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# systems integrationasia

## **BULLANGINYA DREAMING: A CULTURAL AND IMMERSIVE LIGHT & SOUND EXPERIENCE**



**INTERVIEW:**  
**Niko Walraven, Vice-President for APAC**  
**and Manu Sharma, Regional Director for**  
**India & SAARC, neat**

**NEWS:**  
**AUO Display Plus Acquires**  
**Avocor**

**EVENT:**  
**SIIA 2024 - Rewards**  
**Reassured for Resilience**

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*"The biggest challenge is the huge opportunity. Sounds oxymoronic, isn't it? India, SAARC, and even other markets are so big with so huge opportunities that there is aplenty to ask for. So, our challenge is to how to address such a huge opportunity"*

**Manu Sharma, Regional Director for India & SAARC, neat**

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**Thomas Richard Prakasam**  
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We bring you full coverage of the SI India Awards 2024. The sixth edition of the Systems Integration India Awards (SIIA 2024) – India’s premier event for the audio-visual industry, held in early September in Mumbai – was a celebration of resilience and reward. With a significant increase in participants and attendees, the event reached new heights, raising expectations for future editions. In our Interview column, we speak with Niko Walraven and Manu Sharma of Neat about the company’s expansion across Asian markets over the past few years and its growing focus on opportunities in India. Our Installation column highlights how Laservision transformed 40 acres of natural Australian bushland to create the largest permanent First Nations-themed LUNA Light and Sound show in Australia.



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# Neatly Positioning in India: The Emerging Decision Hub of the World

*The VC solutions major promising to redefine meeting experiences with equity and simplicity*

*By Ram Bhvanashi*



*Norwegian video/collaborative technology solutions provider neat had been making some neat headways through Asian market geographies for a few years now, and is getting visibly aggressive on Indian opportunities. The VC major made a remarkably assertive demo of its intentions at the recently concluded InfoComm India 2024 tradeshow.*

*SI Asia caught up with Niko Walraven, the company's Area Vice-President for APAC and Manu Sharma, Regional Director for India & SAARC to know what's up their mindscape.*



**SI Asia: Niko, what brings you to India this time?**

**NIKO:** India is not new to me. I've been living in Asia for the past 21 years, looking after many markets, and currently stationed in Australia. I remember being here first time 20 years ago, and what I see in recent years is it is accelerating. It is accelerating at such a pace that it is noticeable by everyone.

China is taking an interesting geopolitical position, and India is benefiting from that rapidly changing situation, and doing it rather faster. The other nice thing to see is that we got from Europe some people who had never been to India, and we tried to see this country from their eyes. We introduced them to Mumbai, to experience the city which is a good representation of the excitement that India is, and what's going on here.

We see that excitement here on this show floor too. The customers coming to our booth, wanting to know our solutions. Our people are excited. That's why we're here.

**MANU:** We were here at the InfoComm India three years ago. We took part then, as we were stepping into the country. Our intention to get known to the market was served with our presence at the exhibition. This is our second coming to the show. We have improved as a company. Our product line got expanded; now we have more things to show. We have more ecosystem players now in our collaborative network- like our furniture manufacturing block, and our workplace management solution etc. Our solution have wider applications now, which we wanted to demo and promote. That's why we are here.

**SI Asia: Apart from the allied industrial production line, what newer core strengths and capabilities did you bring post your setting direct foot into the market?**

**MANU & NIKO:** It's a shift from what we were then. We started off as a zoom solutions associate, like zoom saying we will build zoom experience into the video. It went on for a couple of years. We have built a strong ecosystem around; we are moving into a much bigger space now. To put that in numbers, video conferencing is approximately a three billion dollars business, while corporate sales is almost 10 times that, which is approximately 30 billion dollars.

So, the perspective is shifting towards a holistic room view in a meeting space. It's not just about a great video; we are also measuring everything in the room, if it is visible, and how. Once you get into that part, and working with the parts that we have, you are getting into a very different conversation altogether. This is the big shift happening now. We are in the centre of that shift.



**SI Asia: While organizations are increasingly trying to get their workforces back to offices, it is still a hybrid world. Where do you find yourself in the current scenario?**

**MANU:** Right question for right situation.:)))  
Hybrid – in our domain jargon – is nothing but a collaborative setting of people communicating from different locations and work environments. We, at **neat**, have the technology that brings every single participant of the collaborative communication to the centre of discussion.

For instance, when we first started off our operations, we pioneered a meeting technology with what we called **neat Symmetry** that actually brought an 'equity' for every single participant of the meeting. If you look back at the traditional meeting environments of four-five years ago, it was like the whole room is pictured from the far side, with only a few people visible in the frame.

With **neat** in action, our USP is that we bring each participant up close and personal. The picture frame will include practically everyone in the room with equal attention.

**NIKO:** In a conventional VC setting, it used to be like sitting at the end of a bowling alley. The next level of the action with Symmetry is if one of the participants – suppose I'm standing up, then my image is automatically lowered – without missing any detail – to a level that everyone appears on par with one another. That's the equity Manu spoke about.

**The other part of the system, called the neat Center, which we introduced this year, will take the experience to a truly next level.** In a normal

setting, if I'm facing a presentation board you will see the back of my head; or if I'm facing you as a speaker, the person at the other end will see the back of my head. But with the NEAT Center in action, and I'm speaking, everyone in the session, even the person at the far end will see my face, as if I'm talking to them straight.

**MANU:** The intelligence of the system picks up the full frame, and zooms in where the eye contact is. So, whether one is far or nearer, multiple cameras will act in symmetry to make the speaker at the centre of the setting. The essential point here is for the people who are not there in the room, but we are always talking to them.

It's so experiential that every single participant of the meeting will feel involved in the session. It will be same even for one participating in the meeting from a distant point in a distant geography provided they use the same device.

**SI Asia: Now, having arrived, how do you look at the roadmap ahead? The challenges and opportunities, in what segments?**

**MANU:** First of all, we do not see ourselves as arrived. The term has a different connotation altogether where a big powerful warrior arrives at a war scenario and disburses all the fighters on the battlefield. It's not the case here; we do not think that way. We are trying to improve the experience for the end customer. That we do the best way we know.

There are many players in the market, doing more or less same or similar things, and we are trying to offer something different,

an experience. The good thing is that the customers have been appreciating our offering, the technology and the experiences we are bringing to them - which is why we growing as a company. Though, humbly but steadily. We do not see ourselves growing at the cost of others.

**SI Asia: With the neat Center in action, and your offering of next-level experiences what paradigm shift you hope to bring about?**

**NIKO:** The paradigm shift is a very American perspective of business. I would say we are three years ahead of everyone in business. The kind of processes, the way we listen to the customers, and the vision we have as a company will lead the way. We are very strict on our vision which is simplicity. This simplicity is the most difficult thing to copy. Because it applies to our products, approach to people, and how we manage everything. Simplicity is the key.

**SI Asia: How about your challenges and opportunities?**

**MANU:** The biggest challenge is the huge opportunity. Sounds oxymoronic, isn't it? India, SAARC, and even other markets are so big with so huge opportunities that there is aplenty to ask for. So, our challenge is to how to address such a huge opportunity.

Competition can be a challenge but we do not see it that big. There are companies that are very old, being in business for over 60 years and more. We are just five-years-old, and doing fine in our segment, growing faster than the most established companies.

Actually, our challenge – like Niko felt – is not from the competition, but with our own vision-how to make things simple for customers, our partners, and users. It's like running our own race.

Going in the same stretch, we see our opportunities as both India-centric and export-centric from the services point of view. This is something to do with the proactive policy approaches by the government that creates opportunities, as more and more MNC firms setting up offices, there is more business to tap.

**SI Asia: What segments and verticals you think are potential takers of your solutions?**

**MANU:** Ours is a horizontal solutions company. As it is, video-conferencing is very generic, and in today's scenario, it's a de facto standard for every segment because practically every organisation needs it in some form or the other. Even for government – which was not considered earlier – is a big adopter of collaborative VC today. Particularly Judiciary and Defence, in-land security etc. are all potential. Education and corporate segments are by de fault.

**SI Asia: Niko, given your profile and experience with global markets, how do you look at Indian market vis-à-vis the SAARC, or APAC?**

**NIKO:** I have one observation, that, perhaps, answers this question best. This is actually a shift happening over a number of years now. Global companies, with their headquarters in the USA, Germany and such other countries have been looking at India not just as a place from where services are sourced but as a



place where decisions are made- about IT and ICT infrastructure for their companies. It's an amazing shift.

What it means in reality is most MNC firms are evaluating infrastructure devices and solutions in India for their global applications. Not just evaluating but making decisions. This country is evolving from its earlier reputation of being design hub to the decision hub for future.

**SI Asia: Where do you expect neat to be positioning itself in the region in the next two or five years?**

**NIKO:** In our industry it's been Australia that's been leading for a few years now. But India is fast reaching that position now. Investment wise, India is our current focus with Experience Centres in Bengaluru, Mumbai, Delhi and more in the times to come. Structurally too, we are becoming more India-centric to serve our customers better.

Other countries in Southeast Asia, or APAC or China, every country has different strategies, but India specifically very uniquely positioned to offer that greater opportunities.

**SI Asia: There is great hype over Make-in-India notion. Is there a mindspace for neat in the direction?**

**NIKO:** I like the idea honestly. But the decisions are not made by me. As it is, it's not an easy job to relocate or start afresh a manufacturing process. It's a very long and gradual process. While I may not be averse to the idea, that decision is not easy, and not by me.

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# AUO Display Plus Acquires Avocor



**INTERNATIONAL:** AUO Display Plus (ADP), a subsidiary of AUO Corporation (AUO) and a global leader in industrial and commercial displays, is pleased to announce the acquisition of Avocor, a leading innovator in collaboration and communication solutions. This strategic acquisition is set to accelerate Avocor's growth by integrating AUO Display Plus' extensive expertise in display technology and global resources.

As part of AUO's ongoing biaxial transformation strategy, the acquisition marks a significant step in deepening its vertical market applications under the Go Vertical initiative. By integrating Avocor's expertise in interactive display solutions and its sales capabilities and distribution channels, AUO Display Plus is positioned to offer more diverse product platforms and comprehensive services to global customers in the education and enterprise markets. Through the acquisition, ADP will be able to accelerate its expansion into new verticals and solidify its position as a leader in

smart display solutions with a reinforced value chain ecosystem.

Since 2022, AUO Display Plus has been a significant investor in Avocor, fostering a partnership that has enabled Avocor to expand its product offerings, including DvLED displays, digital signage, and commercial displays. The acquisition represents a natural progression of this successful collaboration, with AUO and ADP fully committed to investing in Avocor's future.

"We are excited to embark on this journey with Avocor," said Frank Ko, CEO and President of AUO. "This strategic move will further strengthen our presence in the solution business while also amplifying the cross-business synergies within the AUO group. Together, we are poised to set new benchmarks in the display industry, leveraging our combined expertise to deliver unparalleled value to our customers and partners."

## ***Driving Innovation and Market Leadership***

The acquisition will significantly strengthen both AUO Display Plus and Avocor's capabilities in several key areas:

- \* **Roadmap Expansion:** Increased investment in R&D to bring innovative display solutions to market, addressing customers' evolving needs.
- \* **Accelerated Go-to-Market Strategies:** Enhanced marketing and sales efforts to rapidly introduce cutting-edge products and expand global reach.
- \* **Supply Chain Enhancements:** Optimized supply chain management to ensure the



seamless production and delivery of high-quality products.

**\* Regional Operations Alignment:** Strengthened regional operations to better serve customers and partners worldwide.

"All sides are incredibly excited to welcome Avocor into the AUO Display Plus family," said Scott Hix, CEO of Avocor, GM of AUO Education and Enterprise Business Group and CMO of ADP. "This acquisition is a testament to our shared vision and commitment to innovation and excellence. With AUO and ADP's support, Avocor is positioned for unprecedented growth and expansion, enhancing our product roadmap and accelerating our go-to-market strategies."

As Avocor becomes a core part of the AUO Display Plus family, the union of these industry leaders will usher in a new era of innovation and growth. With a shared vision of pushing the boundaries of collaboration and display technology, ADP and Avocor remain committed to delivering exceptional products and solutions to a global customer base.

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# Pixotope Partners Happy Elephant Consortium for Asia-Pacific Expansion

**A** **PAC: Pixotope Technologies AS**, a leading platform for end-to-end real-time virtual production solutions, announced a landmark partnership with the Happy Elephant consortium as its exclusive distributor for Greater China and selected countries in the Southeast Asia region. This collaboration marks a pivotal moment in Pixotope's global growth strategy, set to transform virtual production accessibility in one of the world's most vibrant and rapidly evolving markets.

The Happy Elephant consortium, uniting the formidable talents of Happy Elephant, Totem Vision, and Socam, brings a wealth of expertise and established market presence to this partnership. Their collective prowess in digital display technology, studio design, and audiovisual integration matches seamlessly with Pixotope's state-of-the-art virtual production software. This synergy promises to catalyse innovation and unleash creative potential across the region.

Marcus B. Brodersen, CEO of Pixotope Technologies AS, expressed his enthusiasm: "Our partnership with the Happy Elephant consortium opens up unprecedented opportunities for Pixotope. By combining forces with Happy Elephant, Totem Vision, and

Socam, we're not merely expanding our reach – we're unlocking a new realm of possibilities for content creators throughout Asia-Pacific. Their profound understanding of local markets, coupled with our cutting-edge technology, will empower media producers to redefine the boundaries of virtual production."

The exclusive distribution agreement, cantered on Pixotope's enterprise product portfolio, encompasses the entire Greater China and selected regions in Southeast Asia, positioning the partnership for significant market impact.

XiaLi, CEO at Happy Elephant consortium, shared their perspective: "We are thrilled to partner with Pixotope and further expand the reach of their groundbreaking virtual production platform to the APAC market. This collaboration perfectly aligns with our commitment to delivering advanced, comprehensive media solutions. Together, we will enable storytellers across Asia to craft immersive, high-quality content that resonates with global audiences."

To ensure seamless integration and local support, XuYang, Pixotope's sales manager in China, will serve as the regional sales manager and key liaison between the partners, providing continuity and leveraging his regional expertise.

The partnership is effective immediately, with Pixotope and the Happy Elephant consortium collaborating closely to ensure a smooth transition and capitalise on the myriad of opportunities ahead.



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# LEA Professional Strengthens APAC Team with Jon Han as Business Development Manager



**A**PAC: Furthering its mission to expand its worldwide footprint by giving dedicated attention and time to each region, **LEA Professional** announced the appointment of Jon

Han as Business Development Manager for the APAC region. Han will support the sales of LEA's renowned technology catalogue, featuring industry-first advancements in intelligent IT solutions, industry-leading DSP, and smart power management.

Han brings over 18 years of experience in Pro AV solution sales to LEA. Throughout his career, he has enhanced sales through strategic brand-building for numerous companies. To effectively represent the company in the APAC region, Han will collaborate closely with Generation AV, LEA's authorised sales partner.

"I'm thrilled to join the LEA team. It's always a pleasure to represent a company with outstanding technology and company values," said Han. "I'm ready to hit the ground running and work closely with the whole team at

LEA and Generation AV to bring LEA to more APAC customers." Han will help bring LEA's entire catalogue to customers in the APAC region, including the award-winning Network Connect series of professional amplifiers and companion Dante Connect series featuring Dante and AES67 connectivity. These series enable integrators to utilise cloud-based remote control, monitoring, notifications, and more from any internet-enabled device, allowing them to stay connected anywhere in the world.

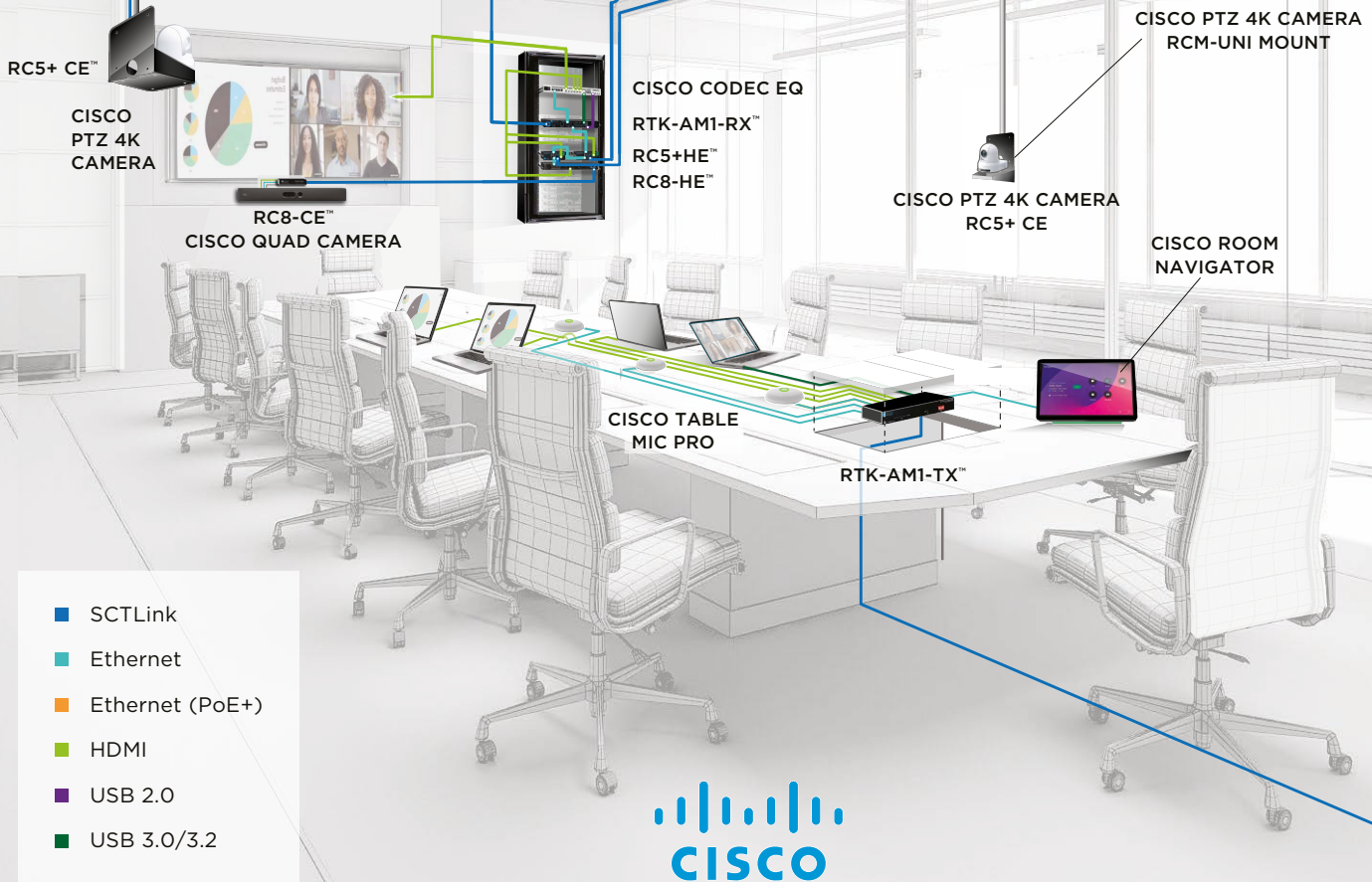
"Our goal is to bring only the best technology to our customers, and the addition of Jon to the LEA team will help to expand and further this mission," said David McKinney, Managing Director of Generation AV. "We look forward to working together to grow our partnerships with system integrators, consultants, and customers across the region."

LEA Professional's smart amplifiers are the most feature-rich amplifiers available in the industry - featuring onboard 96kHz DSP, LEA Cloud connectivity, WebUI, third-party API control, real-time load monitoring, Lo-Z/70V/100V selectable by channel, smart power bridge, fault monitoring, high-efficiency power design, over 3,000 speaker tuning presets, and LEA's advanced amplifier control software, SharkWare.

"Increasing our presence in the APAC region has always been a priority," stated Scott Robbins, VP of Sales at LEA Professional. "Bringing Jon on board will greatly enhance our presence there and grow our customer base. It's a great way to close out another year of strong sales growth and an expanding catalogue of award-winning products."



# Sound Control Technologies



## Ensuring an Optimal Cisco Cross-View AI Experience

Cisco's new Cross-view setup uses AI-directed switching to deliver the best view of participants from multiple angles, providing a high-quality, immersive video conferencing experience. RoomOS's integration of multi-camera technology and software intelligence ensures everyone feels present in the discussion.

SCT's RTK-AM1 Table Integration Kit enhances this experience by supporting one BYOM/BYOD laptop, three Cisco Pro microphones, and the Cisco Room Navigator. The USB-C port delivers audio, video, and 60W power to the laptop, while a single CAT cable seamlessly transmits all signals to the codec, maximizing versatility and simplifying installation.

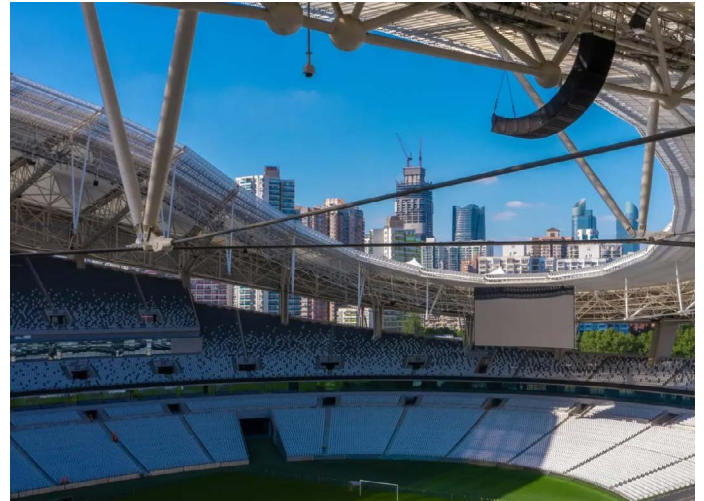
The RC8 and RC5+ Camera Extension Kits, paired with SCT's custom Cisco mounts, deliver a sleek, professional finish for any Cisco Quad Camera or 4K PTZ installation. SCT mounts offer the ultimate in room flexibility with in-wall and ceiling mount options.

For more information please visit: [www.soundcontrol.net](http://www.soundcontrol.net)

# Bose Professional's ArenaMatch DeltaQ Arrays Bring the Newly Renovated Shanghai Stadium to Life

**C**HINA: The iconic Shanghai Stadium, originally built to host football matches during the 2008 Summer Olympics, has recently undergone a major redesign to align with strict FIFA World Cup requirements. Since 2023, it has served as the home of Shanghai Shenhua, and the renovation includes not just architectural changes, but also a significant overhaul of the stadium's sound reinforcement system. Leading the charge in reshaping the venue's sound experience is Bose Professional, whose ArenaMatch DeltaQ loudspeakers were chosen for their ability to meet the complex acoustical demands of the stadium.

Re-designing the sound reinforcement system at the newly renovated Shanghai Stadium necessitated meeting the demanding requirements of modern football contests; which in turn, meant that the system would need to be powerful and flexible enough to deliver the necessary sound pressure levels, while providing even coverage, balanced timbre, and vocal clarity. Achieving this, though, was not a 'walk-in-the-park'; as sources close to the project inform that the stadium's new design presented numerous challenges when it came time to devising the perfect sound reinforcement system for the venue



The stadium's wavy, saddle-shaped roof, featuring a 10,000-m<sup>2</sup> wrap-around screen canopy, posed difficulties with acoustic reflections and clarity. The large, irregular structure, while visually stunning, required an intelligent sound solution to deliver consistent, powerful audio across every seat. Further adding to the complexity was the necessity of adhering to pre-defined speaker positions and weights, given the limitations of the original stadium design. Some speakers had to be installed at heights ranging from 30 to 60 metres, necessitating precise sound distribution without compromising coverage.

In addressing these challenges, Bose Professional deployed its advanced Modeler simulation software to map out the most effective loudspeaker configurations. Through rigorous virtual acoustic modelling, the team determined that ArenaMatch DeltaQ Array loudspeakers would provide the most reliable sound reinforcement. The technology's unique capability of tailoring horizontal and vertical coverage patterns allowed for the fine-tuning necessary to maintain sound clarity and even distribution in such a vast and unusually shaped space.



Ultimately, the installation consisted of 32 ArenaMatch line arrays strategically placed across the venue. Sixteen arrays were positioned in the seating area, while an additional sixteen covered the competition zone, all powered by 60 units of the PowerMatch 8500N amplifiers and coordinated via 3 units of the ControlSpace EX1280C processors. The system was further enhanced by using redundant Dante systems to ensure seamless control and uninterrupted performance.

ArenaMatch DeltaQ arrays are renowned for their versatility in outdoor settings, offering tailored sound for each listener, regardless of where they are seated. By combining different models, each designed for specific coverage patterns, the arrays provided Shanghai Stadium

with a customised solution that catered to its unique architectural constraints. The modular nature of the DeltaQ arrays allowed for adjustments in length, avoiding any sightline interference while still delivering top-tier sound quality.

With the system now in place, Shanghai Stadium boasts sound reinforcement that not only meets FIFA's stringent requirements but also sets a new benchmark for stadium acoustics in China. The successful integration of Bose Professional's ArenaMatch DeltaQ arrays has transformed the auditory experience for fans and players alike, cementing the venue's status as one of the country's most advanced sporting facilities.

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# Faith in High Fidelity as South Korea's One Mind Church Upgrades to d&b audiotechnik

**SOUTH KOREA:** The One Mind Church in Chuncheon, South Korea, has long been a beacon of spiritual guidance and community for its multi-ethnic congregation. Founded with the mission to proclaim the gospel of Jesus Christ to people of diverse backgrounds, the church now serves 16 distinct people groups, each represented by members who not only engage in prayer but also actively share the gospel within their communities.

As part of its commitment to offering a meaningful worship experience, the church recently embarked on an ambitious project to overhaul the PA system in its main congregation hall, ensuring that the message of faith is delivered with pristine clarity and immersive sound quality. And in line with this mission, the One Mind Church chose to upgrade its audio system with state-of-the-art technology.

To seek help in achieving this objective, the church authorities turned to Artmix—one of South Korea's leading comprehensive pro AV and rental solutions providers, who in turn suggested a bouquet of leading loudspeaker technologies from globally renowned German brand d&b audiotechnik to transform the church's audio experience.



From the outset, the design and integration team took note of the unique set of challenges that prevailed at the church site. The congregation hall, with its acoustical complexities and spatial constraints, required an audio solution that could overcome these hurdles while delivering an immersive, crystal-clear sound experience. To achieve this, the team carried out an in-depth analysis of the hall, ensuring that every nuance of the space was accounted for. The reports from the analysis, coupled with the team's expertise, allowed them to narrow down on a specific set of innovative products and technologies from d&b audiotechnik that not only met but exceeded the church's expectations.

At the heart of the new audio architecture at the One Mind Church congregation hall is the d&b audiotechnik Vi series line array system that is tailored for complex installation purposes. The main PA spotlights two units of the Vi12 three-way passive modules paired with four units of the Vi8 three-way passive modules, flown high above on either side of the altar stage to coalesce a high-performance stereo line array solution.



It is learnt that the design team leveraged d&b audiotechnik's ArrayProcessing function within the d&b ArrayCalc simulation software, to ensure precise tilting and alignment of each individual line array module; with this careful calibration guaranteeing optimal linearity and coverage. This attention to detail shown by the design and integration team has thereby resulted in crystal-clear sound from the main PA propagating effortlessly throughout the hall as it creates a truly immersive listening experience. And enhancing the soundscape are six units of the Vi-SUB subwoofers that have been strategically positioned on the floor near the altar stage, below the line array hangs. These compact yet powerful subwoofers deliver rich, impactful low-frequency fidelity, ensuring that the congregation experiences a full-bodied and enveloping sound that complements the church's worship services.

Sources close to the project inform that every element of the sound system design was carefully considered to ensure that all

attendees, regardless of where they are seated, enjoy the same high-quality sonic experience. And this thoughtful approach meant that the team provisioned for additional reinforcement, which appears in the form of four units of the incredibly compact Yi7P line array modules deployed as near-fill speakers at the foot of the altar stage. These loudspeakers provide a seamless and harmonious listening experience for those seated closest to the stage.

On the other hand, for those seated under the balcony section of the hall, the integration team turned to the d&b xS series loudspeakers, installing seven units of the 8S full-range two-way loudspeakers at strategic points. This move ensures that the sound remains consistent and of the highest quality, even in more acoustically challenging areas of the hall.

At this juncture, it becomes imperative to note that one of the standout features of the new audio system at the One Mind Church is the shared voicing and tonal characteristics across

all the installed loudspeakers—the Vi series, Yi series, and xS series. This key detail, it appears, has allowed the design and integration team to deliver a seamless transition of sound as it moves across different sections of the hall. In turn, the congregation is treated to a truly consistent and sublime audio experience irrespective of whether they're seated near the altar or towards the back of the hall.

“Worshippers enjoy a cohesive and immersive soundscape that enriches their participation in the service” remarked a member of the congregation at One Mind Church.

That being said, the sonic improvements at the church extend beyond the audience experience – with significant upgrades made to the stage monitoring system as well. Two units of the compact yet powerful 5S loudspeakers have been installed to act as dedicated monitors for the pastor; whereas for the choir band, four units of the MAX2 monitors have been deployed to provide powerful and precise monitoring during praise and worship sessions. These enhancements ensure that those leading the congregation can hear themselves and the accompanying music with perfect clarity, allowing for more dynamic and impactful services.

To cap off the installation, the design and integration team have integrated an SD12 digital mixing console from globally acclaimed manufacturer DiGiCo, complemented by an SD Rack for enhanced input/output capabilities. This provision affords the church's audio technicians unparalleled control over

the sound within the congregation hall; as the entire system operates on the highly reliable and efficient DANTE network, which ensures seamless communication between all components of the system and delivers impeccable sound quality throughout.

Reflecting on the impact of the new system, a senior pastor at One Mind Church commented, “One Mind Church strives to be a place where the remaining disciples of our day (Isaiah 6:13 and Romans 11:5) can gather and find that the love of Christ is the perfect, sufficient, and complete answer to our lives. The new sound system overhaul has contributed tremendously in bringing us closer to realising this vision.”

Through the confluence of industry leading expertise and cutting-edge technology, the One Mind Church now boasts an audio system that not only meets the technical demands of its congregation but also complements the spiritual atmosphere of the church. This project stands as a testament to the power of well-designed audio systems in enhancing the worship experience, ensuring that the message of faith is delivered with the clarity and resonance it deserves.

**d&b audiotechnik**

**Artmix**



# L-Acoustics L Series and L-ISA Immersive Sound Technology Create Engaging Immersive Worship Experience at Singapore's City Harvest Church



**SINGAPORE:** City Harvest Church, one of Singapore's largest houses of worship, has transformed its worship venue experience with a cutting-edge **L-Acoustics** L2 sound system and L-ISA immersive technology. This innovative installation brings an unparalleled immersive audio experience to the church's massive 8,000-square-metre space, housed within four convention hall units in the Suntec Singapore Convention & Exhibition Centre in the heart of the city's central business district.

Founded in 1989, City Harvest Church holds multiple services every weekend. To meet the evolving needs of its congregation and enhance its dynamic worship services, the church sought a sound system that could deliver exceptional audio quality while creating an immersive environment that draws worshippers deeper into the experience.

In a post-pandemic worship world, many church members have grown accustomed to online services. "An elevated live worship experience is something that cannot be replicated online," expressed Mark Kwan, Creative Director of City

Harvest Church. "Sharing our worship services in L-ISA technology is exactly what we need to elevate the live worship experience."

Presenting a welcoming, comfortable, and engaging live experience for congregants and guests is one of the key focuses of City Harvest Church. "With our new L-Acoustics L-ISA technology in place, we've created an immersive audio experience that is expansively wide, with instruments and voices clearly segregated within a cohesive mix," continues Kwan. "The sound envelops our congregation, creating a more engaging and intimate worship experience, regardless of where you may be seated."

Concept Systems Technologies, L-Acoustics Certified Provider Distributor for Singapore, answered the call to create this transformative audio environment. "Our goal was to assist the church in creating a more engaging and immersive worship experience for the congregation," says Jimmy Lim, Executive Director of Concept Systems Technologies. "The



L2 line array speakers, part of L-Acoustics latest L Series, were the perfect choice for this project, for their superior audio resolution and compact form factor, which allows us to overcome the venue's unique challenges while delivering uncompromised sound quality."

The system's design addressed the venue's specific challenges, including a low nine-meter ceiling height and a wide, almost 180-degree seating arrangement. After experiencing L-ISA immersive audio technology at Concept Systems' L-ISA Auditoria in Singapore, the church management requested an L-ISA design instead of a traditional L/R system to create a genuinely immersive worship space. L-Acoustics Soundvision software played a crucial role in the system's design and installation. "Soundvision allowed my team to precisely model the acoustic performance within the space, ensuring optimal speaker placement and time alignment," notes Jimmy Lim.

Daniel Lee, Application Engineer for L-ISA at L-Acoustics, explains the significant improvement in the audio experience: "By implementing an L-ISA configuration, we increased the spatialised zone coverage from 8% with a traditional L/R stereo setup to an impressive 48%. This allows a much larger portion of the congregation to experience the full benefits of spatial audio mixing, creating a more inclusive and immersive worship environment."

The L-ISA configuration features a Scene System of five hangs of one L-Acoustics L2 and one L2D backed by three flown hangs of three KS28 each in cardioid. Two further hangs of one L2D each provide extension coverage, while out-fill is managed by two hangs of one L2 over one L2D, which cover the widest extensions of the seating area. Nine X8 coaxial enclosures spread across the stage lip provide spatial in-fill and ground stacked KS28 – one flush mounted under centre stage and two stacks of two placed stage left and stage right, extend the low-end coverage. Two delay hangs of two A15i Focus over one A15i Wide extend sound coverage to the back corners of the space. The system is powered by two LA4X, six LA12X, and 17 LA7.16 amplified controllers.

The L2 system's advanced capabilities align perfectly with City Harvest Church's diverse programming needs, delivering consistent, high-quality immersive audio across all events – from full-band performances during weekend services to external conferences and live music concerts throughout the week.

The integration of L-ISA technology and its Stereo Mapper functionality provides the



church's technical team with unparalleled flexibility. While L-ISA offers advanced object-based mixing capabilities for immersive audio, Stereo Mapper ensures compatibility with traditional stereo sound sources and visiting sound engineers, making the system versatile for various events.

"The L-Acoustics L2 system with L-ISA technology at City Harvest Church represents a significant leap forward in audio experiences for houses of worship," says Lee. "This installation demonstrates how our immersive sound solutions can create deeply engaging, enveloping audio environments that bring congregations closer to the worship experience, even in large-scale venues."

City Harvest Church's technical team, comprised of staff and volunteers, underwent comprehensive training to harness the new system's full potential. The ease of use and intuitive interfaces of the LA Network Manager and L-ISA Controller have enabled the team to craft engaging, object-based mixes that enhance the overall immersive worship experience.

As houses of worship continue to embrace technology to connect with their ever-growing communities, City Harvest Church's adoption of L-Acoustics' state-of-the-art L2 and L-ISA technology sets a new standard for immersive audio excellence in religious venues.

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## Analog Way Boosts After-sales Service and Training in Asia with Two New Hires

**ASIA:** To meet growing business in Asia, Analog Way has enhanced its after-sales service and training with the addition of Gavin Ang as Regional Service Manager and John Heng as Customer Experience Manager. Both are based in Singapore.

"To support our growth in Asia, we have added manpower in critical areas of service and training to meet the increased needs of our valued partners," says Guy de Souza, Analog Way's Vice President, Asia.

On the service side, "we needed someone with experience in dealing with a regional network of distributors to set up the processes required to deal with any issues, which led us to Gavin," de Souza explains.



**Gavin Ang** began his career as a service technician at Electronics & Engineering Pte Ltd before leading a specialized team focusing on LED screen and display system projects.

Throughout his 14-year career at E&E, Ang successfully managed multiple projects simultaneously, overseeing everything from initial client consultations to post-implementation support. His passion for

delivering high-quality service and his dedication to fostering client relationships have been key drivers of his professional success.

"I am excited to join Analog Way, a company renowned for its innovation and excellence in the professional audiovisual industry," says Ang. "Analog Way's commitment to delivering uncompromising video presentation experiences aligns perfectly with my professional values. I am eager to bring my experience and enthusiasm to a team that consistently pushes the boundaries of technology. Together, we will set new standards in the audiovisual industry and deliver exceptional service to our clients across the Asia region. The journey ahead is full of exciting possibilities, and I am honored to be part of this dynamic team."

While the Analog Way training team was already conducting sessions, "we needed someone to



set up a systematic process of growing the operator base quickly and efficiently, which led to the appointment of **John Heng**," notes de Souza. "John is passionate about all things technical and about delivering excellent

AV experiences. Always looking for a better approach to things and being people-oriented are the key values that he stands for."

Heng started as a recording studio engineer and then worked as a Technical Officer at a church in Singapore. Later, he joined The Star Performing Arts Center as Head of Video and Audio Recording. Heng then moved to



Daktronics, Inc. as a Project Manager and subsequently acted as APAC Service Manager for seven years, working with international teams in the Asia Pacific Region to reshape the customer support experience in the LED display industry.

“Sharing knowledge has been a passion of mine in my professional and personal capacity,” says Heng. “I believe in lifelong learning and

excellence in the area of technical arts, so I’m grateful for the opportunity to be leading Analog Way training initiatives for the Asia Region. It feels like I’m home here with the team, and I’m looking forward to meaningful conversations and relationships with our partners and friends through our training sessions.”

[Analog Way](#)

## L-Acoustics Expands EMEA Sales Team to Capitalise on Unprecedented Growth

**EMEA:** L-Acoustics, experiencing record-breaking growth, announces a strategic restructuring and significant expansion of its Europe, Middle East, and Africa (EMEA) sales team. This move, led by recently appointed Director of Sales EMEA, Tim Völker, introduces a new 'Head of Sales' management position and key hires designed to meet the increasing sophistication and scale of projects in the region.

This restructuring reflects L-Acoustics' commitment to meeting evolving market needs. The company's increased investment in personnel over the past two years has been strategically directed towards enhancing client

support, improving service quality, and providing closer account management. This client-centric approach has been well received across all market sectors, as evidenced by strong sales performance and growing market acceptance of L-Acoustics solutions.

The cornerstone of this restructuring is the promotion of four long-standing team members to newly created Head of Sales positions, forming a robust leadership team crucial for meeting customer needs and service demand: Chris Mead (Middle East, India, Africa & Eurasia), Paul McMullan (Northern Europe), Tim McCall (South-Western Europe), and Steffen Luuk (Central & Eastern Europe). With a total of 28 years of experience at L-Acoustics and a proven track record in the professional audio industry, this sales management team is positioned to lead the company in the future. These promotions ensure strong leadership across the company's diverse markets and will collaborate closely with Völker – an industry veteran with a proven track record in driving sales growth and market expansion at dynamic



*From left: Steffan Luuk - Head of Sales Central & Eastern Europe, Tim McCall - Head of Sales South-Western Europe, Chris Mead - Head of Sales Middle East, India, Africa & Eurasia and Paul McMullan - Head of Sales Northern Europe*

companies like Sony Music Entertainment and Sennheiser – to drive the company's growth strategy in the EMEA region.

Complementing the new leadership structure, L-Acoustics welcomes three new sales managers: Cyril Matar (Middle East), Thomas Williams and Tom Macklin (UK & Ireland). This strategic combination of internal promotions, new talent acquisition, and the continued dedication of long-standing team members creates a dynamic and comprehensive sales force poised to capitalise on emerging opportunities while maintaining industry-leading customer support.

"Our growth strategy is two-fold," Völker continues. "We're deepening our relationships in established markets while expanding into new territories and applications. For instance, we're seeing increased demand for our solutions in luxury residential projects and immersive entertainment experiences. Our expanded team has the expertise to drive growth in these exciting new verticals."

With its new leadership expertise and expanded presence, this strategic enhancement of the EMEA sales team is designed to create a solid and enduring structure that will drive the company's continued success. As L-Acoustics continues to shape the future of sound through innovation and customer-centric approaches, these changes will play a crucial role in maintaining its position as a leader in the professional audio industry and beyond.

"The impressive trajectory of L-Acoustics speaks to the strength of our products and the trust our clients place in us," said Völker. "Our expanded team is poised to support our existing partners better and drive growth in key emerging verticals and geographies. We're capitalising on exciting opportunities in sectors such as high-end residential installations, and next-generation nightclubs. This proactive approach allows us to meet current demand while continuing to shape future trends in professional audio."



# Lightware Announces Latest Expansion Milestone with New Engineering Hub in Szeged, Hungary

**INTERNATIONAL:** Lightware Visual Engineering, a leading manufacturer of connectivity solutions for the professional integrated systems market and a pioneer in signal management, announced the opening of its latest purpose-built engineering hub in Szeged, Hungary. This expansion is part of the company's ongoing commitment to innovation and growth within Hungary and will create approximately 40 highly skilled engineering roles, further strengthening its research and development capabilities.

Building the engineering centre in Szeged is a key component of Lightware's strategy to keep its development activities within Hungary, where more than 300 of its approximately 400 employees are based. This expansion aligns with the company's commitment to fostering local talent and maintaining its strong presence in the Hungarian market.

## ***Local growth and international success***

As a 100% Hungarian-owned company, Lightware stands out as a flexible, small multinational enterprise trusted by major global companies such as Facebook, Apple and Microsoft. This unique position allows



Lightware to combine local roots with global reach, fostering innovation and adaptability. At the heart of Lightware's success is its strong team spirit and supportive work environment. The company prides itself on fostering a culture where colleagues can always rely on each other, promoting creativity, innovation, and personal growth.

"Our expansion into Szeged is more than just about technology; it's about bringing together talented individuals who share our passion for innovation and collaboration," added Vida Gergely, CEO of Lightware. "We're excited to welcome new team members in Szeged and to continue building on the strong, supportive network that defines Lightware."

Lightware's continued expansion reflects Hungary's position as a leading destination for technological innovation and investment in Eastern Europe and Central Asia. According to the latest FDI ranking by Site Selection Magazine, Hungary ranks first in the region, with Budapest being recognised as the third most attractive destination for large-scale investments.

# QSC Pro Audio Appoints Electrosmith as Distributor in South Korea

**S**OUTH KOREA: QSC APAC Pte Ltd. is proud to appoint Electrosmith Inc. as a distributor for its Pro Audio product portfolio in South Korea.

"We are excited to start our journey with Electrosmith and to expand into the Korean market with QSC being their primary Pro Audio brand," says Kim Muurholm Jurgensen, Director of Pro Audio Sales APAC, QSC. "The management is very experienced, and the team is growing rapidly due to their success with their existing portfolio. We look forward to collaborating with them to help make QSC a long-term trusted and leading player, leveraging on our global reputation and Electrosmith's expertise in the Korean market."

"I would like to express my gratitude for partnering with QSC, a company with a rich tradition and reputation in the global audio industry as a distributor in Korea," states Albert Kim, Founder & Managing Director, Electrosmith. "We started the business based on video projection 20 years ago and now offer audio and visual solutions. With our expertise and network, I am confident that our business will successfully expand, supported by a long-lasting partnership with QSC in the Korean market."

"We are ready to embrace new chapters powered by our experienced team and are optimistic for new products like L Class," says Daniel Hong, Business Development Director, Electrosmith. "The reputation QSC has for quality and innovation aligns perfectly with our commitment to offering the best solutions to our clients. We look forward to a successful collaboration and introducing QSC solutions to new and existing customers."

## Electrosmith Inc





# HH Audio Announces new Distribution Partnership in Australia

**A**USTRALIA: HH Audio, part of the UK Headstock Group of companies, have officially announced the appointment of Audio Source, a division of Sound Technologies, as their official HH distribution partner for Australia.

When asked what it meant to be appointed as the official HH partner, Scott Goodby, Audio Source National Sales Manager said: "Audio Source is thrilled to become the exclusive Australian distributor for HH Audio. Their exceptional product range, designed for retail, installation, and production environments, has seen remarkable growth and development in recent years. HH has a rich heritage and has been developing and manufacturing groundbreaking products in the UK since 1968. We are proud to partner with such an innovative company and their fantastic team."

Ian Wright, Headstock's Director of Global Sales commented: "I am extremely happy that we are embarking on this exciting new partnership with Audio Source, and I look forward to seeing the HH brand back in the Australian market. I am confident that Scott and his team will do a fantastic job growing the brand. The staff are



professional, well-respected, and experienced within the audio industry, so I believe Audio Source are the perfect partner for HH. We look forward to building a strong, long-term relationship with them."

James Laney, Headstock CEO, said: "We are delighted to be working with Audio Source. We share a mutual goal to fulfil the potential for HH products in Australia, and we look forward to a long and successful partnership."

HH Audio has been making, designing, and engineering quality audio products in the UK since 1968. It continues to develop relevant, good quality and value for money products to suit vertical markets within the Audio Industry.

## Audio Source

# Brompton Technology Joins Q-SYS Technology Partner Program

**GLOBAL:** Brompton Technology, a market leader in LED video processing for the most demanding applications, recently announced the release of its new Q-SYS plugin integration, the Brompton Tessera LED Controller Plugin. As part of the Q-SYS Ecosystem, software and hardware manufacturers collaborate with Q-SYS, to create market-ready solutions that integrate seamlessly with its cloud-manageable audio, video and control Platform.

Brompton Technology worked closely with Q-SYS, who has fully vetted and endorsed the following plugin integrations with a Q-SYS Certified (developed with Q-SYS and supported by Brompton and Q-SYS) badge.

## Brompton Tessera LED Controller Plugin

The plugin introduces advanced reporting and control features, creating a comprehensive

solution for high-specification LED video installations. With simple configuration and setup, this powerful combination brings together Brompton's world-class quality, reliability and extensive feature-set with the industry-leading capabilities of Q-SYS to meet the needs of even the most demanding applications.

Cesar Caceres, Product Lead, Brompton Technology says, "Q-SYS integration with Brompton introduces advanced reporting and control features, creating a comprehensive solution that redefines the possibilities for LED installations. This powerful combination brings together Brompton's world-class quality standards with the robust performance and reliability of Q-SYS systems."

"We are proud of our collaboration with Brompton Technology to create a plugin integration that will enable elevated experiences across our shared customers," says Geno Zaharie, Principal, Alliances & Ecosystem, Q-SYS."

**Q-SYS**





# Nanolumens Appoints John Dodson as Regional Business Development Manager for the Middle East and Africa



**M**IDDLE EAST: Nanolumens, an industry-leading manufacturer and designer of cutting-edge LED displays and solutions, announces the appointment of John Dodson as Regional Business

Development Manager for the Middle East and Africa. Based in Dubai, Dodson will play a key role in expanding Nanolumens' presence in these dynamic markets.

Dodson brings more than 35 years of experience in the audiovisual industry to his new role at Nanolumens. For the past 15 years he has been the principal of ProCon AV, an independent AV representation company. Prior to that, Dodson held the position of General Manager, Middle East and Africa, for Bose Corporation, where he led business development for both professional and home entertainment segments in the region.

His journey with Bose Corporation began in the UK subsidiary, where he initially developed the UK market. In 1992, Dodson transferred to Bose's US parent company, where he was responsible for driving growth across the Middle East and Africa. Under his leadership, Bose Corporation saw significant expansion in these regions.

"I'm thrilled to add Nanolumens to my partner brands and bring my experience to help grow the company's footprint in the Middle East and Africa," said Dodson. "Nanolumens has always been at the forefront of LED technology, and I'm looking forward to delivering innovative display solutions to customers in these exciting markets."

"We are delighted to welcome John to the Nanolumens team," said Kurt DeYoung, Chief Revenue Officer for Nanolumens. "His deep knowledge of the AV industry and extensive experience in the Middle East and Africa will be instrumental in furthering our regional growth strategy. We are excited to strengthen our position in the Middle East and Africa and to continue providing innovative LED solutions that meet the evolving needs of our clients."

As Regional Business Development Manager, Dodson will work closely with partners and clients across the region to bring Nanolumens' cutting-edge LED solutions to various industries, from retail and transportation to entertainment and hospitality.

## Optimal Audio Cuboid Strikes Success at North Gong

**AUSTRALIA:** North Gong's management team recently took the decision to replace the venue's ageing audio system, recognising that it was no longer fit for purpose, and engaged Dan Chapman of Data Dan to install an upgrade. With support from Scott Angove of Audio Brands Australia, Dan designed and installed a future-proof, high-quality system which featured loudspeakers from leading UK commercial audio brand, **Optimal Audio**.

"Having good audio is crucial in creating atmosphere – it's the basis of people having a good time. The old system was installed in 2003 and we had a lot of dropout points and quiet areas where music would fluctuate in level, so key to our upgrade criteria was to obtain full coverage without pushing the music too hard

– we're in a residential area and we don't want to impact our neighbours," said Venue Manager Josh Hill.

Optimal Audio's Cuboid 8 loudspeakers were deployed for the indoor spaces. This two-way, full range, passive 8" unit effortlessly delivers rich and detailed sound over short to medium throw distances, outperforming its compact size.

In the bistro and bar areas of the North Gong, the loudspeakers were positioned fairly close together to run at a lower level for background music but still provide smooth, complete coverage in every area. When the party atmosphere ramps up, the Cuboid 8s have more than enough headroom to deliver the necessary punch, with their eight-inch drivers delivering impressive low end.

For the function room, which caters for a wide range of events, the stage area was equipped with a pair of Cuboid 12s and a single Optimal Audio Sub 15 subwoofer, comfortably delivering the impactful low-frequency response required





for live music performances and DJ sets. The onstage system was augmented with a complement of Cuboid 8s distributed down the length of the room to ensure even coverage.

“This is a big hotel with a large capacity which can get very loud. It quickly became apparent that the Cuboid Series from Optimal Audio would be the best option, particularly the Cuboid 8. It fitted perfectly in the bistro and bar areas, as well as supplementing the larger Cuboid 12s in the function room to great effect,” said Scott Angove of Audio Brands Australia.

Ultimately, customer satisfaction is the true measure of an installation’s success and Josh Hill is in no doubt that the North Gong has made the right choice. “Since installing Optimal Audio we’ve seen that the dropout zones are not there anymore – the quality of sound is really good without pushing it too hard. The coverage



means that we now see people inside the venue dancing at their tables. It’s not just in one space where people can enjoy themselves like that – it’s everywhere throughout the whole place,” he added.

# Elevating Sound Excellence with Martin Audio at Epik

**DUBAI:** Pulse Middle East has completed a ground-breaking audio-visual installation at the exclusive Epik Club, situated in Dubai's Meydan Grandstand, setting a new standard for audio excellence in night club venues.

Based in the UAE and serving clients across the MENA region and beyond, Pulse ME specialises in AVL Integration for nightlife, museums and places of worship.

Pulse's long-standing relationship with **Martin Audio** dates back to the team's touring days. The journey began with the W8L Longbow while the LE1500 wedge monitor, with its unparalleled clarity, further cemented the preference for Martin Audio products.

Pulse's team chose to work with the Wavefront Precision system (WPS) at a venue that is set on 25,000sq. ft of space—a decision driven by several compelling factors.

The WPS system's clarity and natural sound quality immediately impressed them. What stood out was the midrange clarity that required no additional EQ adjustments, delivering flawless audio straight out of the box. This capability not only simplifies set-up but also ensures consistent performance across different environments.

"The WPS stands out not only for its technical specifications but also for its ability to



reproduce sound with such fidelity and transparency," said Sammy Bachour, Pulse's head of audio. "This makes it an ideal choice for high quality audio projects.

The deployment of 12 WPS units per side created a powerful environment at Epik Club, capable of handling the dynamic range and complexity of the performances. The system delivered clear and balanced sound throughout the venue, ensuring that every listener, regardless of their position, enjoyed an exceptional audio experience.

Additionally six WPM units were utilised alongside SX115 subs as DJ monitors. This ensured that the DJ had the same high quality audio experience as the main PA system, providing a consistent and accurate reference. This not only enhanced the DJ's performance but also elevated the overall sound quality of the events at Epik Club.

"It's a masterpiece, bringing music to life with perfect authenticity," concluded Joe Chidiac, managing partner of Pulse Middle East. "This extraordinary PA transforms any space into a concert hall, delivering sound just as it was intended to be heard."



## Change in Management - Michael Spatny new CEO of IHSE

**INTERNATIONAL: IHSE**, a leading provider of high-end KVM solutions, has announced a leadership change. Michael Spatny, the company's former CSO, has been appointed as the new CEO, succeeding Dr. Enno Littmann. Dr. Littmann, who served as CEO for over 15 years, will now transition to a role on IHSE's Advisory Board.

Since 2019, Michael Spatny has been a key member of the IHSE leadership team, working alongside Dr. Enno Littmann to shape the company's direction.

"I am honored to take on this new role and look forward to leading IHSE into the future," said Michael. "We have a highly committed team, a dynamic market, and a strong product portfolio that we are constantly evolving to achieve technological excellence."

The IHSE Group, comprised of various international teams from IHSE and kvm-tec, has experienced significant growth in recent years. The team benefits from the commitment and innovation of its individual departments, as well as collaborations with leading research



institutes. This has resulted in industry-leading products and a comprehensive portfolio of solutions.

Today, IHSE offers tailored KVM solutions for managing control room workstations. In addition to exceptional video and operating quality, cybersecurity is a growing priority. IHSE's highly secure solutions are in high demand from international security organisations due to the increasing global threats in the digital space.

IHSE's commitment to sustainability and efficiency is evident in its products, which consume significantly less energy than comparable devices. This not only benefits customers by reducing energy costs but also contributes to sustainable business practices.

# RDL Announces Availability of SF-NP100A, SF-MA100A, and SF-PA100A 100 W Dante and Format-A Amplifiers



SF-NP100A



SF-MA100A



SF-PA100A

**RDL**, a leader in Dante audio interfaces and endpoints, announced that a new lineup of amplifiers, the SF-NP100A, SF-MA100A, and SF-PA100A are in stock and now shipping.

These 100 W mono amplifiers are ideal for any Format-A system design. They each deliver 70 V or 100 V constant voltage output and are compatible with several of RDL's remote level controls.

\* SF-NP100A converts one Dante audio signal to a mono constant voltage output, and three network audio signals to Format-A outputs on Pairs A, B, and C.

\* SF-MA100A mixes audio inputs from Format-A Pairs A, B, and C to a mono constant voltage output.

\* SF-PA100A converts one Format-A audio signal (Pair A, B, or C) to a mono constant voltage output.

RDL's Dante to Format-A converters allow you to use cost-effective Format-A modules as audio network endpoints. This can reduce overall system costs by up to 30% without compromising any features of functionality.

# HIGH END SYSTEMS

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# New Compact Fiber Optic Scaling Receiver Modules for the PowerCage 411



**Extron** has expanded the powerful, space-saving FOX3 PowerCage platform with three new single-slot fiber optic scaling receiver modules. Designed specifically for the PowerCage 411 enclosure, the FOX3 SR 311 PC, FOX3 SR 301 PC, and FOX3 201 PC are compact new modules that provide long-haul extension of HDCP-compliant HDMI video with embedded audio and RS-232 control as well as optional USB or USB HID signals. Engineered for exceptional high resolution image performance, they use Extron all-digital technology to deliver perfect pixel-for-pixel, uncompressed transmission of images up to 4K/60 @ 4:4:4 over two fibers or mathematically lossless 4K/60 @ 4:4:4 over one fiber. Designed specifically for AV and KVM systems, these new fiber optic scaling receivers also include many integrator-friendly features such as Key Minder and real-time system monitoring.

The Extron PowerCage 411 is a compact 1U rack-mountable, 4-slot enclosure that supports Extron FOX3 series fiber optic extenders. Engineered with uncompromising quality and proven performance to provide an efficient way to power, manage, and mount multiple extenders, the PowerCage 411 simplifies integration for large, rack-mounted systems as well as user workstations with multiple computers. The PowerCage 411 features a redundant, hot-swappable power supply plus active thermal management to optimize reliability in mission-critical environments where continuous, 24/7 operation is essential. The hot-swappable, modular design allows for replacing or upgrading boards in the field at any time, without having to power down the system. The compact 1U enclosure includes front panel controls for set-up and configuration without a computer.

# L-Acoustics Introduces HYRISS: One Space, Endless Experiences



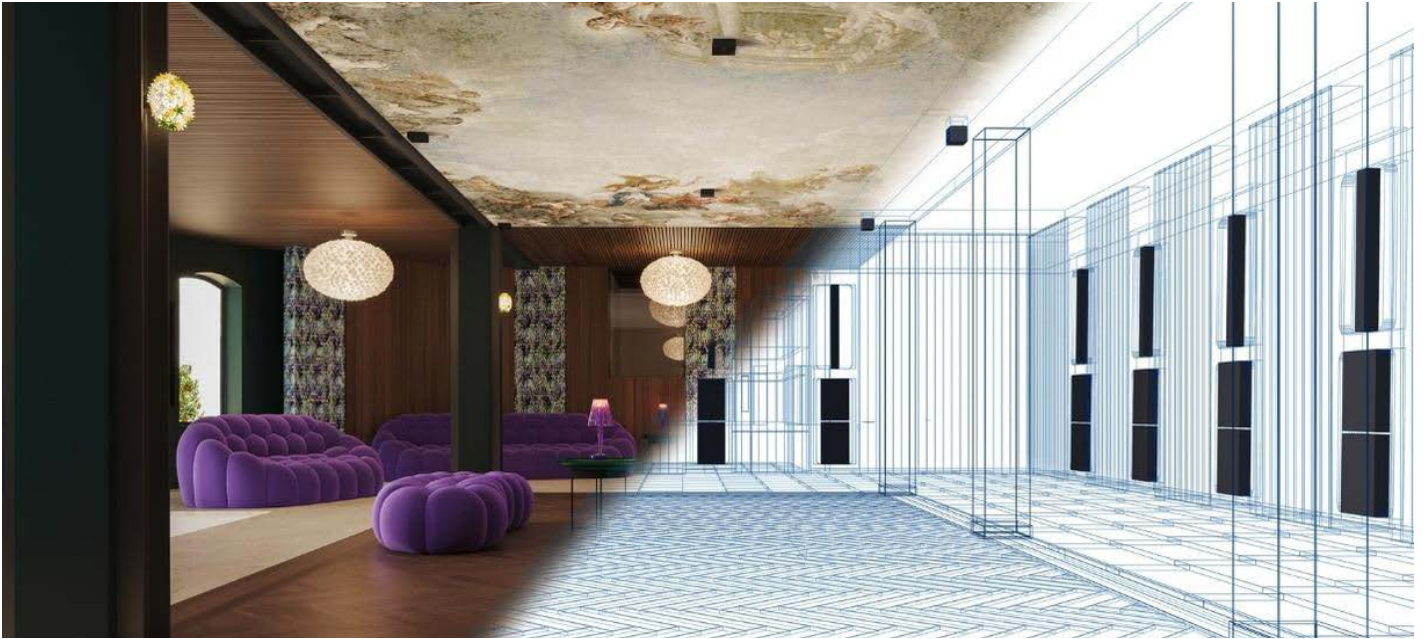
**L-Acoustics** have unveiled HYRISS (Hyperreal Immersive Sound Space), a groundbreaking audio solution set to redefine how we experience spaces through sound. HYRISS represents a paradigm shift in design, elevating the role of audio to match the importance of visual aesthetics in creating truly immersive, emotionally resonant environments.

In an era where visual design often takes centre stage, HYRISS elevates the ambiance of our most cherished living and gathering spaces by making sound an integral part of the environment. This innovative system combines L-Acoustics' cutting-edge hardware, software, and services to create adaptable, high-quality sound environments suitable for a wide range of applications, from luxurious residences and yachts to high-end hospitality and corporate settings.

"For too long, the audio experience has been secondary to visual aesthetics in the design of spaces," says Scott Sugden, Director of Product Management, Solutions at L-Acoustics. "With HYRISS, we're changing that narrative. We're providing designers, architects, and engineers with the tools to create spaces that are as sonically captivating as they are visually stunning, evoking profound emotions and creating exceptional experiences through the art of sound."

## ***Sound: An Integral Part of Your Life***

HYRISS enables full control of the sonic environment, from creating serene atmospheres for relaxation to transforming spaces into dynamic entertainment venues. It eliminates the need for dedicated media rooms by allowing a single space to effortlessly become a concert hall, sports stadium, or cinema.



### ***Sound Experiences – Reinvented***

HYRISS supports a wide range of audio formats, from mono to expansive Dolby Atmos soundscapes and beyond. Its high-resolution, three-dimensional network of loudspeakers provides exceptional listening conditions and absolute acoustic comfort. The system can enhance voice for presentations, immerse listeners in music through chosen speakers, and dynamically adapt a space's acoustics for various activities.

By integrating discreet in-wall speakers, high-power amplification, and advanced spatial audio processing, HYRISS delivers concert-level sound quality while maintaining aesthetic elegance. This seamless integration allows for the creation of living spaces that engage all senses, providing a richer, more immersive experience that touches the soul.

### ***The Magic Behind HYRISS***

HYRISS leverages three core L-Acoustics technologies:

- L-ISA precisely positions instruments in space, mimicking live concert settings.
- Ambiance uses state-of-the-art sensing microphones and the L-ISA Processor II to transform room acoustics.
- Anima utilises advanced algorithms and machine learning to localise, spatialise, separate, and immerse audio content beyond its original design, transforming ordinary sound and music into extraordinary experiences

The true magic of HYRISS lies in its unparalleled flexibility. A space equipped with HYRISS can effortlessly transition between various acoustic environments, from a serene atmosphere for relaxation or meditation to a dynamic entertainment space, ensuring that the auditory environment always matches the intended use of the space and the desired emotional impact.

“HYRISS transforms static spaces into dynamic experiences, matching the mood of every occasion and creating a true temple for sound,” Sugden adds. “With HYRISS, every space

becomes a stage for extraordinary auditory experiences, capable of stirring deep emotions and creating lasting memories.”

### ***Experience the Best Sound***

Each HYRISS installation is a masterpiece crafted by certified experts. L-Acoustics collaborates with qualified system integrators and end-users to define desired experiences, operational conditions, and budget, ensuring a personalised solution optimised for each unique space.

With HYRISS, L-Acoustics is pioneering a new approach to spatial design where sound plays a central role in creating emotionally poignant environments. The HYRISS solution is now available for custom installations, offering a new frontier in the creation of immersive, multi-sensory spaces that touch the heart and stir the soul.

## **Sonos Era 100 Pro: Built for Professional Installation**

With the rich sound, elegant design, and versatile control that **Sonos** is known for, Era 100 Pro has been specifically designed to provide a complete, end-to-end solution for professional installation. The following some of the standout features of the Era 100 Pro:

- **Power over Ethernet:** With one single cable that delivers both power and data, Era 100 Pro simplifies the installation process by eliminating the cost and complexities of having to install AC mains at each speaker location, allowing more unique configurations in various locations. Era 100 Pro is optimised for PoE+ but can also be used with standard PoE. With Power over Ethernet, business owners can utilise wired-first networking for enhanced reliability, speed and performance, while also seamlessly integrating into an existing network setup.



- **Customisable with zones:** Introduced alongside Era 100 Pro, zones offers an easier and more customisable way to orchestrate and control larger scale installations. Users can bond speakers together into a predictable, unified entity, providing a more permanent bonding experience that stays consistent throughout use.



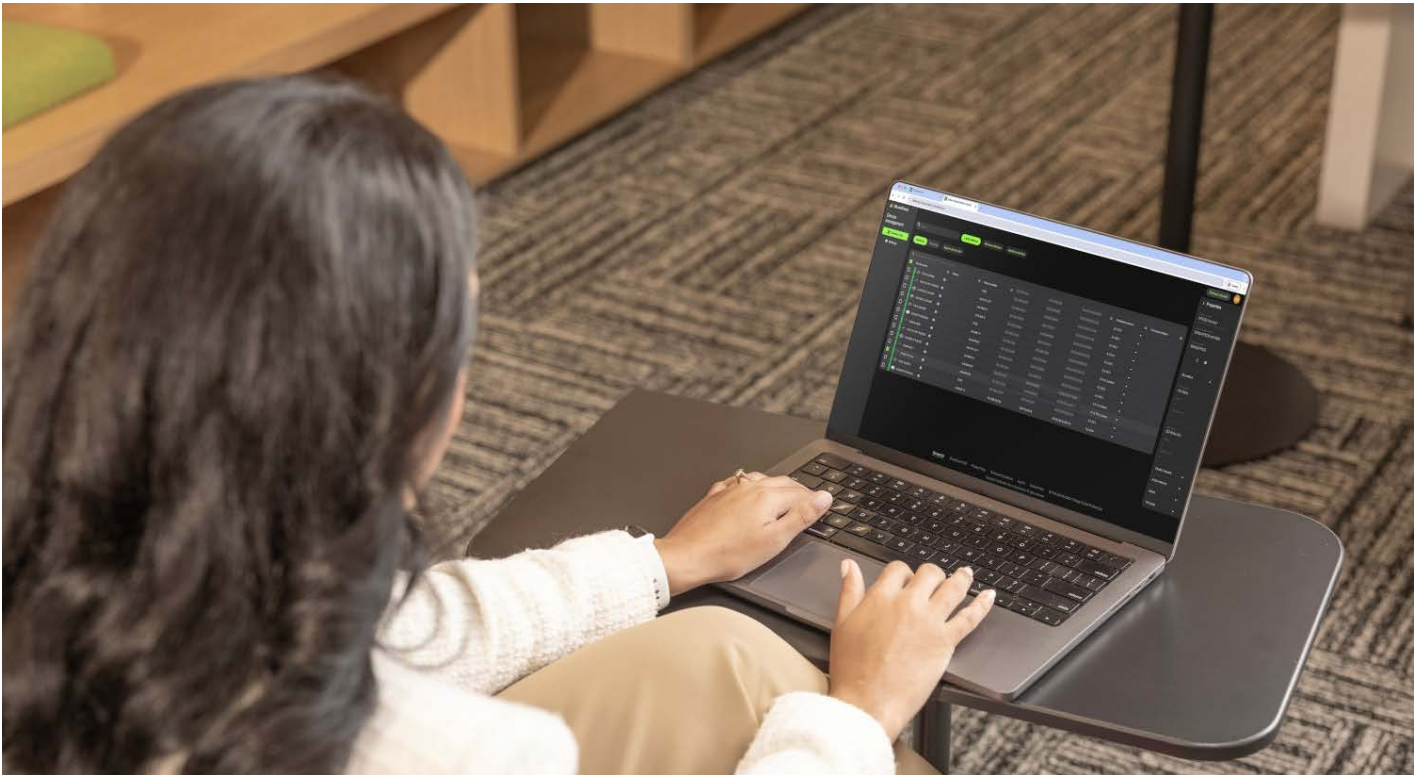
- **Premium sound:** Leveraging the same acoustic architecture as Era 100, Era 100 Pro provides high quality sound and impressive low frequency performance, unique within the PoE speaker category. With two 0.63 in / 16 mm silk angled high-frequency drivers and a 3.5 x 4.4 in / 90.8 x 111.9 mm carbon filled-polypropylene low-frequency driver, the speaker delivers rich sound across a wide 240° horizontal dispersion, giving broad coverage from a compact profile.

### ***New Search API for Compatibility with Third-Party Control Systems***

- **Extended functionality and control:** This upgrade simplifies navigation and accelerates access to preferred content from compatible music service partners across partner touch screens, with support for search, favourites, playlists, and recently played.
- **Soundtrack every scene:** Via the existing control API, Sonos music can be synchronised with lights, shading and more to deliver a more cohesive, immersive experience that complements end-users' lifestyles. These scenes can be applied across all interfaces of a supporting control system, extending the ability to stream Sonos music throughout the entire home.

- **Versatile Surface Mount** (sold separately in pairs): Era 100 Pro Surface Mount boasts 30° pan and tilt ranges and 360° rotation, enabling installation in any orientation. Its indexed ball joint allows installers to achieve repeatable angles with precision, enabling fast deployment when mounting multiple speakers, while also ensuring the speakers won't sag over time. Able to affix to virtually any surface, the mount can also accommodate hidden or exposed cabling and has a locking base plate for theft deterrence.
- **Safety enhancements:** Era 100 Pro has a built-in threaded insert and optional eyebolt that provides a secondary safety attachment point should building codes require it, helping the speaker withstand seismic events and avoid accidental damage. The hook receptacle increases stability when paired with the Surface Mount in non-portrait orientations.

# Introducing ShureCloud: Streamline Control of Shure Networked Audio Devices from Anywhere



**Shure** has announced the introduction of its new cloud-enabled centralized management platform, **ShureCloud**. At launch, the platform enables unified control and management of **Shure Microflex Ecosystem** devices and **IntelliMix Room** DSP software licenses from a single user interface. Additional features, including self-registration and an expanded monitored device portfolio, will be introduced in the coming months.

ShureCloud offers intuitive workflows that are familiar to IT Managers and AV Integrators. The platform provides real-time remote management access so users can manage, monitor, remotely update, and control devices

and licenses from anywhere, ensuring flexibility and convenience. ShureCloud provides unified control and remote access for organizations of all sizes, whether you're managing a few devices for a small business or handling large-scale deployments for global enterprises, government, or higher education.

"ShureCloud is designed to facilitate streamlined management of your licenses and AV systems in the same way that you manage other enterprise devices, using familiar IT workflows, standards, and processes," said Susy Liem, Associate Vice President of Global Product Management for Conferencing Products at Shure. "In today's fast-paced



environment, data is a critical asset. ShureCloud will provide actionable, data-driven insights that enable organizations to make informed decisions, streamline operations, and enhance overall productivity.”

ShureCloud combines an efficient and intuitive off-premises platform to remotely monitor, update, and manage Shure hardware and software products across a broad spectrum of applications and industries:

### ***Streamlined Management***

The foremost advantage of ShureCloud is the ability to manage all Shure devices from one, easy-to-use platform. Device monitoring enables users to view device status and performance in real-time to ensure optimal operation. Users can also push updates to ensure all devices are running on the latest firmware. Users receive instant alerts of issues, enabling quick resolutions with minimal downtime. Notably, the Shure Wireless Workbench® Scan Library application is also now accessible within ShureCloud.

### ***Ease of Use***

The platform’s interface is simple and familiar, especially for IT Managers and AV Integrators who regularly work in a variety of cloud platforms. Designed for both desktop and

mobile use, ShureCloud’s intuitive navigation creates a simple, clean design, making it easy to find and manage what is needed. Dashboard view gives the user a comprehensive overview of all connected devices, with quick access to detailed device information.

A user management application within the platform lets customers invite, manage, and control internal access to specific parts of the ShureCloud platform seamlessly. Each individual user can customize the site layout and tailor the interface to meet their specific needs, highlighting key metrics and controls.

### ***Security and Reliability***

ShureCloud provides a robust suite of security features using accepted standards such as GDPR, TLS 1.2 MQTT, and HTTPS. Data encryption ensures secure communication between devices. ShureCloud enables consistent and dependable operation. Shure will issue regular updates with continuous improvements and support to keep platforms current and effective.

This is just the beginning of ShureCloud. More devices and features will be added, with updates to come. In the future, users will have access to historical data to identify and analyze patterns, trends, and areas for improvement.

**Go to [www.shure.com/shurecloud](https://www.shure.com/shurecloud)** to register for ShureCloud today.

# SIIA 2024: Rewards Reassured for Resilience

*Sixth edition of the Awards scaled new highs in celebrating Indian AV excellence*

*By Ram Bhvanashi*



*The sixth edition of Systems Integration India Awards (SIIA 2024) – India's premier awards event for the country's audio-visual industry, organized in early September in Mumbai – was like a show of 'reward for resilience.' With a significant increase in numbers and members, the event's stakes scaled a new high, and thereby, the expectations too for such events to come by in time.*

On the electrifying evening of 3 September 2024, the reformed *La Grande Maison* (erstwhile Hriday Marquee) of Sofitel BKC became the epicentre of India's AV industry as its crème de la crème congregated to celebrate an unparalleled AV excellence. The atmosphere buzzing with excitement was an expected fair given the stakes the brand SIIA raised over the five preceding events since inception.

Even as the windy clouds hovered around with threats of showers to disrupt the ensuing excitement, the setting had its takers thronging in for what was to mesmerize the minds of men

and women minutes later. The stage was well set for grand celebration with its trusted and proven format of things unfolding seamlessly.

The redeveloped venue of *La Grande Maison* this time provided for a happy space for the photo booth that set the tone for the ensuing evening. For, the specially decored space had the participating AV fraternity taking to the podium with their teams and posing for the prided group photos with the logos of the event's sponsors proudly conveying excitement of the event inside.



The event began with the Emcee – none other than the man known for his articulate hosting skills Mihir Joshi – welcoming the guests even as they settled in the expanded, bar-like seating area. Having quickly tuned in the tone for the event, Mihir called upon SIIA's Co-organizer and Spinworkz (Singapore) Pte Ltd Managing Director Thomas Richard Prakasam to present his Welcome Speech.

Thomas – the man behind the mission – presented what made the 2024 edition of Indian AV's most trusted and prided awards event so much special. The numbers of the event spoke for themselves.

## Stakes Scaling Higher

This year's event was special in that it raised the bar of perfection by a few notches:

- ▶ The Number of entries – 60
- ▶ Number of First-timer participants – 10
- ▶ Number of SI companies – 36
- ▶ Number of Awards – 29
- ▶ Number of Judges – 11
- ▶ Number of attendees – > 250
- ▶ Number of AV fraternity – >170
- ▶ Number of sponsors - 9

Noticeably, the number of entries to the competition has risen by an impressive 45 per cent, while the number of companies who competed for the honour rose by an incredible 70 per cent. This increased participation included 10 new organisations coming for the first time- which was an apparent statement of the brand SIIA's becoming a vital platform for galvanizing industry engagement.

The night was a testament to the spirit of camaraderie, innovation, and excellence that defines India's AV industry. A fitting reflection of this industry engagement was there in a grand manifestation as over 250 professionals including about 170 top-tier systems integrators and consultants converged for a night of recognition, networking and celebration.

The night was also special in that it had the second edition of SIIA's People's Awards- comprising:

- Young AV Professional of the Year
- Woman AV Professional of the Year
- AV Professional of the Year

For a sheer reinforcement of SIIA mode and methodology, the Awards platform comprises six categories as follows:

- ▶ Corporate
- ▶ Education
- ▶ Government
- ▶ Hospitality
- ▶ Infotainment, and
- ▶ Projection Mapping

With a view to creating a level-playing field for every single player in the industry, each of these categories are again segmented into three budget categories of low, mid, and high-budget ranges of ₹1 crore to ₹5crore; ₹5.1 crore to ₹10 crore; and ₹10 crore and above respectively.

Each entry in every segment is presented to the Jury of international repute. This year, the SIIA platform had a Jury of as many as 11 judges carefully chosen from diverse domain expertise and reputation, as also ensure clinical assessment of the project credentials.



SYSTEMS INTEGRATION INDIA AWARDS 2024  
Celebrating Exceptional AV Experiences

## THE JUDGES



Adrian G.S. Goh, Group MD and Artistic / Technical Director of Hexagon Group of Companies



Alexis Figueroa, VP, APAC Multimedia Deployment, Operations and Events, JPMorgan Chase & Co Hong Kong



Duncan Lugstein, Managing Director, Corporate Technology Services



Jason Rouzaire, CTS, CTS-D, CTS-I, Business Director, Asia-Pacific, Sound Control Technologies



Joseph (Joe) Bocchiaro III, PhD, CStd, CTS-D, CTS-I, ISE-C, Principal Consultant, NV5 Engineering & Technology (Retired)



Lex Strauss | APAC Workplace Technology Consultant | Office Solutions | ESPM Enterprise Technology



Rod Brown, CTS-D, CTS-I, Volunteer Instructor, AVIXA



Shannon Brooks, CEO & Owner of Laservision



Steve Nield, Director, Production ArchitechX



Terry Friesenborg (Retired)



Tom Peters, CTS, Chief Operating Officer JetBull

## Sponsors Standing by the Brand SIIA

SIIA – since inception – had been ably supported by forward-looking change multiplying Sponsors. This year edition, in addition to the regular Sponsors, had three new Sponsors, infusing that additional energy and drive needed for the initiative.

The **Category Sponsors**, therefore, of SIIA 2024 were:

- Corporate – **The House of AV (New Sponsor)**
- Education – **ClearOne**
- Government – **Kramer**
- Hospitality – **SIIA (Self)**
- Infotainment – **Delta Electronics** – (New Sponsor)
- Projection Mapping – **Epson India**

In addition, the event had three Normal Sponsors who included

- **Christie Digital**
- **EyeViz Digital** (New)
- **Sennheiser Electronics India**

As if like an icing on the cake, **Ansata** took the pride of being the Award Night's Sound Partner.



The Sponsors.

## The Awards & Winners – in a Nutshell

<u>CORPORATE CATEGORY</u>	<u>EDUCATION CATEGORY</u>	<u>GOVERNMENT CATEGORY</u>
<b>SOLUTIONS INDIA SYSTEMS</b> Winner, Corporate Category Budget Range of ₹1 cr – 5 cr	<b>EYTE TECHNOLOGIES</b> Winner, Education Category Budget Range of ₹1 cr – 5 cr	<b>GAYATRI ELECTRICAL</b> Winner, Government Category Budget Range of ₹1 cr – 5 cr
<b>COSMOS BUSINESS MACHINES</b> Winner, Corporate Category Budget Range of ₹5 cr – 10 cr	<b>CP&amp;L</b> Consultant for Winning Education Category Project Budget Range of ₹1 cr – 5 cr	<b>RHINO ENGINEERS</b> Consultant for Winning Government Category Project Budget Range of ₹1 cr – 5 cr
<b>SIGMA AVIT TECHNOLOGY SOLUTIONS</b> Winner, Corporate Category Budget Range of ₹10 cr and Above	<b>HAVI DESIGN INDIA</b> Winner, Education Category Budget Range of ₹5 cr – 10 cr	<b>HAVI DESIGN INDIA</b> Winner, Government Category Budget Range of ₹5 cr – 10 cr
	<b>VALLECT</b> Winner, Education Category Budget Range of ₹10 cr and Above	<b>PYRAMID TECHNOLOGIES</b> Winner, Government Category Budget Range of ₹10 cr and Above
		<b>ANUVIN ICT &amp; AV CONSULTANTS</b> Consultant for Winning Government Category Project Budget Range of ₹10 cr and Above



<b><u>HOSPITALITY CATEGORY</u></b>	<b><u>INFOTAINMENT CATEGORY</u></b>	<b><u>PROJECTION MAPPING CATEGORY</u></b>
<b>QUBIX</b> Winner, Hospitality Category Budget Range of ₹1 cr – 5 cr	<b>ANANTA STAGECRAFT</b> Winner, Infotainment Category Budget Range of ₹1 cr – 5 cr	<b>MAGICAL THEATRE</b> Winner, Projection Mapping Category Budget Range of ₹1 cr – 5 cr
<b>SUNNY SARID</b> Consultant for Winning Hospitality Category Project Budget Range of ₹1 cr – 5 cr	<b>KNOWNSENSE STUDIOS</b> Consultant for Winning InfotainmentCategory Project Budget Range of ₹1 cr – 5 cr	<b>EYEVIZ DIGITAL SOLUTIONS INDIA</b> Winner, Projection Mapping Category Budget Range of ₹5 cr – 10 cr
<b>VALLECT</b> Winner, Hospitality Category Budget Range of ₹5 cr – 10 cr	<b>MONTU ELECTRIC WORKS</b> Winner, Infotainment Category Budget Range of ₹5 cr – 10 cr	<b>AXIS 3Dee Studios</b> Winner, Projection Mapping Category Budget Range of ₹10 cr and Above
<b>ASK CONSULTANTS</b> Consultant for Winning Hospitality Category Project Budget Range of ₹5 cr – 10 cr	<b>RHINO ENGINEERS</b> Consultant for Winning Infotainment Category Project Budget Range of ₹5 cr – 10 cr	
<b>INNOVATIVE SYSTEMS AND SOLUTIONS</b> Winner, Hospitality Category Budget Range of ₹5 cr – 10 cr	<b>PAN INTELECOM</b> Winner, Infotainment Category Budget Range of ₹10 cr and Above	
	<b>AXIS 3Dee Studios</b> Consultant for Winning Infotainment Category Project Budget Range of ₹10 cr and above	



Project winners, The People Awards winners, a couple of judges, the organisers and the emcee.

## The People's Awards – Personification of Excellence Honoured

SIIA 2024 was carefully curated to be a mellifluous blend of celebration of Organisational and Individual Excellence. For, the regular SI and Consultants Award presentation was interlaced with the three People's Awards:

**The Young AV Professional of the Year Award had been conferred upon Pankaj Ballad, Associate Director at Online Instruments.** That Pankaj was unable to attend the event – owing to his sudden illness – the Award was presented to Pankaj's uncle and Co-Founder of Online Instruments Mahesh Ballad.



The Award was presented by **Jonathan Seller, AVIXA's Senior Director of Development, Asia Pacific Regional Office, Oceania, Middle East & Africa.**



**The Woman AV Professional of the Year Award – was presented to Kirti Shetti, Country Manager-India, Kramer Electronics.** The Award was presented by **June Ko, Executive Director of InfoCommAsia.**

Over 17 years into the industry, and nearly with 15 years journey with Kramer, Kirti had personified dedication to the job with excellence. While rising through the echelons of professional leadership, she led Kramer's growth from strength to strength in the country. A fitting reward to a resilient professional finesse.

The excitement of SIIA 2024 reached its crescendo as the stage was set to honour the **AV Professional of the Year (2024)**. The Jury, like the two preceding Awards, worked at its jurisprudient best to adjudicate **Narendra Naidu, Managing Director** of renowned AV consulting firm **Rhino Engineers Pvt Ltd**, for the coveted awards.

Naidu's credentials span over three decades of excellent work and lodes of accolades from government, corporate and other institutions. Some of the most prestigious AV installs in the country such as the Ayodhya Ram Mandir; Presidential Palace; Gandhi Kutir & Somnath temple (previously)- just to name a few.



The Award was presented to him by **Sarah Joyce, Chief Global Officer of AVIXA**. The venue of 250-plus audiences erupted into claps and joyous smiles even as an emotional Naidu – at his humblest best – attributed his honour to the support he received at every stage of his growth, from every quarter of the industry spectrum.

"This success, is not just mine," said an emotionally driven Naidu. "This success belongs to each of the industry member here, and those hardworking AV brethren whom we are missing tonight," he submitted to a thunderous applause. "You all have contributed to this milestone achievement of mine; you have a share of this honour."

## Humility and Honour of Highest Kind

It was time for none other than the AVIXA chief **Dave Labuskes** to put the icing on the cake. While endorsing Naidu's statement in humility, Dave – in his own inimitable style – said to the celebrative audience: "every single award that is won tonight belongs to every single one of you."



"This industry is a community; we brace each other up, with every time we face a problem; and every opportunity we take to change the way the people experience the world....(the success and joy is for every one of us)."

The level of this competition, and the level of achievement of all these projects, and by all these professionals continues to rise..." the AVIXA chief noted. "Congratulations India on your continued success."

That was a real icing on the cake.

## SI India Awards

## AUSTRALIA

# Bullanginya Dreaming: A Cultural and Immersive Light & Sound Experience

*Laservision transform 40 acres of natural Australian bushland creating the largest permanent First Nations-themed LUNA Light and Sound show in Australia*



Located in the picturesque Bullanginya Lagoon, Barooga, NSW, Bullanginya Dreaming stands as a groundbreaking cultural and entertainment experience that blends history, art, and technology. This permanent installation offers a unique journey into the rich traditions of the Bangerang People, paying homage to their deep-rooted connection to the land. It is the largest permanent First Nations-themed LUNA Light and Sound show in Australia, transforming 40 acres of natural Australian bushland into a vibrant celebration of Indigenous culture, history, and the environment.

## Honouring Bangerang Culture Through Technology

At the heart of Bullanginya Dreaming lies the objective to provide visitors with a memorable and immersive experience. This 1.8-kilometer walking track invites guests to disconnect from the outside world and enter the Dreamtime—a cultural and spiritual concept central to Indigenous Australian cultures. The journey takes approximately 1.5 hours, during which visitors engage with 13 distinct activations, each



## FACTFILE

**Project Name:** Bullanginya Dreaming

**Project Location:** Barooga, NSW, Australia

**Project Segment:** Cultural

**Project Systems Integrator:** Laservision

**Key Audio Brand :** Custom Laservision Control enclosures, Entec S-Play SP1-1, ACME - Coolie 546 LED Par Lights, Antari – IP1500 Smoke machines (Custom Enclosure), Brightsign Audio Player and DX5 Digital Player, Q-SYS Bollard Loudspeakers, Subwoofers and Amplifiers SPA2-200, Epson Projectors (various models), Custom Laservision Light Sculptures and Metal Artwork and Custom – LV200 LED Tubes

showcasing significant elements of Bangerang history and culture.

The storyline weaves together key cultural elements, from a Welcome to Country ceremony to the profound connections between the Bangerang People and their environment. Some of the highlights include People of the Tall Trees, Patterns of Nature, Flora and Fauna, Cosmos, and The Life of a Tree. Each activation is a dynamic and culturally significant moment, designed to educate and inspire while maintaining a deep respect for the traditions of the Bangerang People.

### Collaboration with First Nations Communities

The project is a result of extensive consultation with Bangerang Elders and First Nations representatives. The installation ensures that the stories, designs, and representations

are accurate and respectful of traditional practices. Each aspect of the light and sound show is inspired by Dreaming stories, traditional Bangerang artwork, and cultural artifacts. Visitors are reminded of their shared responsibility to care for the land, and the installation is designed to foster a deeper appreciation for the environment and the cultural heritage of the area.

### Laservision's Role in Bringing the Dreaming to Life

Engaged by Barooga Sports Club, Laservision took on the monumental task of designing and executing the entire Bullanginya Dreaming experience. From the initial concept to scripting, production, post-production, and installation, Laservision's team spent months crafting a seamless integration of technology into the natural bushland.



This required careful consideration of the site's unique challenges. For example, a major flood event delayed construction and prompted a redesign of the walking track and the methods of installing critical equipment. To ensure that future floods would not damage the installation, Laservision engineered a system for safely removing and reinstalling the equipment when needed. Additionally, the team worked with environmental and wildlife experts to minimize disruption to local flora and fauna, ensuring that the installation had minimal environmental impact.

### **A Bridge Between Worlds: Culture, Technology, and Nature**

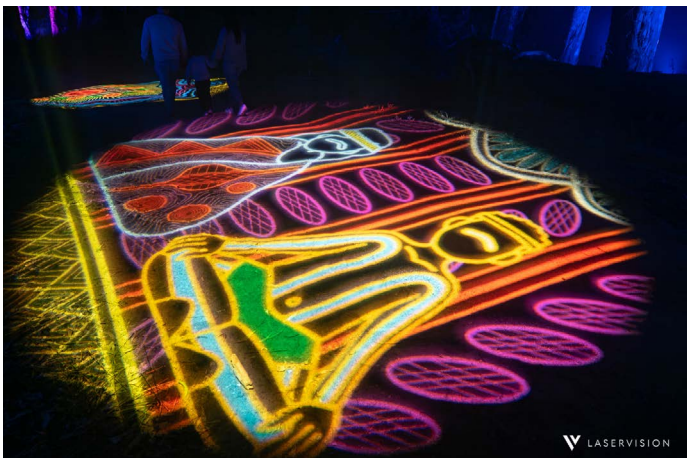
The installation is not just a spectacle of light and sound; it's a deeply meaningful experience. Bullanginya Dreaming is about bridging the worlds of modern technology and ancient traditions, creating a space where people can connect with the stories of the Bangerang

People and the land itself. Every tree, rock, and river holds significance, and the light show brings these stories to life, helping visitors understand that the land belongs to no one—rather, we belong to the land.

The project also runs special sessions in collaboration with the Aboriginal Cultural Heritage Educational (ACHE) company, further deepening the educational aspect of the experience and ensuring that Indigenous knowledge continues to be passed down to future generations.

### **Overcoming Challenges: A Testament to Commitment**

The path to realizing Bullanginya Dreaming was not without its challenges. Beyond the environmental considerations, the responsibility of accurately representing First Nations culture weighed heavily on the team. Laservision's close collaboration with the Bangerang People



## A Celebration of Culture, Connection, and Land

Bullanginya Dreaming is more than just an immersive light and sound show—it's a celebration of Indigenous culture, a connection to the land, and a bridge between the past and the future. By creating an experience that blends traditional storytelling with cutting-edge technology, Bullanginya Dreaming fosters unity and respect, reminding us all of our shared responsibility to protect the environment and preserve cultural heritage.

and Traditional Land Owners ensured that the project remained true to its cultural roots.

The show's design and execution embody the spirits of the land, water, and sky, as conveyed in Bangerang Dreaming stories. Visitors are not simply passive observers but are invited to become part of the experience. As the lights dance across the landscape, it symbolizes a spiritual connection that transcends the physical space, allowing all who attend to feel that they are part of something larger.

With its seamless integration of art, history, and nature, Bullanginya Dreaming stands as a testament to the power of collaboration and the enduring connection between people and the land. It offers a journey of reflection, learning, and wonder—one that will continue to inspire for generations to come.

**Laservision**

## CHINA

# Visionary's PacketAV Matrix Series Facilitates Seamless Configuration at the National Communication Centre for Science and Technology

*EZPro International leverages Visionary's Link Layer Discovery Protocol (LLDP) to rapidly deploy the PacketAV Matrix Series across 660,000-square-foot facility*



The National Communication Center for Science and Technology (NCCST) promotes the communication and transformation of scientific and technological achievements. By engaging in academic exchanges and international cooperation to promote latest findings at home and abroad, the NCCST drives economic and social development. The centre, which opened in June 2023, aims to provide a national-level portal to China's advancements and innovations

by establishing itself as a national public service platform for science and culture.

Located in Beijing's Chaoyang district, the NCCST spans over 660,000 square feet and is situated next to the China Science and Technology Museum. The centre features four exhibitions that showcase the history of China's scientific and technological advancements, the development of ecological civilization, a

## FACTFILE

**Project Name:** The National Communication Centre for Science and Technology (NCCST)

**Project Location:** Beijing, China

**Project Segment:** Government

**Project Systems Integrator :** EZPro International

**Key AV Brand :** Visionary Encoders and Decoders, Netgear Switches

collection of themed postal stamps issued since the founding of the People's Republic of China and the significant contributions of individuals toward boosting innovation.

EZPro International, a distributor of world-leading professional audio, video, lighting, conference and control system brands in China, Hong Kong and Macau, supported the design and integration of audiovisual technology at the NCCST.

With offices in Hong Kong, Shenzhen, Beijing, Shanghai, Chengdu, Xian and Shenyang, EZPro International provides a sales and technical service network to China.

"We coordinated with the systems integrator, which we have worked with many times, to complete the audiovisual integration at the National Communication Center for Science and Technology," said Kane Zhang, CTS-D, CCNA, ENS, Senior Vice President and Chief Technology Officer for EZPro International. "Our ongoing relationship with the systems integrator created a smooth and seamless integration. The design included audio and video distribution across all video displays, including a large video wall, throughout the facility."



Zhang added, "We integrated Visionary's PacketAV Matrix Series to ensure seamless connectivity with 24-Port Managed Switches from NETGEAR. NETGEAR's switches automatically recognize the PacketAV Matrix Series devices as soon as they are connected, simplifying the configuration process and offering a plug-and-play experience. The system, which included 63 PacketAV Encoders and Decoders, provided video distribution across all fixed displays and a few mobile audiovisual systems designed to be relocated for presentations in meeting areas and public gathering spaces."

NETGEAR's professional AV-enabled switches include a custom profile with Visionary's



PacketAV Matrix Series, which leverages Visionary's unique ability to VLAN tag network traffic within the PacketAV endpoints. This feature further enhances network traffic management and segmentation, improving efficiency and reducing congestion in network infrastructures. With this integration, Visionary's VLAN tagging can be leveraged directly from NETGEAR's managed switches, creating a more efficient network setup and maintenance process. As a result, EZPro International gained unparalleled reliability and performance, reduced installation times and a consistent user experience across all devices.

"The PacketAV Matrix Series supports Link Layer Discovery Protocol (LLDP), which allows the devices to directly connect and share device information with other discoverable devices, such as NETGEAR's switches," explained Zhang. "This particular feature was very important for the network infrastructure at NCCST. It reduced installation time and eliminated unnecessary costs for our customers."

Zhang added, "Additionally, the PacketAV Matrix Series enables rapid mass configuration. We can quickly discover the parameters of each device and export the information to a CSV format file, which allows us to efficiently configure and edit each PacketAV Encoder and Decoder in the entire audiovisual system. Once we upload the CSV file, we can configure all of the devices on the entire network within minutes. Utilizing existing network resources, the encoders and decoders can rapidly be deployed."

The final result is a system that is flexible and seamless, one that performs flawlessly. The NCCST's audiovisual system enables a simplified, stable user experience that empowers academic exchanges and international cooperation to promote the latest scientific and technological advancements.

**Visionary Network Audio Video**

**EZPro International**



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