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A MONUMENTAL MARKAZ WITH A MARVEL OF MOSQUE

INTERVIEW:
Maged Michael,
Executive Director
Middle East
XYZ Technologies

VOICEBOX:
The Benefits of Cloud for
Immersive AV Experiences

FEATURE:
2024 in Restrospective

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""*The main objective is to build on the company's success that started in Montreal, Mexico, the UAE, and now in the Kingdom of Saudi Arabia, where the business opportunities for technology adoption are immense— arguably the largest in the region*"

**Maged Michael,
Executive Director, Middle East,
XYZ Technologies**

Thomas Richard Prakasam

Publisher/Editorial Director
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Our Feature column provides our perspective on what stood out over the past 12 months. The IOTA report, initially released with positive projections, has since been tempered by expectations from Sean Wargo and Peter Hansen, who foresee 2024 closing slightly below earlier forecasts. We also delve into notable acquisitions that shaped the year, highlight brands strengthening their presence in the APAC region, and spotlight a company contributing to the Make in India initiative.

In our Installation column, we showcase the magnificent Jami ul Futuh, also known as the Indian Grand Masjid, developed by the Markaz religious institution. This palatial structure, reflecting the Indo-Saracenic architectural style, spans an impressive 435,600 square feet, with a total land area of 655,000 square feet. Designed by the Doha-based firm Darvish Architects, the mosque's state-of-the-art AV systems were seamlessly integrated by Kochi-based AV systems integrator Greentec Digital Audio Visual Pvt Ltd (Kalite), adding a modern touch to this grand edifice.

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DESIGN & LAYOUT

Hazel Gundaya

Designing XYZ of Cultural Technology in the Middle East

Maged Michael Makes a Big Move to Shape an Immersive AV Business

By Ram Bhavanashi

Maged Michael, a triple-CTS, and PMP-certified professional who heralded the best AV enterprise in Qatar, is now embarking on a new journey to define the 'XYZ' of a cultural technology mission. After a brief sojourn from his previous endeavour, he is set on this new journey to drive an innovative mode of 'Audiovisual Immersive and interactive multimedia environments'- in the Middle East- as the Executive Director of Canadian AV Integration major XYZ Technologies.

SI Asia interacted with Maged to know more about the company, and his new endeavour.

SI Asia: Can you share any recent milestones or shifts in your professional journey?

MAGED: I have just started a new chapter in my career, by joining XYZ Technologies in Saudi Arabia. After an exciting journey spanning nearly 20 years in the AV domain, where I had the opportunity to explore the world of audio-visual technology, engaging with key aspects of AV applications across diverse sectors such as corporate, education, places of worship, healthcare and sports venues, in multiple countries in the Middle East- say Egypt, Yemen, Saudi Arabia and Qatar.

That said, after such a long journey of excellence, I felt the need to explore new horizons in technology and take on bigger challenges. After serious thought process and a careful market scan, I found a role that promised to satisfy the drive within me.

The opportunity at XYZ clearly and vastly expanded the scope and technological landscape, opening up my innate urge to explore something I am deeply passionate about Immersive and interactive multimedia environments.

On their part, XYZ Technologies had been contemplating an aggressive expansion into the

Elements of Burj Khaleefa: A very immersive and interactive AV install executed by XYZ Technologies. Located at the Reception of the Burj, the 4-meter tower is a summation of the tower, and Dubai.

Saudi market, recognizing significant potential for its core competencies and expertise following great success in UAE.

At that time, they were seeking senior leadership to contribute to the company's ambition, vision and mission in the Saudi market.

The opportunity came my way, and I am grateful to Eric Cyr, Founder of XYZ Technologies; and Osama Sorial, Partner Director of XYZ Technologies UAE, for entrusting me with this role.

SI Asia: Tell us about XYZ Technologies...What is it all about?

MAGED: XYZ Technologies, with its signature statement *'Creativity + Technology,'* is a leading international enterprise in the audio-visual and lighting domain.

It is focused on *'creating interactive experiences'* with a basket of diverse range of technological and artistic solutions. It is engaged in developing creative solutions that spread culture and stimulate ideas. It has specialized in creating experiences by means of state-of-the-art immersive, interactive and narrative environments.

Founded in Montreal in 2004, the company quickly established a strong presence across the Americas. Driven by a passion and *'mission to help creators pass their own limits,'* the company carved a niche of its own in immersive AV experiences and interactive multimedia environments, as well as in theatrical and visitor attraction applications.

Within five years of operations, the company grew beyond North America, opening its first overseas office in Mexico in 2009. With a

The Dubai Creek: Birth of a City pavilion at the Al Shindagha Museum: A 15-minute multimedia show that captures the history of Dubai from its earliest times to the present.

strong brand identity and dedicated focus, the company entered the Middle East, establishing its first regional office in Dubai in 2016.

After navigating the challenges of the pandemic, the company opened its second office in the Middle East in Riyad in 2022. It's been a steady growth since then.

SI Asia: What is the core competence of XYZ Technologies, and what areas are its focal points in the region?

MAGED: XYZ Technologies specializes in audiovisual and experience design, offering a full range of technological and artistic solutions. The domains that our expertise addresses comprise:

* Immersive experiences
* Interactive multimedia environments
* Venues of Visitor Attraction
* Museums
* Theatres and auditoriums
* Exhibitions and global expositions

The company prides itself on its competence, drawing from a strong pool of skilled partners and suppliers who enhance and complement our capabilities to produce high-quality work with avant-garde technologies.

SI Asia: It is pertinent here to know more about you. Tell us about your journey through the years of evolution?

MAGED: After graduating from Helwan University of Cairo in Electronics and Communications Engineering in 2001, I began my career in the wireless telephony industry. I then joined Telecommunications and Engineering Consultant Office (TECO) one of the oldest and most respected engineering consultancy firms in Egypt, with a strong presence in AV. My enthusiasm, along with the opportunities I encountered, led to a rapid advancement from Project Engineer to Project Manager at TECO, and provided a launchpad for future growth.

Around mid-2012, my journey with TechnoQ began.

During my 12-year journey at TechnoQ, I gained incredible exposure and expertise, taking on several critical roles that continually enhanced my professional profile over the years. In particular my contributions to large-scale projects in the market allowed me to gain invaluable knowledge, and experiment with new ideas; elevate the identity from project to project.

While I had the opportunity to explore the exciting realm of innovation in AV design and excel in each role, I must say I was fortunate to have a very efficient and dedicated team that executed every project to perfection.

SI Asia: In your new profile, what areas do you intend to focus on?

MAGED: The main objective is to build on the company's success that started in Montreal, Mexico, the UAE, and now in the Kingdom of Saudi Arabia, where the business opportunities for technology adoption are immense— arguably the largest in the region.

Our area of focus is clearly defined: creating immersive experiences through interactive and multimedia technologies. This expertise spans various verticals and aligns with the vision our clients seek to build.

Establishing a strong foothold means not only reinforcing our existing presence but also contributing to our vision and mission in the region.

SI Asia: Given the profile you built, how challenging do you find the new endeavour?

MAGED: Challenge is often exciting; and for me, it is always.

While the market is much more developed today, it's exciting to stay competitive by offering solutions that truly engage clients and partners. Moreover, when we know the market already has well-established players with deep-rooted relationships that matter.

But, with the unparalleled expertise and certified talent that we have at XYZ, and our supportive partners worldwide, we stand as a strong and competent player.

SI Asia: When you speak of brand XYZ expertise, what projects in the region exemplify the promise?

MAGED: We are currently contributing to several landmark projects in Saudi Arabia and will share more details once they are completed

That said, some of our key projects in the region include Elements of Burj Khalifa, the UAE Pavilion at Expo 2020, and the Shindagha Museums in Dubai.

To learn more about XYZ, I invite you to visit our website and follow us on social media.

Facebook

Instagram

LinkedIN

XYZ Technologies

Directivity Considerations to Enhance the Listening Experience

by Graham Hendry, VP of Loudspeaker Strategy, AtlasIED

Audio tends to get overlooked and undervalued in many cases compared to lighting, interior design, and video. The proliferation of reflective surfaces in modern designs — glass, metal, and concrete — presents a serious challenge for AV system designers who are faced with designing an intelligible system. Speech intelligibility is crucial for effective communication, especially in classrooms, workplaces, and public spaces.

Speech intelligibility can be improved by focusing or directing the sound on the audience instead of unused areas in the room like the ceiling or floors. An excellent solution to address these challenges is digitally steerable loudspeaker technology. Digitally steerable loudspeakers allow for precise control of where sound is placed. It also allows for the listening experience to be tailored in a way that loses no level of quality across that space, a big advantage over distributed systems. This is made possible with a combination of amplification, DSP, FIR filters, EQ, and delay — all programmed using software.

Speech Intelligibility
Simply put, speech intelligibility is the percentage of speech a listener can understand or comprehend. Intelligibility is affected by the volume level and quality of the speech signal, the type and level of background noise, room reverberation, and more. The requirements for good intelligibility are straightforward — the sound system must have adequate bandwidth, proper signal-to-noise and direct-to-reverberant ratios, and be devoid of interfering reflections. Without these considerations, the reverberant sound will mask the speech syllables if the direct sound is weak and the reverberant sound dominates.

Speech intelligibility (STI or STIpa) can be specified in advance, designed through simulation tools, and objectively measured with an accuracy as good as that achieved using a panel of "live" listeners. STIpa is based on the Speech Transmission Index (STI), which was developed to quantify speech intelligibility in various acoustic conditions. STI measures the transmission quality of the speech signal, considering factors like background noise, reverberation time, and distortion.

Directivity

Loudspeaker directivity refers to the way in which sound radiates from a loudspeaker in different directions. It describes how the loudspeaker's output changes with respect to the angle from which it is observed, usually the listener. Loudspeaker directivity varies with frequency: dispersion characteristics tend to be wider at low frequencies and narrower at higher frequencies. In an ideal world, horns or waveguides are designed to generate constant directivity (a dispersion pattern that does not vary with frequency). The larger the horn or waveguide, the more the frequency spectrum can be controlled. True constant directivity devices are very important because they allow the designer to be confident that they are covering the areas they need to with more consistency and predictability. Conventional loudspeakers have a fixed radiation pattern, or vertical dispersion can be adjusted mechanically with line arrays. Other technologies like digital beam steering allow the designer to create directivity patterns perfectly suited to the room — 'fit like a glove' — delivering optimal coverage to the audience areas while avoiding reflective surfaces. System designers should keep in mind that:

• The desired directivity response of the loudspeaker must be a design consideration.

• The components used, as well as their relative placement and geometries, must be chosen carefully to yield the desired directivity response from the loudspeaker system.

• Delve into measurements more, rather than taking specifications at face value. A common approach would be to inspect the EASE gll file.
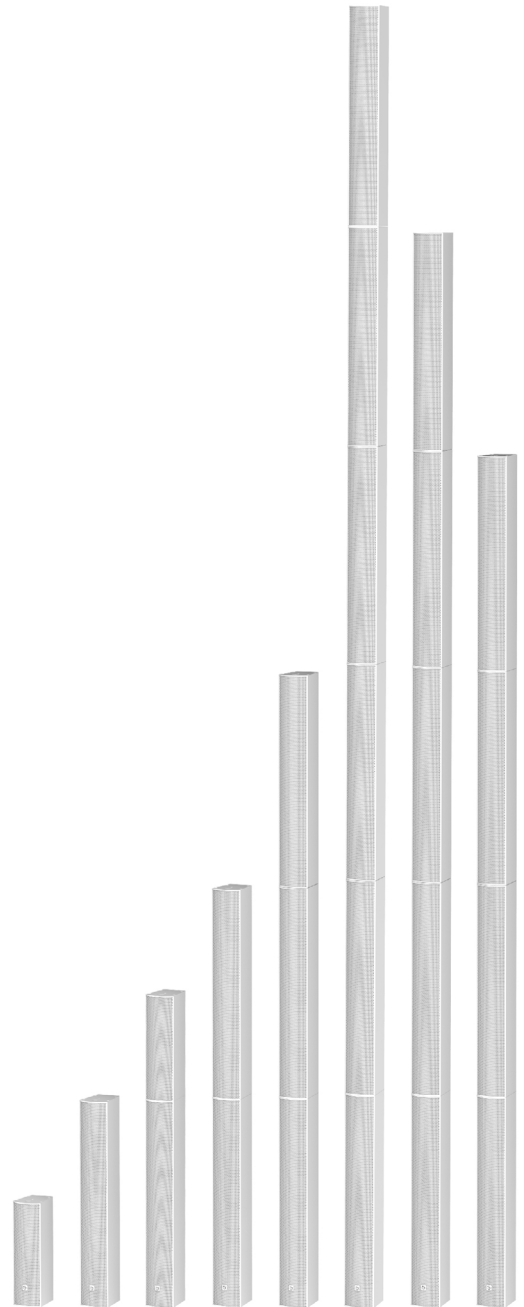
The AtlasIED Aimline series ALX-D

Beam Steering Explained

Beam steering allows the user to focus acoustical output on a specified listening area without physically or mechanically aiming the loudspeaker. There are no motors inside the loudspeaker. Instead, each transducer has its own DSP and amplifier channel, resulting in the ability to tailor beams via software in very

granular increments, allowing acute steering capability where the user desires.

By directing sound towards the audience and away from other surfaces that may cause reflections, digitally steerable loudspeakers deliver highly intelligible speech and natural music reproduction. In many cases, digitally steered products are the only way to achieve the required levels of speech intelligibility in large reverberant spaces. Eliminating the need to physically tilt the loudspeakers means that digitally beam-steered loudspeakers can often be mounted directly to the wall, hung plum, or even flush inside the wall.

Wall mounting also removes the need for expensive rigging points or additional ceiling cabling infrastructure, which both help reduce installation costs significantly. The goal for many sound systems is consistent front-to-back coverage, meaning that people in the front of the room hear the same sound as the people in the back of the room.

The Value of Acoustic Modeling
Acoustic modeling is an excellent method for comparing how a loudspeaker affects the space and the optimal placement. Acoustic modeling or simulation lets consultants and integrators understand the current acoustics of a space and how the placement of loudspeakers and other factors affect the room's acoustics with a high degree of accuracy, all from the safety of their computers. Popular software packages like EASE have an extensive library of loudspeakers from various manufacturers that

allow for accurate models that closely map to actual values measured in the room after the loudspeakers have been installed. This acoustic modeling helps verify the accuracy of the loudspeaker specifications and builds peace of mind in your selection.

Final Thoughts
While digital beam-steering technology and associated software continue to improve, the primary hurdle for integrators and consultants to overcome is a better comprehension of beam-steering capabilities and applications. Many still feel that commissioning digital beam-steerable loudspeakers is time-intensive and akin to rocket science, but that's no longer true. To help fully understand and utilize the advantages beam-steering provides, choose a digital-steering manufacturing partner who can provide the support and appropriate products necessary for the best possible outcome.

AtlasIED

The Benefits of Cloud for Immersive AV Experiences

by Brian Pickowitz, VP of Marketing, LEA Professional
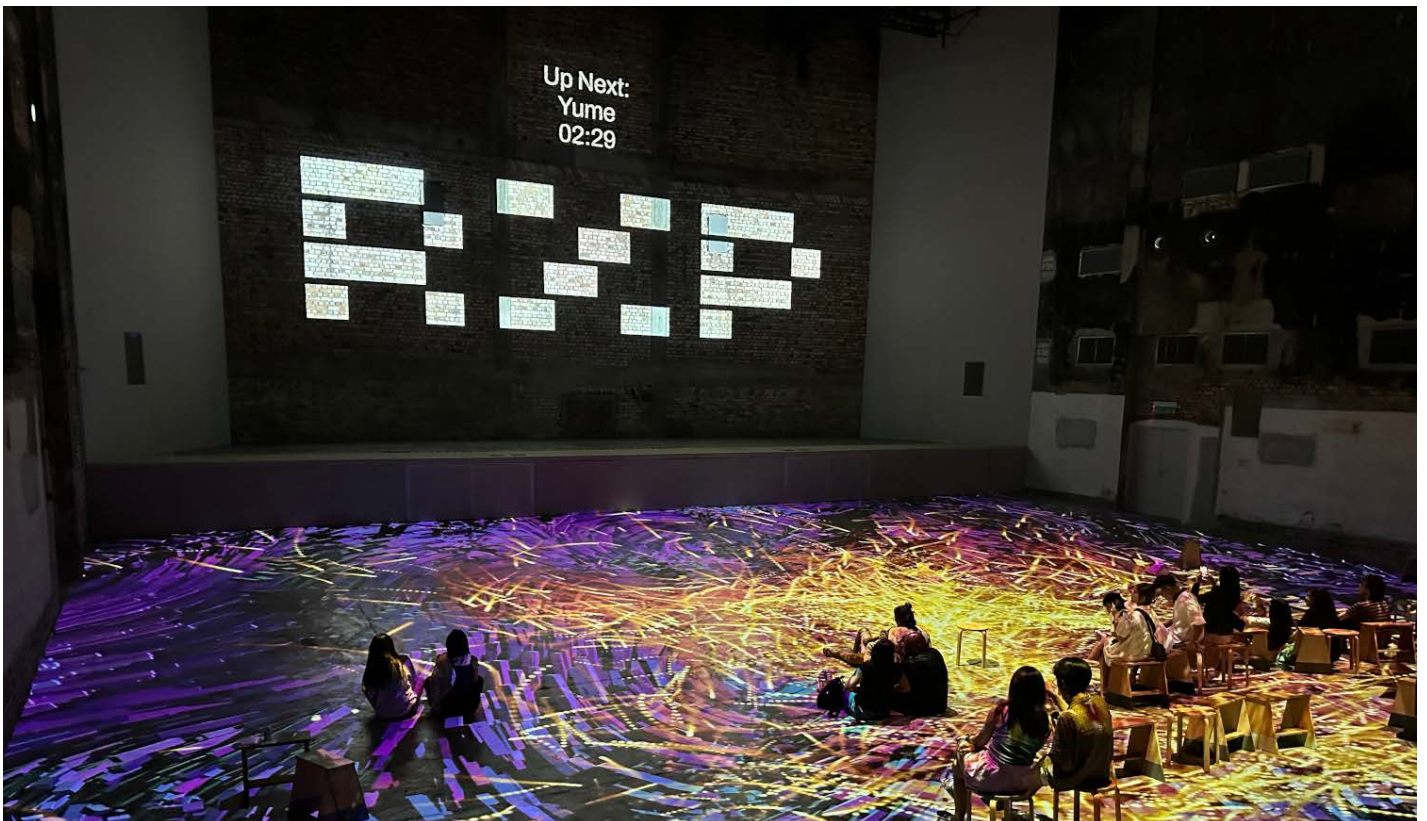
The RXP venue featuring immersive experiences at the REXKL in Malaysia

Immersive AV experiences have surged in popularity in recent years, driven by a combination of advanced technology, changing consumer interests, and new opportunities to merge media, art, and entertainment. Today's audiences are drawn to these experiences for their interactive and engaging nature, moving away from passive forms of entertainment like movie-watching. Instead, they seek more immersive activities that engage multiple senses, appealing to those looking for novel and memorable experiences, as evidenced by the popularity of interactive art installations, where the digital and physical worlds blend seamlessly.

However, the AV system requirements for immersive experiences are significant. The responsibility of ensuring that no device fails, that the audio and video are properly synchronized, and that the audio sounds amazing falls on the shoulders of AV integrators. Immersive events quickly give way to bad user experiences if these issues arise. Luckily, the pro AV market is moving to the cloud, providing integrators more opportunities to monitor AV systems remotely. This allows for faster troubleshooting and problem resolution while eliminating travel and often leads to happier customers. However, integrators should carefully assess their requirements for remote monitoring, including scalability, network uptime, security, and other services, and select a cloud provider that can meet their needs effectively.

Cost Savings
By monitoring AV equipment remotely, organizations can reduce the need for onsite visits and service calls, which leads to cost savings in travel expenses, labor, and time. Conversely, integrators can benefit from recurring revenue streams created by service contracts for remote monitoring services and can schedule their technicians more effectively for value-added service calls across all clients.

Proactive Issue Resolution
Remote monitoring allows for real-time tracking of AV equipment performance. Many times, technicians can identify and address problems before end users even notice a problem occurs. Often, there may be an informal relationship between the system integrator and onsite IT or facilities teams to help facilitate certain issues, such as adjusting the air conditioning in the rack room if thermal warnings are indicated. This

proactive approach minimizes downtime and ensures a smoother user experience.

Customized Alerts and Notifications

Many remote monitoring systems can be configured to send alerts and notifications based on predefined thresholds or events. This proactive alerting system ensures that technicians and key end users are informed immediately when critical issues arise, allowing for swift action.

Remote Configuration and OTA Updates

Remote monitoring facilitates efficient maintenance of software and firmware updates. Updates and patches can be applied remotely during off-peak hours, ensuring the AV equipment is running the latest software or firmware without requiring manual intervention at each physical location.

Scalability

Cloud infrastructure allows AV integrators to scale their resources up or down based on project demands. Whether they're handling a small installation or a large-scale deployment, integrators can quickly adjust their computing power, storage capacity, and networking resources to meet the needs of each project without investing in additional hardware or infrastructure.

Increased System Uptime

Depending on the application, system uptime can be critical for an organization, even involving redundancy if a primary device fails. Remote monitoring contributes to increased system uptime by detecting issues early and providing a means to address many of them promptly. This is crucial in high-use environments such as conference rooms, classrooms, and event venues.

REXKL Case Study

Kuala Lumpur is a city steeped in rich history and traditions. Originally a small hamlet of just a few houses and shops, it stands proud as the capital of Malaysia and is home to 1.8 million people. At the heart of Kuala Lumpur lies a new community and cultural hub, REXKL. Designed within what was once the legendary Rex Theatre, the two-story, 60,000-square-foot building features retail shops and restaurants in the basement and a picturesque bookstore and exhibition space on the upper floor.

RXP reimagines the legacy of the Rex cinema space by bringing in a new, cutting-edge digital art experience. As the first immersive venue in Malaysia, the venue team wanted to get the details right and spent over a year planning, working with the participating visual artists, and designing the spatial audio tracks. The immersive environment includes 18 projectors mapping visual elements on the walls and floor, while the spatial audio design required that the venue be fully modeled in 3D.

Eighteen compact two-way loudspeakers, backed by four subwoofers, are strategically located throughout the RXP to provide the spatial audio listening experience. To help meet the range of audio needs, the integrator chose a combination of LEA Professional's Connect Series 1504D and Connect Series 704D for the digital art experience. The 1504Ds power the subwoofers, while the 704Ds support the two-way loudspeakers. Both models include 96kHz-capable Dante and AES67 connectivity options.
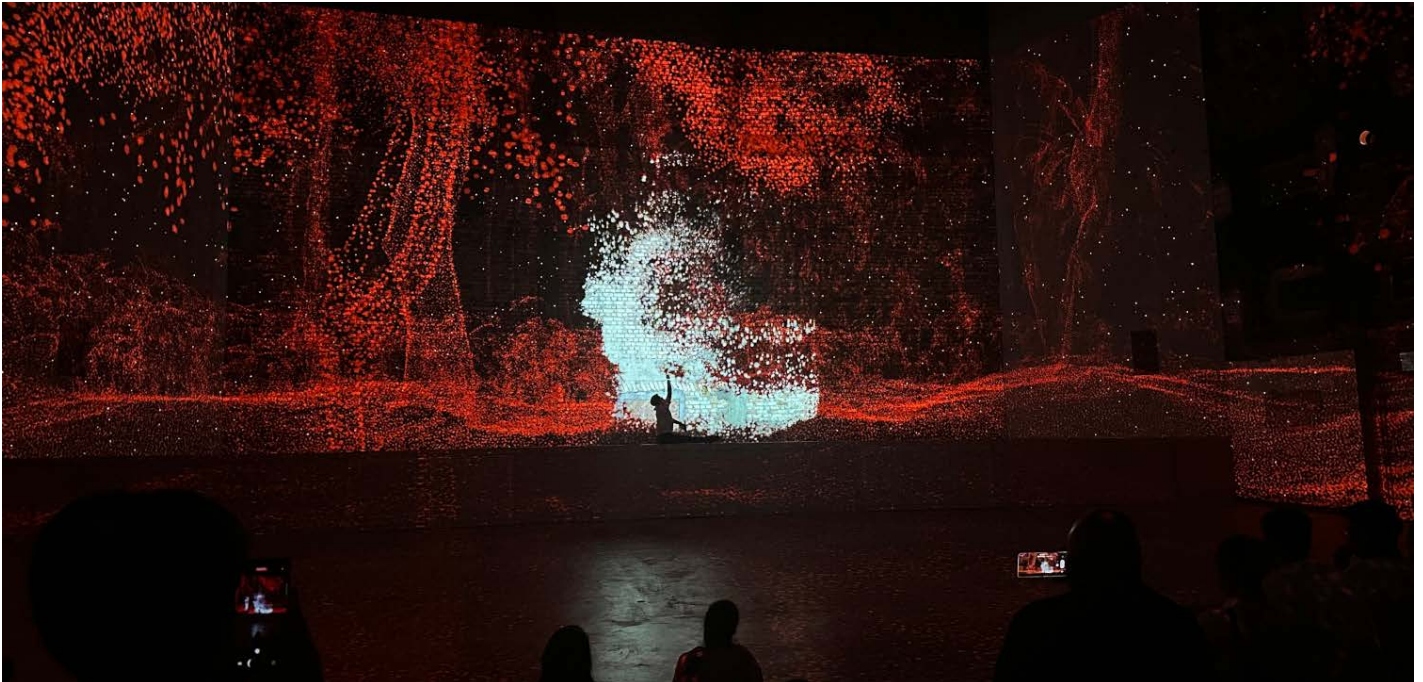
The high-power IoT-enabled four-channel 1504D provides 1,500 watts per channel into 2, 4, and 8 ohms and 70Vrms and 100Vrms. The CS1504D includes advanced DSP with 96kHz linear phase FIR crossover filters, acoustically transparent look ahead RMS and peak limiters, 32-bit floating-point DSP with built-in sample rate converters, and two Smart Power Bridge channels. Conversely, each 4-channel 704D delivers 700 watts per channel. It supports Hi-Z (70V or 100V) and Lo-Z selectable by channel, giving the venue much-needed design flexibility and enough additional capacity to support future expansion efforts.

The Connect Series delivers an industry-first professional amplifier family to feature cloud connectivity, a revolutionary advancement and a significant benefit for anyone maintaining the systems. With LEA Cloud, AV teams can remotely control and monitor the amplifiers regardless of the location or time of day. Whether from within the REXKL or on another continent, controlling the Connect Series

amplifiers from afar helps teams work more efficiently, reducing travel and saving time and money.

Final Thoughts

The status quo is a moving target in pro AV, and nowhere is that more true than the advancement of cloud-based offerings. Cloud infrastructure will continue to drive innovation, agility, and competitiveness in today's pro AV landscape. Remote monitoring systems like the LEA Cloud offer efficiency, cost savings, improved system performance, reduced downtime, and enhanced user support. It's particularly beneficial in large-scale AV deployments or when managing geographically dispersed AV setups that are common in Asia. From simple EQ adjustments or volume level changes to applying software or firmware updates in the off hours for access to new features and capabilities, remote management can be a boon to end users and integrators alike.

LEA Professional

Davinder Singh Rai Joins Jetbuilt as Director of Business Development for EMEA

EMEA: **Jetbuilt**, a global leader in AV project sales and management software, has appointed **Davinder Singh Rai as**

Director of Business Development for EMEA. With over 20 years of experience in the AV and IT sectors, Davinder brings a wealth of knowledge, leadership and market insight to Jetbuilt as it continues to expand its global presence across Europe and the Middle East.

Davinder joins Jetbuilt after a distinguished tenure at Pure AV, where he led major projects and drove business growth within the corporate and higher education sectors. Prior to this, Davinder held roles at AVI-SPL UK, Kramer and Pacific Ltd, where he honed his expertise in solution sales, customer relations and strategic partnerships. His deep understanding of AV and IT integration, combined with his track record of successful project delivery and manufacturer insight makes him a valuable addition to the Jetbuilt team.

"I met Davinder a few years ago, and instantly knew that I wanted to work with him someday.

It is a pleasure that that day has arrived. Davinder's extensive experience combined with his passion for building strong client relationships will be instrumental in continuing to drive our growth across the EMEA region. His technical understanding and attention to detail is second to none and he has an impressive track record of delivering results. Davinder's appointment reflects our commitment to expanding Jetbuilt's reach and providing world-class solutions to our global client base," said Paul Dexter, CEO of Jetbuilt

In his new role, Davinder will be responsible for driving business development initiatives and strengthening client relationships. Alongside Jonathan Breckon-Rowe, Director for EMEA, he will work closely with clients to ensure they fully harness the power of Jetbuilt's solutions to streamline project workflows and achieve greater operational efficiencies.

"My mission has always been to enable, facilitate and empower professionals across the channel to communicate and collaborate effectively, and Jetbuilt really epitomises this. I've always admired the company's innovative approach to simplifying complex AV project management workflows and I'm looking forward to contributing to the company's success by helping customers realise the full potential of these solutions. I'm incredibly excited to join Jetbuilt at such a pivotal time in the company's growth," said Davinder Singh Rai

With Davinder's sales leadership, Jetbuilt is poised to further strengthen its position as a trusted partner in the industry, delivering cutting-edge solutions tailored to the unique needs of integrators and end users in the EMEA region.

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PSNI Global Alliance Welcomes KVM Pioneer G&D as Global Preferred Vendor Partner

Global: PSNI **Global Alliance**, one of the world's largest network of premier technology integrators and service providers, is thrilled to announce the addition of Guntermann & Drunck (G&D) to its prestigious Global Preferred Vendor Partner (PVP) network. A leader in high-performance KVM solutions, G&D expands the PSNI network's ability to deliver mission-critical control room applications, ensuring top-tier functionality, security, and operational efficiency for global control room operations.

By joining forces with G&D, PSNI's Certified Solution Providers (CSPs) now have access to the most comprehensive, interoperable, secure, high-performance KVM technology available. This partnership further strengthens the Alliance's capability to solve complex AV and UCC challenges while delivering seamless, large-scale project outcomes across key verticals such as industrial automation, process control, energy management, air traffic control, broadcast, entertainment, and government industries.

G&D's advanced KVM technology is a critical asset for any organisation that requires secure, reliable, and efficient control room operations. With the ability to extend, switch, and distribute computer signals across vast distances with a high level of security, G&D ensures that control room operators can manage vital systems with zero latency and full redundancy, providing peace of mind for industries where downtime is not an option. This partnership guarantees PSNI customers access to industry-leading tools for enhancing both performance and security in high-stakes environments.

"Personally, I have long admired the mission and the certified solution providers of the PSNI Global Alliance, and we are incredibly excited and honored to join PSNI Global Alliance. We look forward to contributing our expertise in KVM technology to support the seamless integration of mission-critical solutions for PSNI's global customers," said Jon Litt, President & Managing Director at G&D North America.

Tom Roberts, Director of Vendor Programs at PSNI Global Alliance, added, "G&D's exceptional reputation for delivering cutting-edge KVM technology is well known, and we are delighted to bring their expertise into the PSNI fold. This partnership not only expands the breadth of solutions available to our Certified Solution Providers but also deepens our commitment to delivering unmatched capabilities to our customers around the world."

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Sonance Enhances Southeast Asia Market with Electro-Acoustics Systems Partnership

SINGAPORE: **Sonance** , a leader in architectural audio solutions, has announced the appointment of **Electro-Acoustics Systems** as its official distributor for Professional Products in Singapore. This partnership is an important milestone in expanding Sonance's presence in Southeast Asia, ensuring that customers in the region have access to the highest-quality audio solutions.

"Electro-Acoustics Systems has a long-standing reputation for excellence in delivering professional audio solutions, and we are excited to appoint them as our trusted partner in Singapore," said Morten Jorgensen, Vice President of Professional Audio at Sonance. "Their expertise and commitment to exceptional service align perfectly with our mission to bring innovative, high-quality, and aesthetically appealing audio technology to customers worldwide."

Dave McKinney, Managing Director at Generation AV, Sonance's representative for Asia, also commented on the partnership: "We are thrilled to work with Electro- Acoustics Systems as our distributor in Singapore. Their knowledge of the local market and strong industry relationships make them an ideal partner for Sonance as we expand our professional audio footprint in the region. We look forward to seeing this partnership grow and succeed."

"We are excited to unveil our partnership with Sonance. Its commitment to superior audio solutions, quality products, and innovation aligns with our company values. Together, we can enhance our offerings in creative ways, providing even more innovative solutions for our customers, pushing the boundaries of what is possible in audio and addressing demanding architectural and design requirements with its wide range of high-quality products.", shares Lam Tze Tze, Executive Director of Electro-Acoustics Systems.

This partnership underscores Sonance's commitment to expanding its footprint in Southeast Asia and delivering cutting-edge audio technology to new markets. It will also

provide end customers with unparalleled service, increased product availability, and an exceptional auditory and aesthetic experience.

The month of November also saw Sonance appoint Paxson Laird as Director of Sales Engineering for Sonance Professional. Paxson will play a key role in driving technical expertise and field engineering support as Sonance continues to expand its presence in the professional audio market.

"We are incredibly excited to have Paxson Laird join our team," said Morten Jorgensen, Vice President of Professional. "Paxson's deep experience in the professional audio market

across design, sales engineering, and technical training will be instrumental as we continue to elevate our capabilities to support this critical market. We continue to invest in talent as part of our ongoing commitment to strengthen our position in the professional audio market and foster authentic partnerships globally."

Paxson Laird brings extensive industry experience to Sonance, beginning his career as a Technology Consultant for an international Architectural & Engineering firm, specializing in Audiovisual Design. He later joined Bose Corporation, where he served as a Sales Engineer in the Professional Division.

YES TECH MG P2.6 & P3.9 Panels Hit 1,000,000 Sales

GLOBAL: **YES TECH**, a prominent LED display manufacturer, announced the milestone of selling 1,000,000 panels of their renowned MG Series with pixel pitch 2.6mm & 3.9mm. The MG Series stands out as their best-selling product, celebrated for its "Multi-Functions & Creative-Shapes", which totally suits indoor and outdoor applications. These powerful features have made the MG Series a customer favourite. However, the path to success was not without challenges.

In response to the market's need for non-bulky, standardised LED displays that were lightweight and durable, YES TECH saw a chance to innovate. In 2012, they leveraged polymer nanotechnology. This breakthrough, along with the introduction of pin connection technology, which YES TECH first applied in automotive display design, overcame issues with signal instability and marked the successful launch of the Magic Stage Series, starting with the MG2, followed by the MG5 and MG5A, and later the MG6/MG6S (indoor), MG7/MG7S (outdoor), and the latest outdoor rental product, the MG9. The innovation continued and now the company will be introducing their latest indoor product – the MG10.
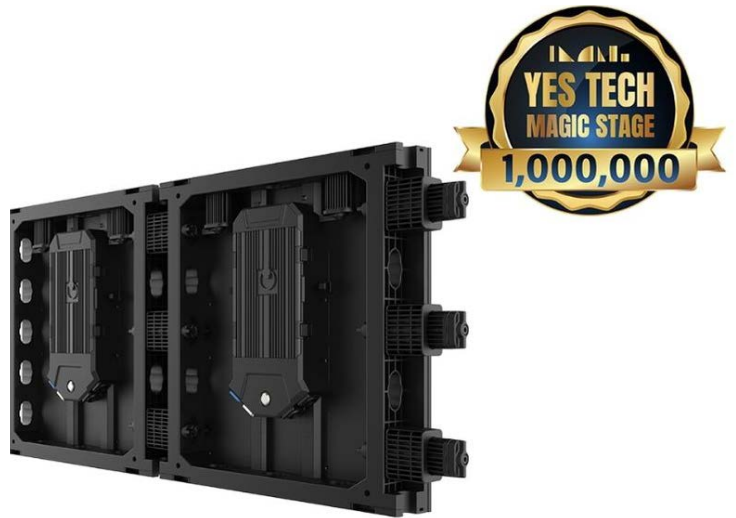
The MG10 Series, an evolution of the popular indoor rental screen MG6S, boasts a range of enhancements without a price increase, offering unparalleled value for customers.

• Vibrant visuals: The 7680Hz refresh rate, 9000:1 contrast rate, and 18bit+ grayscale deliver high-standard visuals. With the integrated design of the cabinet, the flatness is better improved.

• Platform design: Different modules with varying pixel pitches can be used on one frame. And this one can be spliced with MG cube and MU indoor series for more shapes.

• More convenient maintenance: The power box is easily dismantled, and the pin connection inside the cabinet makes disassembly even easier.

Rohit Nagarajan Named CEO of Vizrt

GLOBAL: **Vizrt** , a leader in real-time graphics and live production solutions for content creators, announced Rohit Nagarajan as its new CEO, marking the next phase of the company's global growth. Nagarajan joins Vizrt with over two decades of experience in the technology industry. He has held pivotal roles across multiple geographies at SAP, SoftwareONE, and Salesforce. He has deep expertise across sales, marketing, and product innovation. Nagarajan's focus will be on scaling Vizrt's international growth, and enhancing its offering for customers, partners and users.

"For over 25 years, Vizrt has been at the heart of media innovation, building strong relationships with incredible clients worldwide. Just recently, Vizrt technology was central to how hundreds of media companies covered the U.S. election, showcasing the power of our expertise and our customers' creativity. With the media industry entering the era of cloud and AI-assisted production, I truly feel there's never been a more exciting time to be part of this journey. The potential for us to grow and make an even bigger impact is immense," said Nagarajan.

Michael Hallén, who sat as Vizrt's CEO for the past eight years, has set a strong foundation for this next chapter and has together with the Board agreed that the time was right for new leadership. Hallén oversaw the joining of NewTek and Flowics into the Vizrt ecosystem to expand its legacy in broadcast graphics to live production and into the cloud, alongside the development of NDI. Vizrt's mission remains the same, to achieve its vision to be the high quality and easy to use platform that every professional storyteller uses to produce video for any channel.

"Rohit is highly respected for his leadership, customer dedication, and deep expertise across sales, marketing, product innovation, and talent management—qualities that align perfectly with Vizrt's culture and vision. His proven track record in driving growth and building global software organizations will be invaluable in guiding Vizrt's next phase of success," says Klaus Holse, Chairman of the Board at Vizrt.

"On behalf of the Board, we thank Michael for his contributions; under his leadership, Vizrt has built an infrastructure ready for sales growth. We look forward to his continued impact as Chairman of NDI. Leading Vizrt alongside such talented colleagues has been an honor. I'm proud of our achievements over the past eight years and look forward to seeing the company's continued success under Rohit's leadership," concludes Hallén.

Jakarta Music Lounge Blazes with L-Acoustics A and X Series Professional Sound System

INDONESIA: Located in the upscale Elysee mall complex within Jakarta's Sudirman Central Business District (SCBD), Blaze Jakarta is setting new standards in the region for live music entertainment. The sophisticated music lounge, which opened its doors with a capacity of 250 guests, has positioned itself as the capital city's premier destination for discerning music enthusiasts, powered by a professional **L-Acoustics** A Series sound system.

"The goal was clear from the start – to establish Blaze as the benchmark for exceptional live music standards in the capital city," explains

Hendra Halim, Project Manager and Systems Engineer at L-Acoustics Certified Partner for Indonesia, PT **Gracia Auvindo**

Premium Venue Design Meets Diverse Programming

The venue's sophisticated design caters to its highly targeted SCBD clientele with two distinct spaces: a wide, first-floor area accommodating up to 250 seated guests, complemented by an exclusive second-floor VIP section offering personalised service in private areas for groups of up to ten. "Blaze's commitment to variety extends beyond their physical space to their musical offerings," notes Mr. Hendra. "By curating different genres each night and incorporating DJ performances in between live band sets, they look to keep patrons longing to return for its unique entertainment and dining."

After experiencing L-Acoustics audio solutions at an industry exhibition, the Blaze management team knew they had found the perfect match for their premium lifestyle brand. However, the installation presented specific challenges, including limited rigging points.

A Professional Sound System to Address Installation Challenges

"The ability to visualise the sound distribution throughout the space with L-Acoustics Soundvision 3D modeling software gave us a preview of the results of the system's performance before installation," Mr. Hendra explains. Working closely with L-Acoustics APAC Application Engineers, the Gracia Auvindo team determined that the compact dimensions and weight of L-Acoustics A10 boxes would provide the optimal solution, delivering ideal SPL and coverage throughout, while meeting the venue's physical constraints.

L-Acoustics A Series Delivers Tour-Grade Sound

The final installation features a main L/R system of two L-Acoustics A10i Focus and one A10i Wide per side, complemented by six L-Acoustics

KS21i subwoofers placed under the stage. Four L-Acoustics 5XT boxes provide front-fill from the stage lip, while L-Acoustics X12 speakers deliver out-fill on either side of the L/R hangs. Four 5XT boxes are distributed under the balcony, with another two ensuring coverage by the lounge bar. The first-floor system is driven by four LA4X amplified controllers. The VIP areas each feature two L-Acoustics 5XT boxes and one SB15m subwoofer, powered by a single LA4X amplified controller.

"In a sprawling city as vibrant and diverse as Jakarta, providing a premium entertainment experience that sets new standards for music venues is crucial to success," concludes Mr. Hendra. "The L-Acoustics A Series, with its signature sound and tour-level, premium quality, will help Blaze Lounge achieve that goal."

MUSHANG Launches Sydney's VFX Lab, Powered by Brompton LED processing

AUSTRALIA: With 14 years of experience in visual creativity, MUSHANG has expanded its advanced video production capabilities to Sydney with its latest MUSHANG VFX Lab. Claiming to be the largest permanent virtual production studio in Sydney, the facility is equipped to handle some of the industry's most demanding projects in film, television, and advertising. Featuring Hollywood-grade equipment, including **Brompton Technology** LED processing, MUSHANG VFX Lab is designed to bring its clients' most ambitions visions to life.

While MUSHANG Shanghai studio focuses on commercial advertising with comprehensive services from concept to execution, Sydney-based MUSHANG VFX Lab places a distinct emphasis on virtual production. It provides technical and equipment support to production teams and creators needing advanced virtual production solutions.

"For this studio, we're utilising solutions from our trusted production partners, including Brompton Technology LED processing, ROE Visual screens, Disguise virtual systems, Stype tracking, MRMC Bolt robotic arms, ARRI lighting, and Sony Venice 2 cameras with top-tier Leitz Prime lenses and Cooke Anamorphic FF SF lenses. This selection of world-class equipment, paired with our expert team of producers, directors of photography, Unreal Engine artists, and virtual production consultants, ensures the highest quality experience for our clients," said Henry Sha, CEO & Founder at MUSHANG VFX Lab.

The studio's LED setup, featuring ROE Visual's BP2V2 panels for the main wall and CB5

MK2 panels for the ceiling, is calibrated with Brompton's Hydra measurement system and is Brompton HDR-ready. With a near-8K resolution, the display is driven by two 4K Tessera SX40 processors, a Tessera S8, and five Tessera XD 10G distribution units, providing unmatched clarity and performance. Since its opening in September, the studio has already completed two commercial projects, both of which utilised Brompton's advanced Tessera feature set, including HFR+ (High Frame Rate), adding new creative possibilities for diverse productions.

"Brompton has been a reliable and steadfast partner for us," continues Sha. "In commercial advertising, what we need most is stable performance and efficient application, and Brompton has consistently excelled at both."

One of the studio's first projects – secured within the first month of opening - was a TV commercial for local Australian fast-food chain Hungry Jack's, produced by HelloFuture TV. "Feedback from directors, cinematographers, and production staff has been overwhelmingly positive, with high praise for the possibilities our virtual production studio offers," Sha proudly

adds. "We find Brompton and ROE Visual to be the ideal combination for virtual production."

As MUSHANG VFX Lab continues to explore the Australian market, the team aims to demonstrate the potential of virtual production for local production companies, showing how it can open new doors for expansion. "Located in Alexandria, just a 10-minute drive from Sydney's city center, our studio offers convenience, with ample parking and space for productions of all sizes. We're excited about future collaborations in film, television, and beyond," exclaims Sha.

"We're delighted to be part of such a powerful collective of partners at MUSHANG VFX Lab in Sydney," says Elijah Ebo, Director of APAC Operations at Brompton. "It's inspiring to see the synergy between our LED processing technology and the other high-calibre equipment in the studio, all brought together by MUSHANG's expert team to create one of the most cutting-edge setups in virtual production today. We look forward to supporting their continued success as they push creative boundaries in the industry."

"Due to Brompton's stability and reliability, it was an obvious choice for us when designing the VFX Lab in Sydney," concludes Sha. "Following three successful years operating our first virtual studio in Shanghai, we remain committed to Brompton as our trusted partner. This golden combination of Brompton Technology, ROE Visual, Disguise, Stype, and MRMC Bolt has been instrumental in countless projects, and we're confident it will continue to drive our success for many more years to come."

DL Pro Installs HH System at Hanoi's New Hoang Main Star School

VIETNAM: Constructed in a record time of less than twelve months, the new Hoang Mai Star School in Hanoi covers an area of 60,000 sqm. Its modern design incorporates every requirement of a cutting-edge learning establishment, enabling it to offer students across each of its primary, secondary and high

school levels a well-rounded, comprehensive education based on its philosophy of preserving its nation's cultural values while also opening paths to international integration.

A variety of classrooms, creative experience areas, a conference room, laboratories, eight basketball courts, two football pitches, and well maintained wider green spaces cater for more than 1400 students across all levels, while the school's large gymnasium/hall is in constant use throughout the day. This multi-purpose

facility serves as a focal point for a wide range of activities and requires a high-quality audio system to meet the needs of the many presentations and performances which take place. Audio specialists DL Pro Company Ltd (part of the AVTED Group) designed, supplied and installed an **HH Audio** system for the hall, based on the UK company's TNA line array.

HH's TNA line array was designed for a wide range of medium-sized applications and offers a robust, compact solution in a very competitive package. At Hoang Mai Star School, DL Pro installed a flown system comprising 6 x TNA-2051 dual 5" mid/high and 2 x TNA-1200S (12" sub) per side, supplemented by a further centrally-flown cluster of 4 x TNA-2051 and 2 x ground-stacked TNA-2800S (dual 18" sub) per side. 4 x HH TRM-1201 stage monitors complete the installation.

"This is another good example of the broad appeal of the TNA line array. The hall at the school is used virtually non-stop during time the school is open, so the system gets a great deal of use. Audio technology in schools needs to be affordable, reliable, durable, and deliver high quality of sound for the widest possible range of applications, from spoken word presentations to music playback and live performance. We believe that for all-round performance in this type of environment the TNA line array is hard to beat. DL Pro are to be congratulated on yet another successful HH Audio installation," said Ian Wright, Global Sales Director for HH Electronics.

Ushio Announces Appointment of Michael Phipps as New President and COO at Christie

GLOBAL: **Ushio Inc.**, a trusted leader in light sources and optical equipment for industrial processing, visual imaging, and life sciences, and parent company to Christie, have announced the appointment of Michael Phipps as President and Chief Operating Officer of **Christie Digital** Systems Inc and its subsidiaries.

Effective immediately, Phipps assumes the role of president and COO, succeeding Hideaki Onishi, who has held the position since 2022 and will be returning to Ushio Japan. Phipps joined Christie in 2008 and served as Christie's chief financial officer since 2019.

"Our customers are at the heart of everything we do. We need to understand their challenges and achieve mutual success. I look forward

to engaging directly with them to ensure we deliver the exceptional experiences that are synonymous with Christie," says Phipps.

"With over 16 years of experience and a deep understanding of the various aspects of our business, Mike is uniquely positioned to lead Christie's operations. His vision and expertise will advance our strategic goals and guide us in developing and delivering the industry-leading solutions our customers expect," says Takabumi Asahi, chief executive officer, Ushio Inc.

Mike holds a BA in finance from Michigan State University and is a Certified Public Accountant in California.

Bose Professional Celebrates Global Expansion with Dubai Office Grand Opening

UAE: **Bose Professional**, developer of world-class audio experiences designed to transform any space, recently celebrated the grand opening of a new sales office and Experience Center in Dubai, United Arab Emirates, with industry leaders and partners from the MEA region.

The Dubai office marks the 10th new international business location Bose Professional has opened this year, including new offices and Experience Centres in London, Amsterdam, Frankfurt, Singapore, Beijing, Shenzen, Shanghai, Osaka, and Tokyo, with plans to open a new Bose Professional global headquarters and Experience Centre early next year in Hopkinton, Massachusetts.

Located in the rapidly growing Sharjah district, conveniently accessible from the Dubai International Airport, the new office combines sleek, modern business spaces and meeting rooms with an Experience Center, designed for education and demonstration and featuring Bose Professional's line-up of loudspeakers, power amplifiers, processors, controllers and software.

The entire Bose Professional EMEA team was honoured to host an opening ceremony on November 7, 2024, attended by CEO John Maier, Vice President of International Sales Hans Vereecken, Director of Sales, EMEA, Nittin Dargan, as well as esteemed guests, industry leaders, and valued partners. The event featured speeches with Maier serving as guest of honour, a ribbon cutting ceremony, as well as presentations and refreshments.

"The new Bose Professional office and Experience centre will serve as the Regional Centre to demonstrate innovative audio solutions to all our distributors, system integrators and consultants.," said Dargan. "The new space further demonstrates our commitment to MEA region. Bose Professional team and our distributors will continue to ensure that our customers get best-in-class products, locally available."

"It's our mission to deliver amazing audio solutions and services to our customers around the globe," said Maier. "I am so proud of what the Bose Professional team here in Dubai, and around the world have accomplished by achieving these operational milestones in our company's history. I can't wait to travel to more offices and cut more ribbons as we deepen our 50-year legacy of partnerships and continue to grow our global organisation."

Audio Source Launches HH Audio in Australia

AUSTRALIA: Following the recent appointment of Audio Source as HH Audio's distributor in Australia, the partners staged a two-day official launch event at Vision Studios, a rehearsal and recording facility in Perth. The full range of **HH Audio** products were demonstrated to a range of audio specialists including system integrators, rental companies, retailers, installers, and contractors. Ian Wright, HH Audio Global Sales Director for HH Electronics offered an upbeat view:

"The event was a great success in what is acoustically a fantastic space. The team demonstrated the range to groups of visitors over the two days, rather than staging one big presentation, something which worked extremely well. I think we had fourteen groups in total who were able to see all our products patched in and individually demoed or used in whatever combinations customers wanted," he said.

"Each demonstration started with electronics and install, including our MZ Series of zone amplifiers running TNi-C ceiling speakers. This was followed by W and M Series amps running TNi-W Pro units, before moving onto our active products, culminating in an impressive demo of the TNA line array which attracted great enthusiasm - visitors were hugely impressed by the power and quality of the audio coming from such a compact and competitively priced system," he added.

Other HH Audio favourites which attracted a lot of positive attention at the event included the TRM 1201 stage monitor and the Tensor SOLO and MINI portable PA speakers. According to Wright, the reaction to the launch couldn't have been better:

"The response from everyone who attended was extremely positive. It was clear that visitors were blown away with the quality of the sound and could immediately see the opportunities offered by such competitive pricing. This dynamic approach taken by Audio Source to engaging with their customers is certain to pay dividends in the Australian market."

PPDS and Q-SYS Launch New Technology Plugin for Philips Professional Displays

GLOBAL: PPDS, the exclusive global provider of Philips Professional Displays, is delighted to announce the launch of a new technology plugin for **Q-SYS** , bringing Philips digital signage, interactive displays, and All In One LED walls designed on Android SoC into the Q-SYS Platform for cloud-manageable audio, video, and control.

Q-SYS is a cloud-first architecture, revolutionizing the AV industry by combining AI, machine learning, and computer vision into a unified AV platform for seamless audio, video

and control solutions, raising the bar for live, hybrid, and virtual experiences.

Aligned in their ambitions, with a core focus on a range of market verticals – including corporate, education, corporate, education, government, transportation, retail, public venues, and hospitality, among many others, this fruitful collaboration has resulted in the development of a certified, market-ready solution that seamlessly combines the extensive benefits of the software-based Q-SYS Platform, together with the power and versatility of Philips Professional Displays.

The PPDS Wave Plugin for Q-SYS offers significant benefits to the programmer by expediting integration, and to the users by allowing component management from a single interface, streamlining the experience and simplifying adjustments. It provides comprehensive display management, enabling users to easily access detailed display information and control settings such as power, volume, input source, brightness, and orientation, ensuring complete oversight and

customisation. Additionally, with a secure cloud connection and real-time status monitoring, this plugin ensures reliable and safe operation of AV systems, providing peace of mind for users.

Supported by The Farm – an official development partner for Q-SYS plugins – and available now via Q-SYS Designer Asset Manager, the platform is compatible with the range of PPDS Wave-ready Philips Android SoC displays, including the Philips Signage 3000 Series (Q-Line), Philips Signage 4000 Series (D-Line), and Philips Interactive (T-Line), among others.

PPDS is now providing customers with live demonstrations, and the ease of integration of the Q-SYS plugin inside its network of Studios, including the newly opened North America Master Showroom – PPDS Studio NYC Metro.

Sian Rees, Global Director of Solutions and Partnerships at PPDS, commented: "The Q-SYS plugin for Philips Professional Displays leverages the power of our API-first Wave platform allowing customers to control our range of smart Philips Professional Displays from digital signage, interactive, and All in One LEDs with the same reliable, easy to integrate interface."

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

Sian concluded: "At PPDS we operate an 'Open2' philosophy, working with third party providers and partners to ensure we are offering the perfect harmony of software and hardware, delivering best-in-class user experiences. We're delighted to be working with Q-SYS to bring even greater choice and value to the market."

Digital Engagement Platform, Uniguest Hub Launches Globally

GLOBAL: **Uniguest**, a global leader in digital engagement technology, have announced the introduction of Uniguest Hub, an innovative SaaS-based platform designed to streamline digital communications. Uniguest Hub transforms how communications teams manage and broadcast their content to drive audience engagement by offering an all-in-one solution for digital signage, interactive TV, casting, room signage, and interactive wayfinding.

To meet the growing demand for delivering eye-catching, interactive, and informative content, Uniguest Hub offers a comprehensive suite of engagement technologies managed through a cloud-based CMS. This centralised approach simplifies deployment and management, making it easier for organisations to promote their brand, message, services, and products to every visitor.

Uniguest Hub is broken down into modules to offer customers flexibility, enabling them to invest in the technology that supports their immediate needs and budget while retaining the option to grow their engagement provision as they need it:

Digital Signage: Scalable, 'drag 'n drop' digital signage that makes it easy to design, schedule, and display dynamic content across multiple locations.

Interactive TV: A best-in-class solution for creating the ultimate IPTV experience, ensuring viewer satisfaction, and driving revenue opportunities through brand consistency, extensive personalisation, and relevant promotions.

Casting: Share content from devices such as laptops, smartphones, or tablets to any connected display with just a few clicks.

Wayfinding: Ensure a stress-free visitor experience with interactive property maps and a directory of local attractions.

Room Signage: Dedicated meeting room signage tools that synchronise room displays with a central calendar, helping to guide visitors and staff to the right space.

Uniguest's chief executive officer, Matt Goche, said, "We have always provided our customers with powerful, easy-to-use technology that enables engagement with their audience in whichever way is best for the individual. By consolidating digital signage, interactive TV, casting, room signage, and wayfinding into one user-friendly platform, Uniguest Hub encompasses this ethos, providing an intuitive platform with everything required to effectively engage audiences, enhance brand presence, and deliver a strong return on investment for end users and clients.

"For our resellers, this offers an opportunity to reinforce their traditional revenues with a regularised annual recurring revenue stream, strengthening their business and improving their ability to grow. I am also proud that our experience of working across multiple industries has led to the flexibility that Uniguest Hub offers; both the modularity of the technologies and the comprehensive feature set means we can support the needs of many different industries, from hospitality, corporate, and retail to education and healthcare.

Government Venues Invest in British Acoustics for Superior Audio Solutions

Rashtrapati Niwas

INDIA: Two prestigious government venues in India, each serving distinct purposes, have chosen to invest in high-quality pro audio solutions from the renowned British Acoustics. The first, Rashtrapati Niwas—an iconic residence with a rich historical heritage—required an adaptable audio setup for ceremonial and cultural events. The second, the Dergaon Police Training Centre, aimed to enhance their conference hall's functionality with a modern, intuitive audio system. These projects underscore British Acoustics' ability to cater to diverse requirements, from heritage sites to cutting-edge training facilities.

Rashtrapati Niwas, formerly the Viceregal Lodge, stands as a testament to colonial-era architecture and history in Shimla, Himachal Pradesh. Originally built between 1880 and 1888 as the residence of the British Viceroy, the structure now serves as the President of India's official retreat and a museum that attracts dignitaries and tourists alike. The venue, set amidst 110 acres of lush gardens, hosts an array of significant events, demanding a sophisticated audio solution that could blend seamlessly with its historical grandeur.

Electro Acoustic Infotech Pvt. Ltd a leading AV solutions provider, was tasked with the
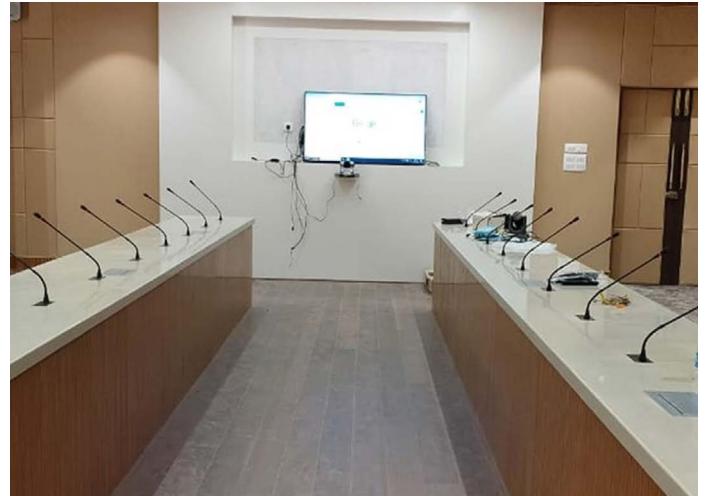
challenge of installing a system that preserved the site's heritage while meeting modern standards. And the team opted to meticulously select British Acoustics products to ensure optimal acoustics for events ranging from formal gatherings to outdoor celebrations. The choice included Octa 82H active loudspeakers for powerful audio coverage and Alpha Source 408 speakers to enhance clarity. The Studio Mix 16.2 DFX analogue mixing desk provided flexibility in audio management, while the OD1000−810 DSP Dante processor allowed precise audio routing.

"The installation process at Rashtrapati Niwas was executed flawlessly, showcasing the expertise of the team in managing the complexities of this historic site," commented Joydeep Roy, System Integrator at Electro Acoustic Infotech Pvt. Ltd. "Their attention to detail ensured that the final setup perfectly complemented the venue's grandeur. This carefully curated solution has significantly elevated the audio quality for a range of events at Rashtrapati Niwas, reinforcing its status as a premier venue for important cultural and official functions."

Dergaon Police Training Centre in Assam

In the same stride, the Dergaon Police Training Centre in Assam, a key hub for training the state's police personnel, sought a cutting-edge audio solution for its conference hall. The venue plays a pivotal role in training recruits and officers across multiple specialisations, including law enforcement tactics, firearms handling, and human rights education. To support their training programs, the centre needed a robust and intuitive AV system to facilitate conferences, presentations, and remote communication.

Allied Consulting Services, a renowned AV integrator, took on the task of designing and implementing an advanced audio system, again turning to British Acoustics for a solution that offered superior audio coverage and ease of use. The installation featured BA Radial 206 TW IP67-rated 2-way speaker systems, chosen for their durability and clear sound, complemented by a BA Q 350i 6-zone mixer amplifier for versatile audio management. The setup also included OSL OD1000−810 DSP Dante processors for seamless signal control and OSL OS B4R HH wireless receivers to enhance mobility during meetings. To streamline conference operations, the venue was equipped with OSL BCS digital conference controllers and flush-mounted units for efficient communication. The addition of the OSL TrackCam 4K PTZ camera provided excellent video quality, enabling superior conferencing capabilities.

"The audio technology used at the Dergaon Police Training Centre is cutting-edge, with outdoor units built for tough conditions and a processor that ensures smooth audio throughout the venue," said Ashwini Saikia, System Integrator at Allied Consulting Services. "We collaborated with **VMT** to deliver a system that meets current needs while being future-proof."

The installations at both Rashtrapati Niwas and Dergaon Police Training Centre illustrate the versatility and reliability of British Acoustics' pro audio solutions. From historical venues requiring seamless integration with their architectural beauty to high-performance training centres needing rugged and intuitive systems, British Acoustics has proven its capability to deliver exceptional audio experiences in diverse settings.

Songdo Ganaan Church Enhances Worship Experience with World-Class Audio System by Harman Professional

SOUTH KOREA: In a remarkable audio-visual transformation, Songdo Ganaan Church, located in Hwaseong-si, South Korea, has elevated its worship services with a state-of-the-art sound system from industry leaders, **Harman Professional**. Founded in 2001 by Senior Pastor Eui-cheol Kim, the church's primary goal has been to expand its congregation and inspire global worship through powerful sermons and vibrant music. To achieve this, the church undertook a major upgrade of its audio infrastructure, aiming to deliver exceptional clarity and sound quality to every attendee, regardless of where they are seated.

Songdo Ganaan Church is a substantial venue with a seating capacity of around 2,600 spread across three floors, with an option to extend seating for an additional 200 when needed. Given the church's commitment to leading worship through a blend of traditional hymns and contemporary music styles—including full orchestras and choir performances—precision and sound clarity were crucial. The church's leadership realised the need for a cutting-edge audio solution that could meet these diverse

requirements and maintain consistent sound quality throughout the space.

To bring this vision to life, Songdo Ganaan Church partnered with two key players in the AV industry—**TechDataPS Co., Ltd**. and **Saegyero-In-Sound**. These specialists were tasked with deploying an audio system that would not only complement the church's existing architectural style but also ensure uniform sound distribution across the three floors of seating. The team selected JBL Professional's VTX A-Series line array speakers as the foundation of the upgrade, thanks to their reputation for delivering outstanding sound quality in large and acoustically challenging environments.

At the heart of the new sound system are 24 units of JBL VTX A12 loudspeakers, divided equally on either side of the church to provide balanced audio coverage. Twelve units per side were expertly arranged, with six loudspeakers on the first floor, three on the second floor, and three on the third floor. This precise configuration ensures even sound projection,

accommodating the venue's unique structural design. Powering the VTX A12 speakers are the robust Crown I-Tech 4×3500HD amplifiers, known for their reliability and superior power handling capabilities.

To reinforce the low-frequency range, the installation included eight VTX B28 subwoofers, strategically arranged in a cardioid configuration to minimise unwanted reflections and deliver a tight, punchy bass response. These subwoofers are driven by Crown I-Tech 12000HD amplifiers, providing the power necessary for impactful and immersive bass performance.

In addition to the main speakers, four JBL AC25 front-fill loudspeakers were installed at the front of the stage to accurately direct sound towards the pulpit and the main audience. This addition allows for clear and consistent audio delivery during sermons and other performances, ensuring that spoken words are comprehensible even at the front rows.

Songdo Ganaan Church posed unique challenges in terms of acoustics due to its tiered seating and architectural design. To overcome the problem of 'acoustic blindspots'—small sections where sound coverage could be compromised—36 JBL AC18 loudspeakers were installed. These units were placed strategically throughout the venue to ensure wide vertical coverage and fill gaps that might otherwise have experienced audio dropouts. This arrangement minimises interference caused by balconies and other structural elements, delivering crystal-clear sound to every corner of the church. This meticulous setup allows the church to cater to various styles of worship, from classical orchestral performances to modern rock and EDM-inspired worship music. The technical

finesse of the system has proven to be a game-changer for the church's diverse worship formats, as confirmed by the church's audio and broadcasting system lead, Donghyun Yoo. He shared, "Since we upgraded to the JBL VTX A Series Line Array, we have been able to deliver performances for a wide range of music, from orchestral to modern worship songs with rock and EDM elements. Our members have been extremely satisfied and delighted by the new sound system."

According to members of the congregation and the church officials themselves, the upgraded audio system has made a profound impact on the worship experience at Songdo Ganaan Church, allowing the congregation to enjoy a seamless blend of speech and music. The newly installed system provides clarity, depth, and balance—crucial elements for creating a powerful worship atmosphere. Whether it's a full choir performance, a live orchestra, or a sermon, the church now delivers each element with precision, making the worship experience engaging and immersive for all attendees.

The success of the installation has been celebrated by Harman Professional, whose products form the backbone of the upgraded system. Amar Subash, Vice President and General Manager of HARMAN Professional Solutions, APAC, expressed his satisfaction with the outcome: "The audio system upgrade at Songdo Ganaan Church is testimony to HARMAN's expertise and commitment in delivering a high-performance audio solution for any environment. Our trusted partner, TechDataPS, has done an excellent job in prescribing the right audio solution to match the unique architectural style of the church."

RDL Delivers Five New Single-Gang Dante Interfaces

RDL is proud to announce a new line of single-gang Dante® interfaces. All modules are professional-grade products that feature RDL's renowned audio circuitry to deliver studio-quality sound and the reliable performance you know and expect from RDL.

Available to order now:

D Series-RN22 Wall-Mounted Bi-Directional Mic/Line Dante Interface 2x2

D Series-RN2ML Wall-Mounted Bi-Directional Mic/Line Dante Interface 2x2

D Series-RN12 Wall-Mounted Bi-Directional Mic/Line Dante Interface 1x2

D Series-RN02 Wall-Mounted Mic/Line Dante Interface 0x2

Coming soon: D Series-BTN21 Wall-Mounted Bluetooth Dante Interface

In addition to delivering legendary RDL performance and reliability, these new models offer a host of features that help with installation and configuration including:

• Network control of gain, attenuation, phantom power, channel summing, and more

• Additional rear-panel inputs and outputs on detachable wiring blocks

• Available in multiple finishes including black, white, and stainless steel

• Custom labels can be created and ordered online

• Fits a standard US single-gang electrical box or can be used with the **RDL EP-1W** adapter for mounting in EU/UK back boxes

Additionally, to support these new and existing Dante interfaces, RDL has added two new network remote controls to their lineup – the **D-NMC1R** and **D-NLC1R** . These single-gang wall-mounted controllers allow end users to control a wide range of parameters using a simple rotary knob, including volume, presets, muting, Bluetooth settings, and more. Visual feedback is provided through LEDs on the D-NLC1R or an integrated full-color LCD display on the D-NMC1R.

Extron Ships New 8K HDMI Distribution Amplifiers with EDID Minder Plus

Extron have announced the immediate availability of the DA4 HD 8K L and the DA6 HD 8K L, four-and six-output distribution amplifiers for HDMI 2.1 signals. They support resolutions up to 8K/60, including 5K applications such as Microsoft Teams 21:9 in Front Row installations. Each distribution amplifier supports data rates up to 40.1 Gbps, HDR, Deep ColoUr up to 12 bits, 3D, and HD lossless audio formats. They also provide CEC capability to streamline operation. These new products feature multiple Extron technologies that enhance performance in Pro AV installations.

EDID Minder Plus provides support of additional memory blocks while Key Minder ensures simultaneous distribution of HDCP-encrypted content. Other integration-friendly features incorporate automatic input equalization, selectable output muting, and Ethernet monitoring and control. Packed with features and capabilities, the DA HD 8K L Series is suitable for a wide variety of environments, from presentation spaces to esports venues, providing reliable distribution of a high data rate HDMI source signal to multiple displays.

"We are pleased to add two new members to our family of highly capable 8K DAs," says Casey Hall, Chief Marketing Officer for Extron. "Since they handle data rates up to 40.1 Gbps, our new HDMI distribution amplifiers excel at 8K signal distribution, but also provide the performance necessary to support various combinations of resolutions, colour bit depths, and refresh rates that exceed the capabilities of 18 Gbps, HDMI 2.0 products."

The DA HD 8K L line enables high data rate, HDMI 2.1 source content to be simultaneously displayed across multiple displays. To enhance and simplify integration, it offers many integrator-friendly features. Input cable equalization restores and reshapes incoming HDMI signals, reducing the need for additional signal conditioning equipment by compensating for weak source signals or signal loss from a long input cable. Colour bit depth is automatically adjusted based on the display EDID, which prevents colour compatibility conflicts between source and display.

Outputs can be muted independently, allowing video and/or audio content to be previewed on a local monitor. To streamline operation, the distribution amplifiers can be proactively monitored, managed, or controlled over a LAN or WAN using standard TCP/IP protocols. Housed in compact, low-profile enclosures and loaded with features, the DA HD 8K L models can be mounted in a rack or discreetly installed beneath a table or desk.

ATEN Debuts New True 4K Presentation Matrix Switch with Multi View

ATEN VP2420

ATEN International, a leading provider of KVM and AV/IT connectivity and management solutions, announced the launch of the ATEN VP2420, a 4x2 True 4K HDMI Presentation Matrix Switch with Multi-View capabilities. Designed for seamless collaboration and efficient decision-making, the ATEN VP2420 enhances any meeting environment with stunning True 4K visuals and smart functionality.

It offers effortless switching between multiple sources across mixed-resolution displays, ensuring a smooth, uninterrupted flow even when devices are connected or disconnected. Perfect for huddle rooms, medium-sized meeting spaces, classrooms and even control rooms, the ATEN VP2420 elevates collaborative presentations and training sessions with its dynamic viewing experience and intuitive layout adjustments.

In huddle rooms and medium-sized meeting spaces, simultaneously displaying content from multiple participants can be challenging. The ATEN VP2420 solves this with its advanced multi-view display and automatic layout adaptation, allowing up to four video sources to be shown on a single screen in stunning True 4K/60 resolution.

This delivers exquisite details and clarity, offering an unparalleled viewing experience. Its versatile setup supports side-by-side data comparisons and facilitates idea sharing, enhancing teamwork and decision-making. Beyond merely splitting content, the VP2420 also offers two independent displays: one that manages up to four sources at once for comprehensive overviews, and another that highlights key content, ensuring crucial information always remains in focus.

The ATEN VP2420 is also ideal for smart classrooms, offering six different multi-view layouts to present teaching materials. This gives instructors the flexibility to conduct dynamic training sessions with options such as quad, triple, picture-in-picture (PiP), picture-by-picture (PbP), and full-screen views, all of which can switch seamlessly within one second.

Additionally, the VP2420 supports versatile audio setups with options for audio embedding or separate extraction. Whether used as a standalone unit or integrated with control systems, it ensures easy source control and future scalability, with up to four presentation switches cascaded. Control is highly convenient through front panel pushbuttons, IR controllers, a web GUI, a mobile app, RS-232, and Ethernet.

In high-stakes environments such as transportation hubs, security operations, emergency centers, and control rooms, the interpretation of complex data is crucial. The ATEN VP2420 can integrate with video walls to flexibly distribute large amounts of data across each monitor with multi-view, intuitive layout adjustments. Different layouts can switch seamlessly within one second in True 4K resolution, enhancing decision-making and collaboration across multiple sectors during emergencies.

At the product launch, Nicholas Lin, Senior Vice President of ATEN, said, "We aim to provide an ideal meeting solution that enhances collaboration efficiency for our customers, elevating the meeting experience to the next level. With the multi-view functionality of the ATEN VP2420, comprehensive data presentation is made possible, enabling participants to workshop ideas and compare information on a single screen."

The main features of the new ATEN True 4K Presentation Matrix Switch (VP2420) include:

• **Multi-View Display with Automatic Layout Adaptation:** Allows up to four video content sources to be displayed on a single screen.

• **Visual Excellence with True 4K Clarity and Advanced Scaler:** Experience stunning True 4K/60 resolution.

• **Unlock Perspectives with Matrix Output on 2 Displays:** One display can handle up to

• four sources at once, while the other highlights essential content.

• **Preset Rapid Multi-View Layouts:** Offers layout options such as quad, triple, picture-in-picture (PiP), picture-by-picture (PbP), and full screen, all of which can switch seamlessly within one second.

• **Audio Flexibility with Embedding and De-Embedding Function:** Supports separate audio track integration into video content (embedding) or extraction (de-embedding) from the video signal.

• **Multiple Methods for Seamless Presentation Management:** Control options include front panel push-buttons, IR controllers, web GUI, mobile app, RS-232, and Ethernet.

Bose Professional Announces Global Availability of EdgeMax LP

Bose Professional, developer of world-class audio experiences designed to transform any space, announced the global availability of EdgeMax EM90-LP and EM180-LP, expanding the EdgeMax line of category-redefining, in-ceiling directional loudspeakers. The LP models bring powerful EdgeMax sound and asymmetrical coverage to smaller rooms and more challenging spaces and work together with the original EdgeMax loudspeakers to deliver consistent high-quality performance across projects where specifications and installation conditions vary.

EdgeMax LP models have been specifically designed for smaller rooms with lower ceilings and challenging installation requirements. The new EdgeMax LP loudspeakers have a 4-inch backcan depth, 60% shallower than the original models, which makes EdgeMax LP ideal for rooms with above-ceiling limitations and tighter clearances. The new EdgeMax LP models also feature an 80-degree vertical coverage angle that is ideal for conference rooms and workspaces with lower ceilings.

"When initially released in 2017, EdgeMax redefined the in-ceiling loudspeaker category by doing the seemingly impossible," said Shawn Watts, Director of Product at Bose Professional. "EdgeMax packed the power, technology and brute force of a big, bulky surface-mount speaker into a discreet, elegant ceiling-mount design. These new LP models, with their shallow backcan and 80° vertical coverage, provide installers and designers the freedom and flexibility to choose the model types that best suit their specific needs, all while delivering the consistent, legendary power EdgeMax is renowned for across their entire project."

Large, busy rooms with higher-SPL needs, such as fitness centers, restaurants, and bars will still benefit from the powerful, deeper cans of the original EdgeMax loudspeakers. The original EdgeMax models feature a 9-inch backcan and 75-degree vertical coverage angle designed to deliver bold, full-range sound, more bass energy and greater SPL in bigger spaces with higher ceilings. All EdgeMax models feature dual-drivers and patented PhaseGuide technology to project powerful, focused sound asymmetrically into a room to deliver amazing performance, directionality, and voice intelligibility and at the same time, allow placement in discreet, out-of-the-way locations. EdgeMax loudspeakers are purpose-built for specific horizontal coverage — 90 degrees for corner placement or a wider 180 degrees — ideal for near-field and wide coverage.

"We're committed to working together with our partners to make better solutions for the real world," said John Maier, CEO of Bose Professional. "EdgeMax changed the game for in-ceiling loudspeakers and while working with our customers we learned that there were spaces they wanted to use EdgeMax but physically couldn't. So, we listened and went to work. Our new LP models now bring that focused, powerful EdgeMax performance into a wider array of installations."

EdgeMax EM90-LP and EM180-LP models are now available worldwide.

SCT Introduces USB-PDI: Single-Cable Full-Functioned USB-C Adapter

Sound Control Technologies (SCT) , the industry leader in camera, codec and table interface solutions, unveils the USB-PDI – a single-cable, full-functioned USB-C adapter designed to bring seamless BYOM/BYOD connectivity to the conference table.

"We've seen growing demand for a simple, single-cable solution that delivers power, video, audio, and data right at the table," says President, CEO and Co-founder, David Neaderland. "The PDI connects a USB-C laptop to our RTK-Series of table kits, delivering HDMI and USB device transport at the conference table. It also serves as a powerful standalone BYOM solution, offering a flexible docking option for full-functioned USB-C applications."

The USB-PDI provides up to 60W of Power Delivery (PD) to laptops, ensuring efficient and reliable power support during use. It also features a DisplayPort 1.4a receiver interface with HDMI output at 4K resolution (60Hz, 4:4:4), supporting HDCP v2.3 for secure, high-quality video. Designed for full-functioned USB Type-C applications, it includes a locking USB-C jack that supports USB video, audio, power, and DisplayPort Alt-mode video.

Additionally, the USB-PDI supports USB pass-through with USB 3.1 Gen 2 capabilities for streamlined connectivity. A three-year limited advance replacement warranty is also included to ensure customer confidence and ongoing support.

Marshall Unveils CV630 IP PTZ Cameras

Marshall Electronics introduces the new CV630-BI (in black) and CV630-WI (in white) IP PTZ Cameras. The CV630-BI and CV630-WI cameras feature 25X UHD (HEVC) IP capabilities, making them ideal for live broadcast, newscast, reality TV, concerts, corporate, government, courtroom, house of worship and education applications.

At its core, the CV630-BI and CV630-WI are both equipped with an 8-megapixel 1/2.5" sensor capturing up to Ultra-HD 3840x2160p video, with support for HD 1920x1080p, 1280x720p and 1920x1080i. The CV630-BI and CV630-WI are equipped with synchronous pan, tilt and zoom motors for smooth and silent camera movements during operation. A 25X optical zoom block provides flexibility from 4.6mm to 120.5mm, with a nearly 68-degree angle-of-view at its widest.

"These new Marshall IP PTZ cameras capture a crisp UHD video combined with smooth PTZ camera positioning and 25X optical zoom for a versatile networked video solution," says Robert Ramos, West Coast Regional Sales Manager, Marshall Electronics. "These cameras represent a valuable enhancement to the Marshall IP PTZ camera portfolio, reinforcing our commitment to continuously expand our product offerings to address a diverse range of client requirements."

Multiple simultaneous video streams are available over HDMI, 3G-SDI and triple-stream IP (H.265/H.264) with stereo audio input embeddable on all available outputs. PoE+ (power-over-Ethernet) provides an economical and easy solution for integrators during installation.

The CV630-BI and CV630-WI offer easy control over iris, shutter, white balance, focus, pan/tilt speeds, and more, and are controllable by IR remote, networked video management software (VMS) or RS-232/ RS-422 with support for Visca, Visca over IP, Pelco and Onvif platforms. Additionally, the CV630-BI and CV630-WI are compatible with the Marshall VS-PTC-300 PTZ Camera Controller, providing intuitive adjustment of pan/tilt/zoom, pan/tilt speeds, white balance and more, with one button dials and rocker control.

ISE 2025: The Must-Attend Event for the Pro-AV Industry

ISE, the world-renowned annual tech show for the systems integration and audiovisual industry, returns to Fira de Barcelona Gran Via from 4-7 February 2025, inviting you to open your EYES & EARS to the SIGHTS & SOUNDS of tomorrow. This year's event offers inspiration and advancements for the pro-AV community, with opportunities to learn and discover from the leading market brands. Registration is open for this unmissable event, providing groundbreaking technologies, fresh ideas, and invaluable opportunities for professionals to restore connections across the audiovisual world.

Show Floor Initiatives

ISE 2025 features seven dedicated Technology Zones set across 8 halls, showcasing the world's leading technology and solution suppliers, making it easier for attendees to find and compare the solutions they are looking for, and saving them time. Leading brands like Microsoft, Crestron, Samsung, and Barco will showcase cutting-edge AV solutions, providing valuable insights into how integrated systems can enhance our everyday lives and the future.

Mike Blackman, Managing Director of Integrated Systems Events, explains: "ISE 2025 will be our most ambitious, inspiring and motivating edition to date. We're looking forward to a host of new initiatives and features, an expanded and more easily accessible content programme that digs deep into the most significant megatrends shaping our industry, as well as the unveiling of Hall 8.1 accessed via the conveniently located North Access point. ISE is the global destination to get your connection restored with the industry - through virtually impossible experiences, unrivalled networking opportunities, and state-of-the-art technology, as well as even more chances for career and personal development."

Opening Keynote

Attendees will be inspired by the Opening Keynote presented by AI Futurist Brian Solis, who will explore the potential of AI in the pro AV and systems integration industry. Solis' keynote address is set to be an essential destination for attendees eager to discover why now is the time for business leaders to rethink their organisations for an AI-defined future.

Connection Restored

Across the show floor at ISE 2025, visitors will discover an eye-popping array of technologies. There'll also be the opportunity to explore how this technology is applied in real-life projects throughout the city, with ISE's impressive collection of Tech Tours as well as the continued sponsorship of the annual LLUM BCN Festival of Light and an iconic mapping on the façade of Casa Batlló.

ISE brings the global AV and systems integration community together with unparalleled networking opportunities to connect with peers, industry leaders, and potential partners. From dedicated networking events to informal meetups, ISE is the place to make those invaluable connections that drive your business forward.

Expanded Content Programme

There are several special events at ISE 2025 that require advance booking. The content programme, curated by AVIXA, CEDIA and ISE, offers a multitude of opportunities. These include the nine Summits, the European Latin American AV Forum, and CEDIA Workshops.

This year ISE has shaken up the content programme to give greater focus to the mega trends making an impact in the industry: Retail, AI, Audio, Cyber Security, and Sustainability. These dedicated Track sessions complement the Summit programme and will take place from Tuesday through to Thursday. The entire programme provides a platform for pro-AV experts to stay ahead of industry trends and network with key players in the field.
The new 'Day Pass' provides visitors with access to all Summits and Track sessions taking place that day – it's a flexible option that allows you to tailor what you'd like to see and when.

New for ISE 2025

Nestled in the heart of Congress Square, Innovation Park is set to be an essential destination for industry leaders and forward-thinking startups alike. This vibrant initiative offers a unique opportunity for emerging businesses to present groundbreaking ideas and forge meaningful connections with key players in the industry. Featuring a dedicated Pitching Stage, curated by the renowned venture capital experts at Plug & Play, Innovation Park will host dynamic pitch sessions across all four days of the show. An indispensable chance to engage with the future of innovation and explore collaboration opportunities that can shape the industry landscape.

Register Now

ISE 2025 is far more than just a tech show — it's a platform for collaboration and progress. Whether you're looking to establish new partnerships, explore investment opportunities, or exchange ideas, ISE 2025 provides the ideal environment to connect. By attending, you'll be at the forefront of innovation, gaining access to tools, knowledge, and contacts that will drive your business and personal growth.

Don't miss the opportunity to be part of this transformative experience. Register now and join ISE 2025 as it transforms Barcelona into a hub of innovation and inspiration.

Readers of Systems Integration Asia can use code 'systemsintasia' to book your FREE pass, visit **www.iseurope.org**

2024 in Restrospective

As the year comes to an end, we reflect on the past 12 months and the events that caught our attention

by Thomas Richard Prakasam
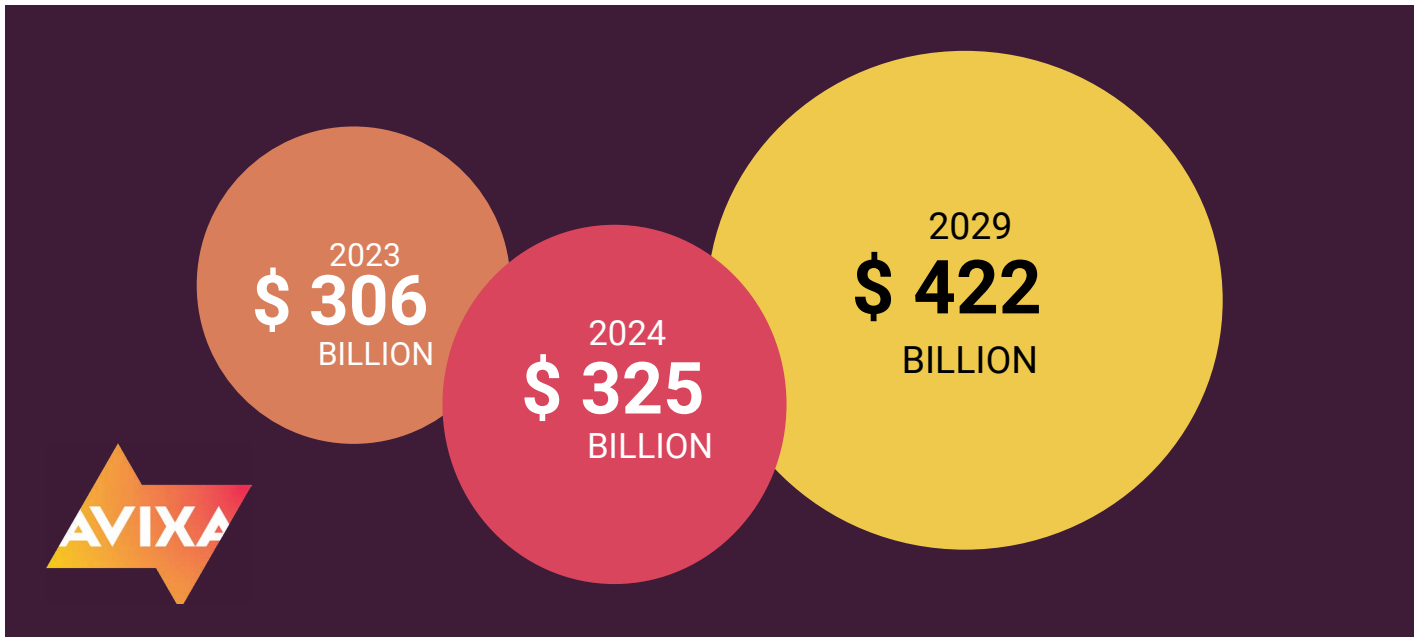
The IOTA Report

The latest Industry *Outlook and Trends Analysis (IOTA)* report from AVIXA predicted that pro AV revenue will reach $422 billion within the next five years. Revenue is expected to grow by a healthy 6.1% this year, rising from $306.4 billion in 2023 to $325 billion in 2024, though this is slightly lower than the 6.9% growth recorded the previous year. The market is projected to add $98 billion over the next five years, reflecting a 5.35% compound annual growth rate (CAGR).

Interestingly, in Episode 16 of *Xceptional Insights* on AVIXA TV (released in October/November), market intelligence experts Sean Wargo and Peter Hansen discussed

findings from the June 2024 IOTA report. They suggested that growth in 2024 might be lower than initially predicted. Among the reasons cited were economic headwinds, declining display costs, and higher sales volumes of conferencing solutions compared to premium offerings. They estimated that overall growth could be half a percentage point lower.

Despite these challenges, both Sean and Peter remain optimistic about growth in 2025. However, it's important to note that their analysis predated the outcome of the U.S. Presidential election. Concerns about potential tariffs and countermeasures could impact

overall business sentiment and, by extension, the Pro AV industry. While growth is expected to continue, it may be slower than initially anticipated. A clearer picture will emerge with the next updated IOTA report.

The Unexpected

The announcement of QSC's acquisition by Acuity was a major surprise in the industry, sparking widespread discussion on social media. Upon closer examination, the decision appears to be a strategic move for QSC. The company has built a strong market position, and as its founders approach retirement, this transition ensures a seamless handover.

Joe Pham, Chairman and CEO of QSC, highlighted, "Our two organizations are aligned on a long-term mission and core values that drive our mutual passion for innovation, customer satisfaction, and employee well-being. QSC will become part of Acuity's Intelligent Spaces Group to execute our joint vision of making spaces smarter, safer, and greener with disruptive technologies that leverage data interoperability."

Brands Strengthening Their Presence in the Region

G&D's office in Singapore.

The APAC region offers strong growth opportunities for the AV industry and this has certainly not been lost on some of the brands. Over the year **Lightware Visual Engineering** has strengthened its Southeast Asia office with dedicated and experiences staff and moved to its new office in Singapore that also acts as a showroom and a space for knowledge transfer. In April **Bose Professional** marked a significant milestone with the official launch of its state-of-the-art Experience Centre in Singapore. More than just a showroom, this extensive 3000 sq. ft facility seamlessly integrates as the company's regional office. Q-SYS also opened its pioneering APAC Experience and Training Centre in Singapore in August this year. Most recently **Guntermann & Drunck (G&D)**, a leading German manufacturer of KVM solutions, celebrated the opening of its new office in Singapore. The new location will serve as the headquarters for the Asia-Pacific (APAC) region.

The PROEL team in India.

In India, which is considered the fastest growing market for AV within the APAC region, leading LED displays manufacturer **Unilumin** had opened its first state-of-the-art Experience Centre in India, located at Noida. The centre represents a significant milestone in Unilumin's expansion strategy, emphasizing its commitment to the Indian market, with plans to establish additional centres across the country. After the opening of a brand new, state-of-the-art **PPDS** Studio in New Delhi's national capital region, Gurugram – showcasing the company's full suite of solutions and providing unprecedented access to its local teams – PPDS partnered with Mumbai-based Mirc Electronics to manufacture a selected range of the company's most advanced and best-selling Philips digital signage and interactive displays, highlighting its confidence in the India market. **Proel S.p.A**, a renowned leader in the event technology industry, also announced its entry into the dynamic Indian market, in May this year. With a legacy of innovation and excellence, Proel brings a diverse portfolio of ten brands encompassing Professional Audio, Commercial Audio, Conferencing Systems, Lighting, Stage Equipment, Musical Instruments,

and associated accessories. The vision for Proel India was catalyzed by Chandan Mahtani, Managing Director of M-Global Singapore & India, and engaged by Proel S.p.A to spearhead business development in Asia. The decision to invest in India is a testament to Proel's commitment to expansion and growth in emerging markets.

The above are just the tip of the iceberg with many brands making inroads into the region with the appointment of distributors to strengthen their presence in the region.

Acquisitions Continue

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

In June, **Kramer** announced the acquisition of **Ashton Bentley**, a UK-based provider of

collaboration spaces. This acquisition was a pivotal step in Kramer's three-year strategy, elevating its capabilities and offerings in the Unified Communication and Collaboration (UCC) domain. The acquisition of Ashton Bentley enables Kramer to offer complete meeting room solutions for enterprises in all markets. Providing fully integrated "out of the box" meeting room solutions, ensuring consistent, top-notch hybrid meeting spaces globally. Then in August, Kramer announced the acquisition of **ZeeVee Inc**., a pioneer in AVoIP (Audio-Video over Internet Protocol). This strategic move aligns with Kramer's commitment to invest in AVoIP and position the company at the forefront of technological advancements in this domain.

Focusrite plc announced in July the acquisition of UK-based **Innovate Audio**, the company behind the popular panLab spatial audio solutions. This follows the earlier acquisition of TiMax and builds upon Focusrite Group's commitment to immersive sound. With the acquisition, it was agreed that panLab solutions will join the TiMax brand, meaning TiMax can now offer the most comprehensive range of immersive sound solutions on the market, with everything from entry-level panning software through to full delay-matrix spatial processors and performer stage tracking.

September saw **AUO Display Plus** (ADP), a subsidiary of AUO Corporation (AUO) and a global leader in industrial and commercial displays, 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.

Of course October saw the announcement of the acquisition of **QSC by Acuity Brands**.

From Residential to Commercial

Sonance in-ceiling speakers. Photo courtesy of Sonance.

Sonance caught our attention with its push into the pro audio segment. Sonance known primarily for residential applications, announced the addition of Morten Jorgensen as Vice President of Professional Audio. This strategic hire demonstrates Sonance's commitment to investing in and expanding its presence in the global professional audio sector. The company further appointed Paxson Laird as Director of Sales Engineering for Sonance Professional. Paxson will play a key role in driving technical expertise and field engineering support as Sonance continues to expand its presence in the professional audio market. The company presently offers solutions in four categories – audio for ceilings, for walls, for display and for outdoor, positioning itself as a strong contender in the pro audio space for the commercial segment.

Make in India

The Make in India push by the government of India, has brought about a renewed energy of establishing Indian manufacturers into the AV space. There are many examples but what caught our eye is perhaps the best exemplification of make-in-India AV exploit, Hyderabad-based conference room solutions provider **TechOne Innovation OPC Private Limited** designed and developed a smart ceiling microphone with built-in control system. Designed and developed fully indigenously, including the components, the product was awarded Patent by Government of India for its innovation. SCM100 – as the smart ceiling microphone is called – is marketed under the company's brand AV LINK.

Bold Initiative by Canon

In October, Canon announced its plans to increase awareness of its smart workspace solutions in Asia. The company highlights that there is a demand for smart workspace solutions that is driven by users' need for seamless, tech-driven management tools to enhance productivity and manage dynamic work environments effortlessly. To meet this need, Canon plans to target the growing Smart Office

Market, offering multiple Smart Workspace Solutions, including access control, visitor management, room and office desk booking, and secure printing control.

Moving Forward

There is little doubt that the AV industry will continue to see a shift towards software and cloud solutions. These will enhance flexibility, scalability, and even offer enhanced AI capabilities. Beyond that it offers SIs the opportunity to offer management and monitoring services.

Sustainability will also increasingly become a key point by end-users and the AV industry thankfully is well on its way in this aspect from manufacturing to packaging and even life-cycle management of solutions.

Trade wars are a major concern as it can easily affect economies and possibly put a dent in the growth of the AV sector. Challenges are not new to the industry and hopefully the industry's resilience and adaptability will continue to drive innovation and growth.

A Monumental Markaz with a Marvel of Mosque

A Holistic Culture Centre with India's Largest and Grandest Mosque Created at Kozhikode

by Ram Bhavanashi

The Jami ul Futuh Mosque

Building colossal cultural complexes is not uncommon in the Eastern world, and more so in India which had been witnessing regular rescripting of its own reputation for building grand cultural centres. However, the one that came up at Kozhikode (Calicut) in the South Indian State of Kerala, perhaps scales a few notches up not just in its awe-inspiring architectural exploits but the whole vision of creating such a structure.

Jami ul Futuh – meaning the Indian Grand Masjid – created by religious institution Markaz is a grand story for both structure and texture. The palatial structure, characterizing Indo-Saracenic style of design, and spread over 435,600 square feet, with a land area of 655,000 square feet was designed by Doha-based architectural firm Darvish Architects, while Kochi-based AV Systems Integrator Greentec Digital Audio Visual Pvt Ltd (Kalite) had the pride of integrating the mosque with befitting AV systems.

An SI Asia exclusive.

FACTFILE

Project Name: Jami ul Futuh (Grand Mosque of India)

Project Location: Calicut (Kozhikode), Kerala, India

Project Segment: Place of Worship

Project Management Consultant: Talenmark Builders

Project Design Consultants: Darvish Architect

Project Architects/Interior Designers: Darvish Architect

Project Acoustic Consultant: Roopa Krishnamurthy, Soundscape India

Project Audio Consultant: Mathew George, AVKraft

Project Systems Integrator: Greentec Digital Audio Visual Pvt Ltd. (Kalite)

Key AV Brands: Bose speakers, amplifiers, DSP and controller, ElectroVoice speaker, Soundcraft Audio Mixer, Microphones from Audio Technica, Sennheiser and Bosch, Ahuja Horn speakers, amplifier and Belden cables

The Precursor
When **Shaykh Abu Bakr Ahmed** – revered as the Grand Mufti of India – contemplated creation of a holistic ensemble of Islamic faith that includes a huge mosque, a museum, and a library, apart from a commercial expanse, it meant many things- a grand vision, a first-of-its-kind initiative, and a gigantic structure that is in sync with nature, even as it embodies an art deco interior finishes, and massive housing capacity to seat as many as 10,000 people in prayers, besides a huge landscape of greenery.

According architect Aflah, Indian representative of Darvish Architects – the Doha, Qatar-based architectural firm that prided the design of the whole ensemble – the Mufti's vision was to create a holistic Cultural Centre that symbolizes harmony of cultures- both by design and purpose. It was to manifest the vision by means of four essential components:

A mosque; a museum; a library; and a commercial area but entwined in very deeply Indo-Islamic cultural and aesthetic veins running through.

"The mosque should feature traditional Islamic architectural elements such as domes, minarets,

arches, and intricate geometric patterns," explains Aflah. "It should include prayer spaces for men and women, a *mihrab* indicating the direction of Mecca, a *mimbar* for the *Imam*, and a large courtyard for congregation and also spacious ablution for people."

The commercial area was reflect a traditional Islamic souk with arcade-style shops, shaded walkways and vibrant trading environment where visitors can engage in commerce that complements the mosque.

The museum should feature flexible exhibition spaces, with the ability to adapt for various types of displays. It should integrate Islamic architectural motifs and use natural light effectively to enhance the visitor experience. Educational spaces for workshops and lectures should also be included.

The Library, on the other hand, was to include expansive reading areas, study rooms, and digital resources in a blend of traditional Islamic architectural elements with contemporary library needs like calligraphy and modern shelving systems.

It had to be a research hub for both traditional/community learning, and modern technological resources, but in a design environment that fosters Islamic spirit.

The Design

"The design theme for the cultural centre was **Indo-Saracenic architecture,"** asserts the architect. "This architectural style is a blend of traditional Indian and Islamic architectural elements, enriched by influences from the
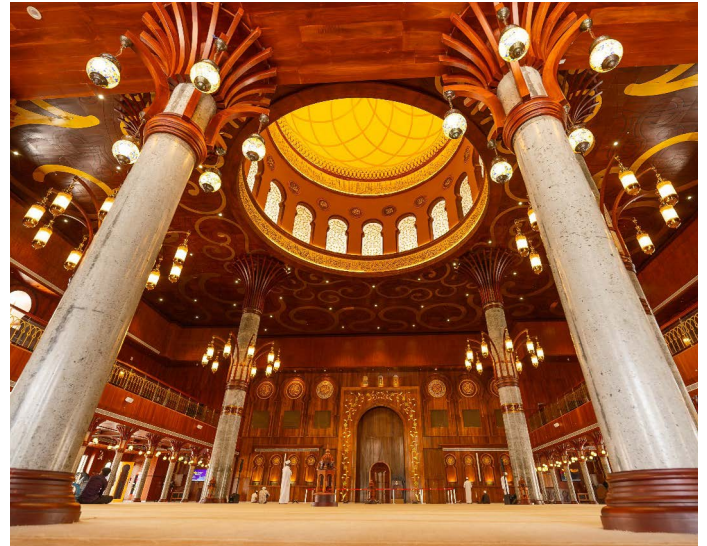
British colonial period," he explains. "It's a very harmonious fusion of construction cultures that holistically address all human wellbeing." The choice of this theme is driven by several key considerations such as historical, cultural, climatic, symbolic, functionality and many more.

According to the architect, the historical and cultural considerations assume significance for fusion of life, reflected both in motifs and motives. It resonates with the cultural and historical context of the region, bridging the traditional and the contemporary.

The Indo-Saracenic style is well-suited to the climatic conditions of the region. Key design elements of this style, such as large verandas, high ceilings, and ventilated courtyards, are designed to address hot and humid climates. These features enhance natural ventilation and cooling, which is crucial for creating a comfortable environment within the Cultural Centre.

"The choice of Indo-Saracenic architecture is not merely a stylistic preference but a thoughtful decision that addresses both

the functional needs of the building and its cultural significance," explains the architect. "It underscores a commitment to preserving architectural heritage while adapting to contemporary requirements."

While focussing on Indo-Saracenic architecture, the design also draws inspiration from French and Persian architectural traditions, elevating classical Islamic architecture while incorporating modern Indian amenities.

The Scale

This project is conspicuous for its grand scale in area and its application. A massive area of 4,35,600 square feet, with a land area of 6,55,000 square feet, is regarded as India's largest Islamic place of worship.

The architectural plan features a hypostyle layout with a circular design, complemented by domed Ottoman mosque architecture. It includes a 5-acre basement, a retail area with 150 shops, and a spacious parking facility encircling the basement. The basement accommodates a Ladies' Praying Hall, an Auditorium, and Warehouses. The ground floor Prayer Hall spans 40m x 40m and features a Kaaba wall adorned with Quranic calligraphy, set in an elaborate arrangement of floral and vegetal motifs.

The central dome, rising to 43 meters, is surrounded by thirteen additional domes crowning the cultural centre's roof. The largest dome, situated above the prayer hall, is illuminated by a grand chandelier.

The construction employed a total of 730 columns. The mosque's courtyard, covering

5000 m², accommodates 6000 worshippers simultaneously and features four corner minarets, each 45.6 meters high, with a sophisticated design. The ground floor roof of the cultural centre is designed as a green roof, with a rooftop garden that provides shade and mitigates heat through evapotranspiration. This effectively means ability to reduce surface temperature up to 90°F (50°C) compared to conventional rooftops on hot summer days.

The Audio-Visual Integration Symmetry
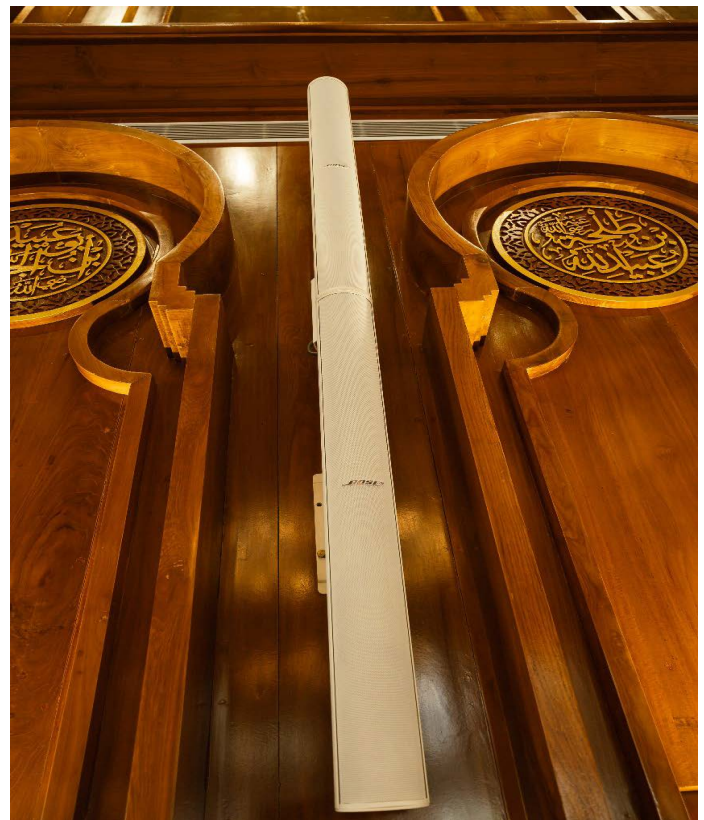
A truly monumental project, the Grand Mosque did need a befitting AV systems integration to match not just its scale, but more for the purpose. Due diligence on the task led Kochi-based AV Systems Integrator Greentec Digital Audio landing this hugely prideful project for integration of AV systems.

They had their task cut out though- mandated by the client with a very strict adherence to the specifications.

"The client wanted minimal speakers to be installed and coverage should have uniformity. The design should not be compromised by the speakers' placement. It should blend with the design," says **Juvaid KV, Director of Greentec**. "The sound clarity should be maintained throughout the entire prayer area, with a focus on ensuring clear audio rather than increasing the volume."

"Given the large size and varying levels of the area, it was challenging to maintain consistent dB levels and clarity. To achieve the desired sound quality, we had to strategically use different types of speakers in various locations." The integrator chose Bose audio systems for the entire install.

"We chose Bose systems extensively due to their exceptional sound quality, precise clarity, and the ability to deliver consistent performance across large and multi-level spaces," he explains. "Their advanced technology also allowed us to meet the specific acoustic challenges of the area while maintaining even sound distribution."

The project being so large a space did not give the integrator the luxury of playing big, using the space with free will. He had to be ingenious to the extent of syncing into the structure.

"To minimize the number of speakers, we utilized double-stacked array speakers, enabling us to cover the entire main hall effectively. We also integrated a digital mixer, allowing the client to control the system remotely. Since the equipment rack is located away from the prayer hall, this remote access provided them with added convenience in operating the system."

With a view to providing better viewing comfort of the full space during community gatherings, the design did provide for placing of two 85" LED monitors on either side of the prayer hall.

Artcoustics

By the sheer size and scale of the design, the structure did need a matching acoustics that synced with the design. Accordingly, the designers employed 1000 gsm perforated wooden panels in combination with polycarbonate sheets from the ceiling to the half of the wall height all over the place to do the acoustic job.

The design also incorporated spreading the entire area with .8NRC value, acoustically absorbent carpets to complement the noise reduction mechanism.

What came up is a practically grand, and an overwhelming project artcoustics- blending architecture and acoustics.

The Markaz Centre does have a well-laid video surveillance too monitored from a Control Centre situated inside the campus.

Kalite