart Campus Management
- Innovations in Teaching and Learning for a Sustainable Smart Campus
- Harnessing AI for a Connected Campus Experience
- Unleashing the Power of Data and Innovation through Social Engagement
- Ask the Experts: A Live Q&A on Smart & Sustainable Cities

ENTERTAINMENT

Co-organized with Themed Entertainment Association
Dialogues for Innovation – Immerse & Inspire: The Art and Science of Storytelling for Guests
2:00 PM – 4:30 PM

- Crafting Emotional Journeys: Designing Immersive Worlds of Fantasy
- How Sound and Music Elevate Storytelling and Emotion
- Spatial Design: The Unseen Character in Every Story
- Implementing Innovation – A Theme Park’s Journey
- [Panel Discussion] Immerse & Inspire: The Art and Science of Storytelling for Guests

**VIEW SUMMIT
AGENDAS**

IMMERSIVE SOUND

Co-organized with Institute of Music, Science & Engineering (IMSE), Mahidol University, and TLAV Immersive Sound

10:00 AM - 12:00 NOON

- ROI in Action: Immersive Experiences Across Industries
- Image Display for Immersive Content
- [Panel Discussion] Engaging the Market and Vision for the Future

CONTENT PRODUCTION

Co-organized with Thailand Association for Educational Communications and Technology (Thai AECT)

The Future of Content Production

10:00 AM – 12:30 PM

- AI and the Digital Media Production of the Future
- AV and the Digital Media Production of the Future
- Virtual Production and Media Production Digital Future
- [Panel Discussion] Digital Media for Lifelong Learning

CTS PREP WORKSHOP

10:30 AM – 12:30 PM

- CTS Exams - How to Successfully Study for it? (with CTS Mock Exams)

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David Labuskes CTS, CAE, RCDD
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Regional Marketing
Asia Pacific & Middle East
Africa, Meeting Experience
Barco, Dubai, UAE



Ray Winkler
CEO & Design Director
STUFISH Entertainment
Architects, UK



Shaun Reardon
Principal Cyber
Security Consultant,
Norway

ONSITE TOURS

First-time Visitor Show Floor Tour
Wednesday, 17 July, 11:15 AM - 12:45 PM
Thursday, 18 July, 10:00 AM - 11:30 AM

REGISTER TO
GET PRIORITY ALERT

Designed to help newcomers explore the event with ease, the First-time Visitor Show Floor Tour guides you to key exhibitors & innovative technologies at the show. Discover the latest LED displays, audio systems, projection mapping, conferencing system and more—all attendees are welcome to join.

Separate registration is required

Tech Tour: EGAT Learning Center
Friday, 19 July, 8:45 AM - 12:45 PM

REGISTER TO
GET PRIORITY ALERT

This tech tour offers a unique opportunity to witness technology firsthand and experience the future of interactive learning and sustainable development.

Separate registration is required

Getting there



QSNCC MRT station, BTS Skytrain, or Airport rail link from Suvarnabhumi Airport to MRT subway



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AV-ICN Establishes Further with ICN Technologies on Exhibit Floor

Conference showcases leadership of AV industry delivering future roadmap



As the premier event for the professional audiovisual, integration, communication, and networking industry in India, the AV-ICN expo with its showcase of cutting-edge solutions and highlight content features has emerged as a force to reckon with.

Held from **30th May – 1st June 2024**, the 3rd consecutive AV-ICN Expo surpassed expectations, cementing its status as the ultimate destination for Pro AV industry professionals and thought leaders. With a groundbreaking year welcoming a unique attendee presence of **25,510** and a total footfall of **38,636** visitors from various parts of the country and the world, AV-ICN along with the concurrent PALM expo marked yet another milestone with a **20%** increase in visitor numbers from 2023. Spanning across Bombay

Exhibition Centre in Mumbai, India, the event showcased a range of audiovisual solutions for the systems integration, lighting, live events, and IT industries. This year, the expo welcomed almost 300 exhibitors with more than **750** brands, and attendees were able to explore **over 30,000 square metres** of floor space across four halls, a live arena zone and two Demo Qubes.

“Though creating an alternate AV industry platform in India has been challenging, establishing a neutral, independent expo that is international in scope and accessible to the Indian market and entrepreneurs has been no easy. Continuous support from OEMs and distributors across the country has been crucial. The growth in attendee figures is testament to the fact that there is clearly a lot of investment

JULY 2024

into audio visual technologies across various industry sectors”, says **Ramesh Chetwani, Project Director for PALM AV-ICN Expo.**

Through a sheer range and depth of offerings, from immersive displays to augmented reality experiences, control automation and end-to-end AV integration solutions, attendees were treated to a plethora of state-of-the-art products. The bustling expo floor hummed with action as attendees steered through a maze of booths, brands, and products, each one more fascinating than the last. Displays continue to get bigger, better and cost-effective. LEDs, interactive touch screens and large-scale display companies showcasing improved pixel densities, smaller tiles, curved screens, dominated the AV-ICN expo floor along with the projection solutions companies, all competing for their share of the pie. But what was notable this year was the marked increase in the number of brands that brought Integration, Communication, Conferencing, Collaboration and Networking to the fore. While **Mindstec Distribution** showcased cutting-edge AV solutions from *Telycam, Vizrt, Avocor, Uniguest, MTC Technologies, Kordz, T1V, Inc., Blustream, Datapath, POLYWALL, B-Tech AV Mounts* etc., collaborating with **Crestron Electronics, Cavitak**

Marketing displayed futuristic technology and revolutionary products like *AirMedia* a device for wireless presentation and conferencing, that captured everyone's attention. The **PeopleLink, InstaVC, and inLink** teams unleashed the power of virtual and video collaboration at their booth and attendees got the opportunity to explore the power of seamless connectivity at **Kramer Electronics'** booth in collaboration with **DC Infotech & Communication** who showcased Kramer's range of cables, adapters, range extenders, switchers, scalers, multi-viewers and much more! **Nteck**, an AV-ICN exhibitor from the first edition of the show was back with high-performance connectivity solutions from brands like *Inogeni, Hall Technologies, Crowd Beamer, Opticis and Ultrasonic Audio.*

Providing insight into the growth trajectory for the the AV industry, **Anil Chopra, Founding Director of PALM AV-ICN expo** in his keynote address elucidated, “We realize that India has gone AV in a big way like no other country in the world. India is as robust as any developed economy in the world, with investment into audiovisual for education, infrastructure, hospitality, retail and hospitals. Our goal at AV-ICN is that Indian AV goes global. Today, Indian AV market is as developed as the US or any part



of Europe. The keynote of this address to the AV industry from the AV-ICN platform is this that manufacturing is the key, not only for India, but for the world. India must have a determination and mindset to manufacture for the world. Indian AV product must go global!"

The key highlight of the AV-ICN expo 2024 was the presence of a knowledgeable lineup of key AV industry experts and thought leaders at the **AV-ICN Conference** platform which featured a diverse series of seminars and panel discussion across the three days.

The platform, provided attendees a valuable opportunity for learning and networking as AV industry experts including **Abdul Waheed** from *Eyte Technologies*, **Abhishek Pratap Singh** and **Meet Shah** from *PeopleLink*, **Mustafa Rampurawala** and **Punit Rastogi** from *SISPL*, **Ashish Bajaj** - *AMX*, **Farhan Walele** - *Crestron*, **Gangasagar Amula** - *Absen*; **Griffiths Zachariah** - *ClearOne*; **Kelvin Ashby-King** - *Clarity Consulting*; **Kuldip Kamat** - *Allwave-AV Systems*; **Manikk Guptha** - *Havi Design*, **Manu Sharma** - *Neat*; **Mayank Jani** - *Nanta Tech*, **Narendra Naidu** - *Rhino Engineers*, **Prashant Govindan** - *Generation AV*, **Rajesh Patkar** - *ZeeVee Inc*; **Rhythm Arora** - *Qubix Technologies*, **Rohan Tadke** - *RTAV*, **Sachin Jain** - *Play Technologies*, **Sajan Joseph** - *Ctrl Alt Experience*, **Sanket Rambhia** - *Xtreme Media*, **Su Piow Ko** - *AET Displays*, and **Vineet Mahajan** - *Unilumin India*, provided insights on emerging trends, best practices, and imminent course of the AV and systems integration industry.

Topics included – MicroLED, Process to Deliver Excellent AV Projects, Future of Unified Communication, Power of Audio-Visuals & Hybrid Classrooms, Future of Pro AV Managed

Services in India, AV over IP and Importance of AV and IT Convergence, Pro AV Project Market Challenges and Opportunities, Optimizing Acoustics for Workspaces and Role of AR And VR in advancing the AV Industry. These sessions initiated engaging discussions and provided informed knowledge to attendees.



The 5th edition of the CERTIFIED AV SPECIALIST [CAVS] Education established as a highlight feature of the AV-ICN Expo successfully provided 37 registered students an independent neutral education forum, with researched study and accredited faculty comprising of **Narendra Naidu** - *Rhino Engineers Pvt Ltd*, **Satyanarayana Reddy** - *The Siemon Company*, **Arif Patil** and **Abdul Waheed** - *EYTE Technologies Pvt Ltd*.

The ethos of CAVS is to provided AV education and training which is suited to the Indian AV ecosystem. The AV fundamentals taught to candidates in the three-day course with exams and certification is intended to upgrade AV integration teams on protocols and standards.

Overall, AV-ICN expo 2024 was a resounding success, showcasing latest improvements in technology and steering the AV industry forward towards a future designed to transform the way we interact and communicate. AV-ICN expo 2025 is scheduled to take place from **May 29th – May 31st, 2025**.

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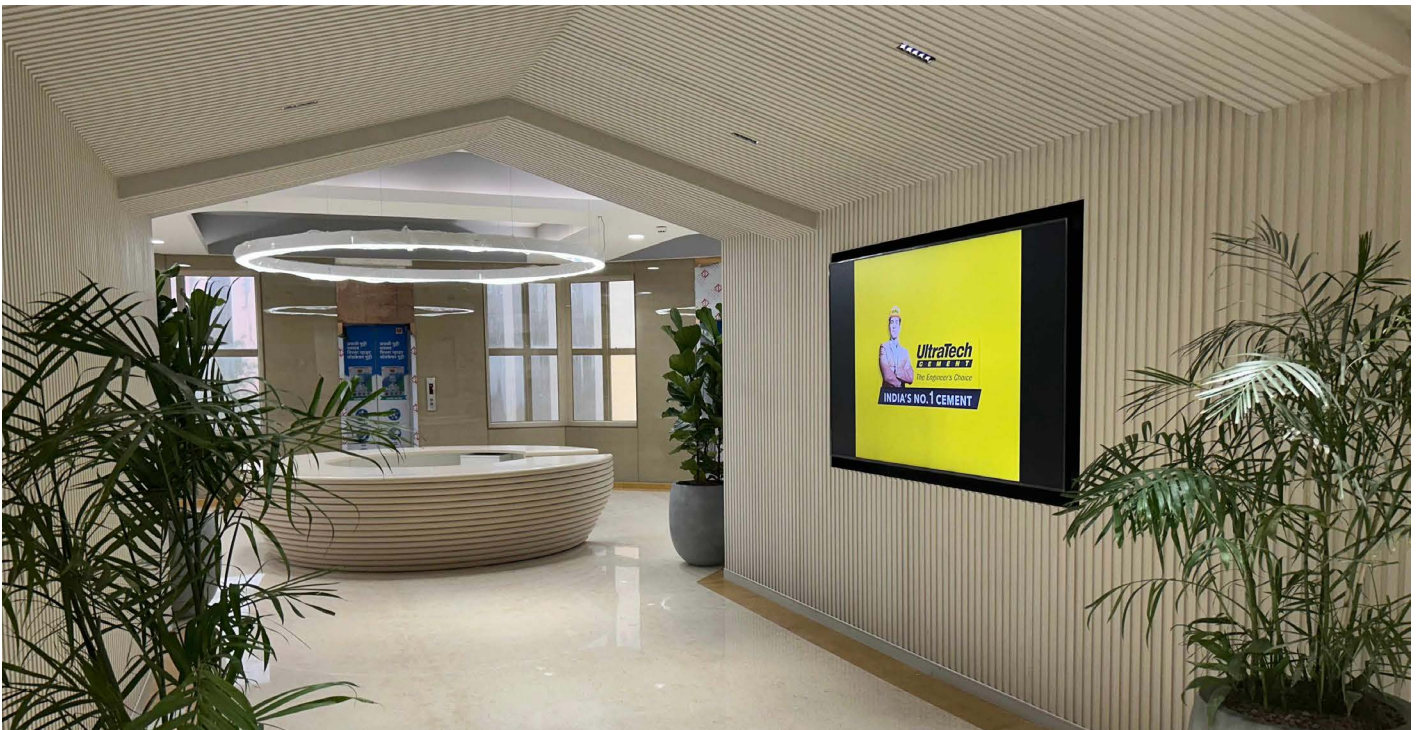
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INDIA

UltraTech 'Cements' Futuristic AV Vision

EYTE Technologies, Epitome Infotech team up to weave a massive AV infrastructure

by Ram Bhavanashi



UltraTech Cement Limited (UTCL) – an Aditya Birla Group enterprise – needs no introduction. With a whopping ₹ 2.8 lakh crore (US\$38.41 billion approx.) market cap and ₹71,525 crore (US\$9 billion) revenues, the cement behemoth is India's largest manufacturer of grey cement, ready-mix concrete (RMC) and white cement, with significant presence in overseas market as well.

With a view to keeping in pace with the rapidly growing and changing market, the Mumbai-based cement major recently upgraded its corporate headquarters establishment with state-of-the-a

Mumbai-based AV consultancy firm EYTE Technologies and Bengaluru-based IoT/AV systems integration firm Epitome Infotech Solutions Pvt Ltd came together to ensure the massive AV deployment met the UTCL requirement to perfection.

SI Asia presents a snappy account...



FACTFILE

Project Name: Ultratech Cement Limited (UTCL), Ahura Centre

Project Location: Marol, Andheri (E), Mumbai

Project Segment: Corporate

Project Owner: Aditya Birla Group

Project Operator: Ultratech Cement Limited

Project Management Consultant: CBRE Group Inc.

Project Design Consultant: EYTE Technologies

Project Architects/Interior Designer: Edifice Architects

Project Acoustic Consultant : EYTE Technologies

Project Systems Integrator : Epitome Infotech

Project Highlights: Venue-specific operational technology (OT) network to facilitate wireless connectivity, enabling centralized control via a wireless touch panel. A single touch interface to effortlessly manage diverse AV devices, lighting and HVAC systems.

Key AV Brands: **Samsung** UHD and Interactive Displays, **Elite** Projection Screen, **Panasonic** Projector and Camcorder, **Biamp** Pendant Ceiling Mic and DSP, **Sennheiser** Ceiling Tile Mic, Wireless Handheld/Headworn/Lapel & Headworn Mic, **QSC** Ceiling and Wall Speakers and DSP, **Crestron** Control System, Touch Panels and Room Scheduler, **NFS** Room Scheduling Software, **Yealink** Speaker Tracking Camera, **Lumens** Presenter Tracking Camera, **Datavideo** AV Studio Console, **BrightSign** Digital Signage Player and Veris Visitor Management System

The Backdrop

UTCL, the brand, in short, stands for many things. High-quality product, transnational operations, and a grand vision for a technology-powered future. Given that, when the corporate giant decided to upgrade their corporate headquarters establishment, it couldn't be a routine conventional sort.

It was in deed a massive, ₹20 crore-project (close to US\$4 million), and involved multiple spaces- Reception areas, general cabins, CXO & MD cabins, boardrooms, meeting rooms, cafeteria, gymnasium, and a media room.

Understandably, the AV investment alone pegged up to ₹4 crore (approx.US\$479,000).

EYTE Technologies, and Epitome Infotech came together to realize the client vision for a futuristic yet functional AV infrastructure.

"On behalf of all of us from UTCL, we appreciate Team EYTE for its dedication and support all along for this deployment. It's been a great pleasure working with EYTE; we look forward to having next opportunity, again with EYTE."

- Arvind Mohite, Admin Head, UTCL, Mumbai



"The need analysis stage involved multiple stakeholders, each contributing their insights and suggestions, necessitating swift consolidation to align with the project's

objectives," explains **Abdul Waheed, EYTE's Founder-Director.**

According to him, the primary focus areas were the mid-sized rooms to be equipped with all-in-one video conferencing capabilities; facilitate presentations in smaller rooms; and establish comprehensive AV functionality in the boardroom.

"Additionally, specialized set-ups such as Town Hall arrangements in the cafeteria and signage content management at the Reception were part of the intent," he recalls. "These special areas, due to their different shape, size and scale, posed some unique challenges."

The AV design and integration, therefore, demanded an expertise that blends sophistication and easy-to-use simplicity for a custom-deployment.



"There were six contenders vying for the prestigious job, and the client evaluated each contender's competence and precedence in deployments of

similar scale," recalls **Bala Subramanyam,**

Founder-Director of Epitome. "Our credentials in IoT/ICT solutions deployment, and positive recommendations from previous/existing clients helped our cause."

A Challenge Potential - Time & Scale

Though not termed as such, it had to be like a fast-track project execution with inherent challenges of time and scale. So, all such challenges had to be factored during the interactions with the client team.

"We stepped in fully knowing we have to deliver a 30-day-deadline project," recalls Bala. "This was not a simple AV project," he asserts. "This had multiple Teams rooms, a completely automated board room, and a full-blown media and broadcast studio."

More complexity came in with the integration of four different custom applications on the IoT front. Further, the hardware and software applications in each of those areas had to go through a rugged CISO security approval process. "That was, simply, a very exhilarating experience," say the consultant and integrator in unison.

That both the AV and IoT set-ups had to run on the customer network, absolute knowledge of Cloud Integration in a secure domain – which included integration of AD, O365, SSO and Graphic API along with Security ports communication – it required a meticulous detailing.

"EYTE's design was very meticulous, and the detailing given eased our understanding of the functionalities to be delivered," recalls Bala.



Meeting space

"The customer's users were being exposed to this degree of AV capability for the first time; so the system operationalization had to be made very user friendly," he explains further. "This also called for multiple iterations in configurations to accommodate the way the systems can be operated and multiple users testing before final sign off."

According to him, Epitome's domain expertise ensured that all those interactions with the client's data center and AD teams were straightforward and uncomplicated.

He, however, commended the client's IT team for their proactive support and alignment with the integration team at each level that had its own contribution to keeping the deadline delivery promise.

"We have to specially thank the IT team, for their forthcoming support," says the Epitome director.

The Fast-track Deployment

With every area mapped clearly, and system configuration explained with minute details, it all apparently became a smooth execution, with all challenges factored in.

Reception – To begin with the mapped job from the Reception, the design introduced an 85" Samsung display solution tailored specifically to the designated area, with minimal adjustments but aimed at refinement and sophistication.

Meeting Spaces – These spaces with multiple teams needing multiple sessions for business deliverables, tended to make it arduous task for the facility manager to address the needs.

Traditional methods of telephone calls and emails till then often resulted in double bookings and strain on employee schedules. To address this challenges, the design team



Boardroom

engineered a comprehensive solution centered around certified MTR (Microsoft Teams Rooms) video bars with One Touch to Join functionality, seamlessly integrated with a bespoke room scheduling system.

The cornerstone of the solution stayed in the synchronization between MTR touch panels and the custom room scheduling software. By developing a tailored room scheduler solution encompassing both hardware and software components, the design ensured compatibility with MTR systems while delivering a user-friendly design. This holistic approach optimized booking process, streamlined communication, and alleviated burden on employees, thereby enhanced overall efficiency within the meeting spaces.

Boardroom – The architectural layout presented a unique challenge, with a tightly baffle ceiling above the sitting area and a perimeter of POP

ceiling. In addition, an intricately finished table posed limitations on modifications, necessitating a strategic approach to AV integration.

To optimize audio quality and maintain the aesthetic integrity of the space, pendant microphones were proposed in conjunction with ceiling speakers for seamless audio reinforcement. Given the V-shaped configuration of the table, the implementation of VC cameras, paired with the expansive 85" displays, aimed to foster a more immersive meeting experience for board members.

A key consideration in this project – according to the consultant – was the client's stringent network policies, which restricted AV devices from accessing the IT network, except for essential components such as MTR (Microsoft Teams Rooms) and room scheduling systems.



To overcome this challenge even while ensuring seamless operation, EYTE came up with a design suggesting a dedicated Operational Technology (OT) network. This dedicated network facilitated wireless connectivity, enabling centralized control via a wireless touch panel. Through a single touch interface, board members could effortlessly manage AV devices, as well as lighting and HVAC systems, enhancing convenience and efficiency during meetings.

The design and integration teams, thus, succeeded in creating a sophisticated and user-friendly environment tailored to the discerning needs of board members.

MD & CXO Cabins – keeping in view the profile of the space, the design recommended a video bar-based MTR solution complemented by a wireless touch panel for streamlined HVAC and lighting control.

However, the sensitivity of the area posed a challenge, with the client wanting a restricted

movement within both the designated space and adjoining areas.

To address this requirement, EYTE proposed a tailored IoT-based solution featuring IoT gateways and beacon cards. These components work in tandem to detect movement within the specified area, triggering real-time notifications to the security team and relevant personnel should any unauthorized entry occur.

Says Abdul, the EYTE chief: “This proactive approach not only enhances security measures but also provides peace of mind to occupants, ensuring the integrity of the space is always maintained.”

Furthermore, to fortify access control measures, the design suggested the implementation of a face recognition-based device coupled with a magnetic locking system on the cabin door. This sophisticated solution restricts entry exclusively to authorized individuals and their designated



personal assistants, thereby safeguarding confidentiality, and ensuring that only approved personnel gain access to the sensitive areas.

Due diligence at the client's end meant they preferred the face recognition-based solution against the Beacon-based card solution.

Media Room – one of the four special areas, this multifunctional room too posed a unique challenge, requiring adaptable setups for boardroom meetings, training sessions, and media events. While the boardroom and training room configurations aligned with established norms, the integration of backend devices for media room functionality presented a distinct challenge.

In close collaboration with the client's dedicated Media Room team, and the integrator, the design team crafted a bespoke solution. The envisioned setup necessitated a stage layout equipped with handheld microphones and strategically positioned cameras to capture speaker interactions effectively.

Given the diverse range of events hosted in the space, including executive addresses, AGM presentations, interviews, and critical communication scenarios, robust streaming capabilities were paramount. To facilitate seamless live streaming of events and ensure reliable communication during emergencies, high-end devices such as video conferencing systems and dedicated 4K broadcast cameras were recommended.

A specialized streaming and recording device was integrated to enable simultaneous broadcasting on platforms like YouTube and

Facebook, while archiving recordings locally for future reference. Recognizing the critical role of internet connectivity, dedicated lease lines were proposed to ensure uninterrupted access.

Central to the operation of the entire setup was an iPad-based automation controller, providing intuitive control over various AV components. Furthermore, essentials such as a chroma screen with broadcasting lights were also incorporated to enhance visual presentation quality.

The comprehensive solution encompassed a Teleprompter, tracking-based cameras, handheld and head-worn microphones, a dedicated 4K PTZ camera on a tripod, an 85" display, and an iPad for automation.

Decoding Solutions: Technical Comparison & POCs

Following rigorous evaluation and multiple demonstrations, the client opted for Samsung's state-of-the-art interactive and non-interactive display solutions. Addressing security concerns and IT policy compliance, the project team conducted extensive demonstrations, ultimately selecting the Crestron Flex-based system for video conferencing. This choice ensured both functionality and adherence to stringent security protocols.

For boardrooms and media rooms requiring advanced video conferencing capabilities, Lumens and Yealink emerged as top contenders for VC tracking cameras. These selections were made based on performance, compatibility, and specific room requirements. To ensure superior audio quality and efficient control



functionalities, the project utilized Crestron and QSC for back-end processing.

This strategic decision ensured seamless integration and reliable performance across all audio and control processes. Bright sign was chosen for dynamic signage needs, including food menus, open area messaging, and reception signage. Its versatility and intuitive management interface perfectly aligned with the project's dynamic communication requirements. In areas such as the cafeteria and town hall, QSC speakers, Elite Projection screens, and Panasonic projectors were selected to enhance the audio-visual experience.

This comprehensive setup ensured immersive experiences for both audio and visual elements. For IoT implementations, NFS was finalized for room booking solutions, while Bio-star and Veris were chosen for access control, including facial recognition technology. These selections were made to optimize functionality and security across the facility.

Through meticulous evaluation and selection processes, the project team successfully identified and implemented best-in-class solutions for each aspect of the audiovisual project. By prioritizing performance, reliability, and security, we are confident in delivering an exceptional user experience that meets and exceeds the client's expectations.

"Though a lot of people would consider our IoT install a wow factor, personally our team enjoyed the Media and Broadcast room install," says Bala for his liking of the work done there. "There was no room for error and integration

included multiple professional cameras, studio chroma backgrounds, integrated with studio lights on DMX control, MS teams Webinar and interactive surfaces," he explains, "Lots of detailing was done on the acoustics that resulted in exceptional sound quality. A single space with so many technologies integrations made to work on the first go, and gets lauded by the user team, is always satisfying."

EYTE team, on its part, had to do a lot of work on acoustics too, given the concrete structure that the space was, and the shape and size they were designed.

"A very demanding customer makes any project tough," the Epitome Director commends the consultant for the expertise. "Eyte helped define the functionalities very well. The component evaluation and selection for this project was well thought through. A highly technical project delivered at such an affordable cost was a highlight that's difficult to ignore."

The Sign-Off

By November 2024, the project reached its culmination with a successful handover, enabling the client to fully utilize the space. Regular audits were conducted to identify and rectify any snags, with the AVSI playing a pivotal role in optimizing the AV system's functionality. With all snags addressed, the project achieved completion in March 2024.

EYTE

Epitome Infotech

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