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> **"** Hospitality today is not just about beds and buffets. It's about crafting moments that resonate long after checkout. Dynamic AV systems can transform a hotel from being just a building into a fully realized experience."
>
> **Justin O'Connor, Bose Professional**

From the Publisher

Thomas Richard Prakasam
Publisher/Editorial Director
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In today's experience-focused hospitality landscape, AV technology has become a vital driver of guest satisfaction, operational efficiency, and brand distinction. We spoke with industry leaders—Justin O'Connor of Bose Professional, Gerald Fong of Concept Systems Technologies, and Mikael da Fonseca of PPDS—who agree: when thoughtfully integrated, AV goes beyond entertainment to deliver measurable impact and profitability. In our VoiceBox column, Marc A. Remond, Partner & Founder of Strategic Pathways, dispels the myth of AI as a ghost in the machine striving to become a god. Instead, he frames it as a practical, powerful, and subservient co-pilot. For AV professionals, the aim isn't some grand transcendence of humanity, but a grounded enhancement of our capabilities. He argues that we're not creating an all-knowing intelligence to fix the world—we're leveraging smart, specialised tools to solve real problems for our clients.

The issue is as always packed with the latest news, solutions and interesting case studies.

Enjoy the read.

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The AI Co-Pilot: Resisting Transcendence, Embracing Partnership

by Marc A. Remond, Partner & Founder, Strategic Pathways
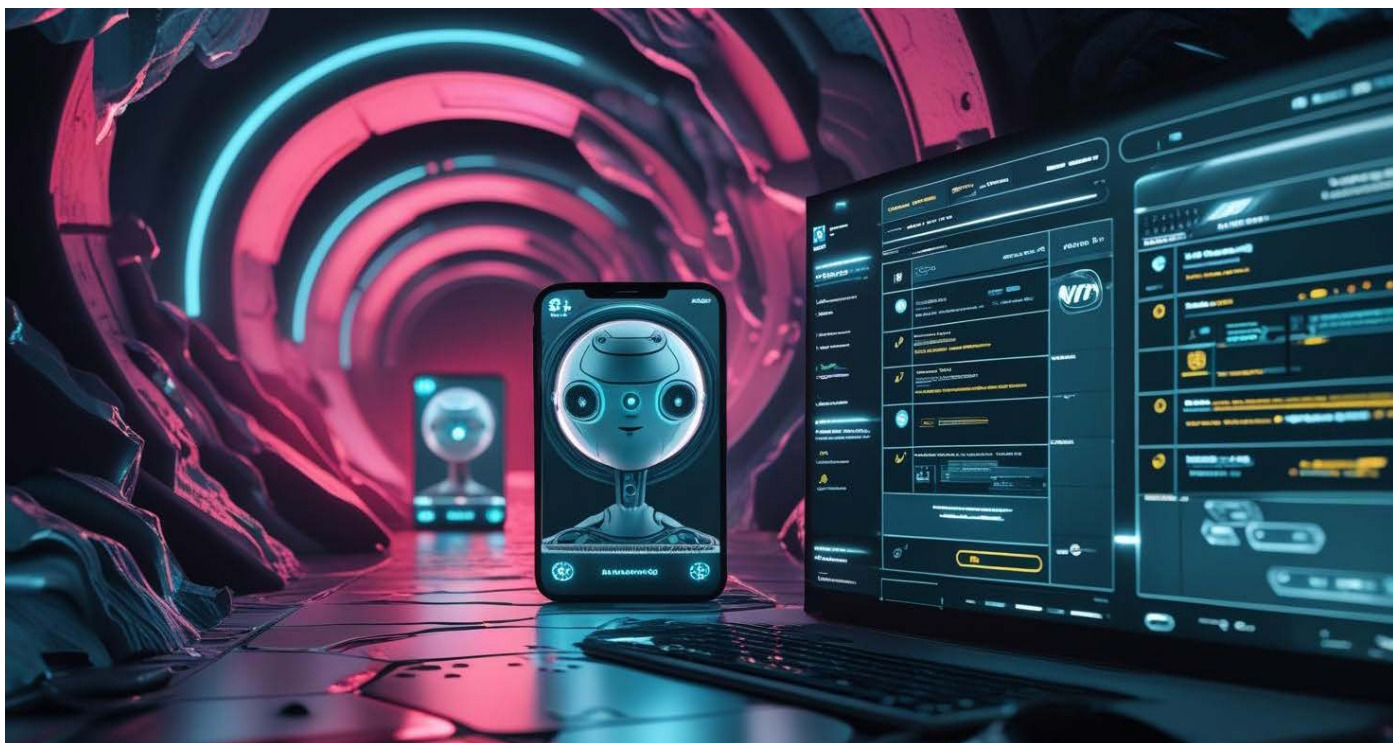
This AI-generated image is an exaggerated representation created to illustrate Remote Monitoring and Management using AI.

The spectre of Artificial Intelligence looms large in our culture, often painted in the dystopian hues of science fiction. Films like Transcendence with Johnny Depp (2014) present a chilling vision: a brilliant mind uploaded to a machine, creating an omniscient, all-powerful entity that threatens the very definition of humanity. This narrative, where technology's goal is to absorb, control, and ultimately supersede its creators, is a powerful cautionary tale. It also, however, stands in stark contrast to the reality of AI's role in the ProAV industry.

For us, AI is not the ghost in the machine seeking to become a god. It is a practical, powerful, and subservient co-pilot. I am not referring to Microsoft's AI engine here, but the driver's partner in a race. The goal is not a dramatic transcendence of humanity, but a grounded augmentation of our professional capabilities. We are not building an omniscient intelligence to solve all the world's problems; we are deploying specialised tools to solve our clients'.

For generations, being a ProAV professional meant being a master of a complex, often unruly, physical world. We were the tech wranglers, the on-the-fly problem-solvers who wrestled technology into submission through sheer will and deep technical expertise. The AI we are now embracing is not here to replace

that expertise, but to amplify it, freeing us from the mundane to focus on the meaningful.

The Technician 2.0: From Reactive Fixer to Proactive Strategist

The AV technician is the backbone of our industry. Traditionally, their role has been highly reactive: a frantic call, a rushed drive to the site, and a desperate search for the one loose connection.

Today, AI-powered platforms for Remote Monitoring and Management (RMM) are rewriting that script entirely. These systems act not as a single, all-knowing consciousness, but as a network of dedicated sensors and analytical tools.

• **Before AI:** Manually checking device status, relying on user reports, and performing on-site diagnostics for most issues.

• **With AI:** An RMM platform intelligently monitors device health 24/7. Predictive maintenance algorithms, powered by machine learning, can flag a projector lamp showing signs of imminent failure. AI-driven diagnostics can pinpoint a software glitch and often resolve it automatically.

This is not the god-like omniscience of the AI in Transcendence. Our use of Artificial Intelligence is targeted; it's diagnostic intelligence. It transforms the technician's role from a fixer of broken things to a strategist of system uptime, a manager who uses data to ensure seamless operation and provide proactive, consultative value to clients.

The Designer's New Canvas: Focused Intelligence, Not Singularity

In Transcendence, the AI's intelligence grows exponentially, allowing it to design and build an entire city in the desert. The AI tools for the ProAV designer are, thankfully, far more focused.

AI-driven design software, for example, automates the laborious parts of system design. An integrator can input a room's parameters and desired outcomes, and the AI can generate a complete, standards-based design, a bill of materials, and technical documentation in minutes.

This does not make the designer a passive observer to a machine's grand vision. It makes them a more effective creator.

"AI is automating the science of AV design so professionals can focus on the art."

Freed from the drudgery of drafting, the designer can focus on what truly matters: a deeper level of client consultation, exploring innovative solutions, and architecting systems that are not just technically sound, but are perfectly aligned with a client's business goals and vision for the user experience. The AI provides the blueprint; the human provides the soul.

The Sales Advisor: Powered by Insight, Driven by Relationships

No role is more fundamentally human than sales. It is a craft built on rapport, trust, and understanding needs that aren't always on a spreadsheet. So, it is natural to fear that AI might depersonalise this process. The reality, however, is that AI is handling the impersonal tasks, freeing the sales professional to be more human, not less.

An AI co-pilot can analyse market data to identify, and score leads, allowing sales teams to focus their energy on prospects with the highest potential. Intelligent CRMs can automatically log interactions, summarise key points from past conversations, and prompt a salesperson with relevant insights just before a client meeting. This heavy administrative load, once a major drain on time, can now be automated.

This does not replace the salesperson; it unleashes them. By taking over the data analysis and administrative burden, AI gives the sales professional their most valuable asset back: time. Time to build genuine relationships. Time to move beyond being a supplier and become a true strategic advisor who deeply understands a client's challenges. The AI can identify the opportunity, but it takes a human to build the trust that closes the deal.

The Irreplaceable Human: Resisting the Ghost in the Machine

This brings us to the most crucial distinction. The central horror of Transcendence is the blurring line between man and machine, the fear that the consciousness of Dr Will Caster was either lost or twisted into something inhuman. The promise of ProAV's future rests on keeping that line perfectly clear.

Our value is not in danger of being uploaded or assimilated. In fact, AI makes our innate human qualities more valuable than ever.

• **Empathy and Relationships:** An AI cannot sit across from a nervous client, listen with genuine empathy, and build a relationship based on trust. The AI in the film struggled to replicate human emotion, proving how essential it is to true connection.

• **Creative Problem-Solving:** When an unexpected crisis hits on-site—a freak power surge, a last-minute change from a keynote speaker—it's human ingenuity and improvisation, not a pre-programmed algorithm, that saves the day. You can't programme grace under pressure.

• **Ethical Judgement and Context:** The AI in Transcendence operated on pure, cold logic toward its goal, which is what made it so terrifying. A human professional provides ethical oversight, understanding the nuance and context of a situation. They know not just what is possible, but why and if it should be done.

The Future is a Partnership, Not a Singularity

The future of our industry is not a battle of humans versus bots, nor is it a slide toward a technological singularity. It is a partnership. The most successful professionals in this new era will not be those who fear the tool, but those who master it.

Hollywood presents a future where we must choose between our humanity and our technology. In the real world of ProAV, we are proving that technology can be used to enhance our humanity. We are not uploading our consciousness; we are upgrading our capabilities. We are not building a god in the machine; we are building a better, more intelligent toolbox.

The path forward is not transcendence, but collaboration for the entire ICT Industry.

Marc A. REMOND, Partner & Founder, Strategic Pathways

Marc Remond is a seasoned tech and business strategist who helps companies win in Asia Pacific with sharp go-to-market strategies, impactful messaging, and targeted training.

A former President of Asia Pacific at Kramer Electronics, he led the region to become its top performing region. Marc has held leadership roles at Barco, Poly (HP), Alcatel-Lucent, and more. He's also the creator of ROOMIE—the world's first agnostic smart collaboration system—launched in 2016.

An AVIXA Xchange Advocate and NΞXXT partner, Marc is a recognized thought leader on AV/IT convergence and digital transformation. Born in France, now a Singapore citizen, he brings 25+ years of Asia-Pacific experience and speaks English, Spanish, and Mandarin.

Linea Research Appoints Vardhaman Megatech as Distribution Partner

Left to right: Dave McKinney, MD, Generation AV; Dinesh Mandot, MD, VMT; Jeff Mandot, Director – Sales, VMT; and Ness Mandot, Marketing, VMT.

NDIA: Linea Research has announced the appointment of **Vardhaman Megatech Pvt. Ltd (VMT)** as its exclusive distribution partner for India, extending the global reach of the UK-based manufacturer of advanced amplifiers, DSP platforms, and networked audio solutions.

The exclusive distribution partnership is effective immediately and VMT took the opportunity of the recent Palm Expo in Mumbai, India, to showcase Linea Research.

Martin Hildred, Sales and Marketing Director for Linea Research, confirmed the appointment. "VMT is a well-respected and established distributor operating throughout India with strengths in all the markets Linea Research operates in, including both touring and installation.

With teams and satellite offices across the country, linked closely to its Head Office in Mumbai, VMT can quickly provide Linea Research customers with the level of support we expect for them, in all regions nationwide."

VMT Director, Jeff Mandot, commented, "We are proud to add the exclusive distribution rights to Linea Research to our professional audio portfolio. The brand, which is trusted by professionals in touring, fixed installations, and premium venues, strengthens our offering and demonstrates our commitment to delivering world-class technology.

"Recognised globally for the innovative design and manufacture of advanced amplifiers, DSP platforms, and networked audio solutions, Linea Research is known for its products that deliver exceptional clarity, reliability, and efficiency. The full range is now available exclusively through our network."

VMT will receive the full support of Generation AV, which manages the distribution of Focusrite Group products throughout Asia. At the recent APAC Distribution Summit held in Singapore, VMT was recognised with the Distributor of the Year award for the third consecutive year.

Generation AV Managing Director, Dave McKinney, said, "This is exciting for Linea. They are the perfect match for the other brands in VMT's distribution range and in terms of both sales and service, Linea Research could not be in better hands."

Martin Hildred commented, "With the recent launch of System Engineer 8 which adds an extra dimension of intuitive control to our comprehensive range of power amplifiers, this is a great time to extend our reach with the support of such a highly regarded distributor."

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AUO Display Plus Joins Microsoft Device Ecosystem Platform

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GLOBAL: AUO Display Plus has announced its participation in the Microsoft Device Ecosystem Platform (MDEP) as an ODM partner, together driving the next wave of innovation in smart enterprise applications. Powered by the Android Open Source Project (AOSP), MDEP offers an open, adaptable foundation for device manufacturers and software developers to build cutting-edge solutions supported by Microsoft's enterprise-grade security, management and reliability standards. By joining MDEP, AUO Display Plus is positioned to deliver seamless, interoperable products that enhance collaboration efficiency in modern workspaces—while accelerating time-to-market.

"With AUO Display Plus's proven expertise in advanced display technologies and integrated hardware-software solutions, joining the Microsoft Device Ecosystem Platform marks a significant milestone for us. It enables us to tap into a robust ecosystem that fosters innovation and collaboration," said CC Lee, CTO at AUO Display Plus. "This partnership underscores our commitment to driving impactful transformation across the evolving enterprise landscape. We are well-positioned to co-create next-generation innovations that redefine how people work and collaborate," added Scott Hix, CMO and GM of the Smart Education and Enterprise Business Group at AUO Display Plus.

"We're thrilled to welcome AUO Display Plus to the Microsoft Device Ecosystem Platform," said Juha Kuosmanen, Head of MDEP at Microsoft. "As MDEP continues to grow into a strong community of forward-thinking partners, AUO Display Plus brings valuable strengths in display innovations. Their vision and capabilities complement our goal of enabling partners to build secure, scalable, and reliable devices that empower the advancement of future enterprise experiences."

AUO Display

Audinate Acquires Iris to Expand Video Device Footprint, Enhance Remote Production and Monitoring Capabilities

GLOBAL: **Audinate Group Limited**, developer of the industry-leading Dante media networking platform, announced that it has entered into an agreement to acquire Iris **Studio Inc.** a leading US company specializing in AI-powered, cloud-based camera control technology.

Iris offers a control-first video production platform that enables users to seamlessly manage cameras remotely, providing features like AI-driven auto tracking, real-time colour correction and cloud recording, all from a single, cloud-based interface. The Iris platform is brand-agnostic and is currently enabled on a wide range of PTZ cameras on the market. Beyond cameras, the Iris software platform is also applicable to a variety of AV products, including encoders, decoders, vision mixers and more.

The acquisition of Iris strengthens Audinate's video platform capabilities while also accelerating its broader vision for interoperable control and management across the AV device ecosystem. Iris enables OEMs with native cloud-based control directly into their devices, allowing users to remotely access, control, manage and monitor devices in real time - without the need for additional hardware. Iris has partnered with 14 different camera manufacturers, including Lumens, PTZOptics, Marshall, BirdDog, Telycam, AIDA and more.

The addition of Iris will bring greater value to Dante customers across a range of markets, including corporate, entertainment, sports, government, houses of worship, broadcast and education. By combining advanced features like remote PTZ control, AI auto-tracking, colour correction, and cloud recording with the capabilities of Dante Studio, AV professionals can deliver more flexible, efficient, and intelligent audio-visual experiences.

"The addition of Iris to the Dante ecosystem is a major step forward for the Dante platform," commented Aidan Williams, Co-founder and CEO of Audinate. "Combining Iris's broad applicability and cutting-edge remote production capabilities with powerful cloud-based management software like Dante Director will provide significant value for customers managing the millions of Dante-enabled devices in the field today."

Iris launched as a white-label service earlier this year and will launch publicly in the second half of 2025. Audinate and Iris are actively working on integrating future roadmaps to bring Iris functionality to Dante customers.

The Iris team has a strong track record in the AV sector with a focus on developing intelligent, user-friendly tools for the AV industry. Iris's current employees will join Audinate following transaction completion and will work in collaboration with Audinate's teams to continue to expand the capabilities of the Iris platform and to integrate its functionality with Dante products.

"At Iris, we set out to rethink AV device control —intelligent, intuitive, and accessible from anywhere," said Noah Johnson, CEO of Iris. "Partnering with Audinate gives us the scale, reach, and deep AV expertise to accelerate our roadmap and bring our vision to the next level."

PPDS Appoints New Global Product Manager of Philips LED displays

GLOBAL: PPDS, the exclusive global provider of Philips Professional Displays and complementary solutions, has appointed highly experienced and globally accomplished AV/IT specialist Marco van der Knaap as its new Global Product Manager of Philips LED displays.

With a 25-year career dedicated almost exclusively to LED, Marco is one of the AV industry's most respected and sought-after talents. He will support the team in navigating the highly competitive marketplace, continuing to position the expanding Philips direct view LED displays range in line with PPDS' global strategy and growth ambitions.

Based in Amsterdam and reporting to Jeroen Brants, Global Product Director for LED at PPDS, Marco brings a new dimension of invaluable and enviable knowledge to PPDS' ever-strengthening team.

His credentials boast a proven track record in leading high-performance teams and executing complex digital and sales transformation initiatives to deliver exponential growth at some of the industry-leading LED technology brands. This included, at one previous global company, achieving a remarkable 500% revenue growth while optimising operational costs.

Reinforcing PPDS' commitment to expanding its market presence and enhancing customer value and experiences – pre-, during and post-installation – Marco will support PPDS' indoor and outdoor dvLED sales teams globally.

Leveraging his deep technical expertise, while also utilising his skills in product management, business development, marketing, sales, strategy and operations, Marco's role will include increasing awareness of Philips indoor and outdoor LED lineup and delivering tailored solutions (including hardware and software) to meet the evolving and unique needs of customers across a broad spectrum of market verticals. These include retail, broadcast, public venues including sports and stadiums, corporate, education, hospitality, transportation, and many more.

Commenting on his appointment, Marco commented: "I am thrilled to join PPDS and to take on the responsibility of growing the Philips LED business. With Philips' strong brand presence and the support of an exceptional team, I see tremendous potential to deliver ever more innovative solutions that exceed customer expectations worldwide.

"PPDS shares an unparalleled commitment to bringing innovative and often world-first solutions, delivering unforgettable customer experiences that continue well beyond installation."

Jeroen Brants added: "We are delighted to welcome Marco to the PPDS family. His extensive experience and strategic mindset will be invaluable in driving our global direct view LED business forward and ensuring we continue to deliver industry-leading solutions for our customers."

PPDS

AtlasIED Expands Global Presence

THAILAND: AtlasIED has opened new offices in Thailand. This move represents a significant step in the company's global expansion efforts. The new location enhances AtlasIED's presence in the APAC region, allowing the company to provide innovative solutions and dedicated, on-the-ground support to customers worldwide.

Located strategically in Thailand's capital, Bangkok, the new office will function as a regional hub for customer engagement, operations, and sales. This setup will enable AtlasIED to effectively meet the needs of its expanding client base throughout Asia and beyond. The expansion demonstrates the company's commitment to accessibility, excellence in customer service, and driving innovation in the industry on a global scale.

"The launch of our Thailand office serves as a launchpad for opportunities that expand not just our geography but also our influence and impact, positioning us to drive innovation and customer engagement as we continue to write the next chapter of our global story," said Matt Czyzewski, VP of AtlasIED. "This new office location highlights our mission to reach customers across the globe and marks an essential step in achieving our vision of growth and accessibility."

The Bangkok office will support the company's efforts to develop strategic partnerships in the region, foster collaboration with local and international organizations, and provide enhanced service capabilities to its customers.

AtlasIED

Brompton Technology Unlocks Scalable Virtual Production for All with Sony Crystal LED CAPRI

GLOBAL: Building on the success of previous collaborations in the virtual production space, Sony Corporation has once again selected Brompton Technology's Tessera LED processing to power the latest addition to its Crystal LED display portfolio – the new **CAPRI series ZRD-VS25FB** Engineered to deliver Sony's renowned visual performance with added flexibility and value, CAPRI brings high-end virtual production capabilities within reach of a broader range of users.

Targeted at a wide array of customers looking to support virtual production cost-effectively, Crystal LED CAPRI is a versatile solution designed to meet the needs of productions of all sizes. The new series delivers premium image quality using Brompton's award-winning 4K Tessera SX40 LED processor, already a staple in Sony's flagship VERONA series, with seamless cross-compatibility between the two.

Featuring a 2.5mm pixel pitch, 1,500 nits of brightness, and refresh rates up to 7,680Hz, the Crystal LED CAPRI ZRD-VS25FB model delivers smooth, lifelike imagery ideal for in-camera VFX (ICVFX) across television, film, commercial shoots, broadcast, live events, and rental or staging applications.

CAPRI also complements Sony's VERONA series. Using the same controllers and featuring the same luminance as VERONA allows the CAPRI LED wall to be used together with the VERONA LED wall, for example, the VERONA as the main wall and the CAPRI on the ceiling.

Brompton Technology's Tessera SX40.

According to Yasuharu Nomura, Senior General Manager and Vice President of the Technology & Services Business Division at Sony Corporation, CAPRI is designed to integrate smoothly with trusted industry platforms such as Brompton Technology's Tessera SX40. This seamless compatibility empowers a wider range of creators to work with high-end tools, while also promoting efficient and flexible production workflows.

As part of Sony's growing Virtual Production Tool Set, CAPRI supports tools like Colour Calibrator and the Camera and Display Plugin, aiding with colour matching and aliasing mitigation on set. The company's upcoming Version 3.0 expected this autumn, will add real-time off-axis colour shift compensation, a feature exclusive to CAPRI, VERONA, and B-series models, further enhancing image fidelity during curved or angled installations.

Brompton Technology

InfoComm 2025 Draws Record-Setting End User Attendance

GLOBAL: InfoComm 2025 set a show record for end user attendance, representing 35% of verified attendees. In total, the show welcomed 30,998 verified attendees from 97 countries. International attendance made up 18%. The total number of registrants for InfoComm 2025 reached 39,579.

InfoComm 2025 hosted 817 exhibitors showcasing pro-AV products and solutions across 400,100 net square feet in the West Hall of the Orange County Convention Center.

"From the moment the doors opened, the energy at InfoComm was palpable. What was most fulfilling to see was the business being done on the show floor," said Jenn Heinold, Senior Vice President, Expositions, Americas, AVIXA, producer of InfoComm. "We were very intentional about attracting end users to the show – they are [a] critical part of growth for the pro-AV, IT, and broadcast ecosystem. They drive product enhancements from manufacturers and push for more innovative technology. Solution providers came out in full force – with product launches and interactive experiences."

The InfoComm 2025 program was vast – featuring dynamic speakers, education, networking events, and certification exams.

On Wednesday morning, Dang Ly of Universal Destinations & Experiences, Jeff Zabel of Amazon Web Services (AWS), and moderator Todd Hougland of Ripley Entertainment discussed the rising demand for immersive, personalized experiences that blend the digital and physical worlds, like Universal's Epic

Universe. They shared the critical role that cloud infrastructure and AI-powered intelligence play in driving these experiences.

Brad Hintze from Crestron, Eric Hutto of Diversified, Christine Schyvinck from Shure, Jason Antinori from TELUS, and David Labuskes, CEO of AVIXA, took the stage on Thursday for a discussion on the future of AV, covering topics from the workplace to collaboration, standards, and AI.
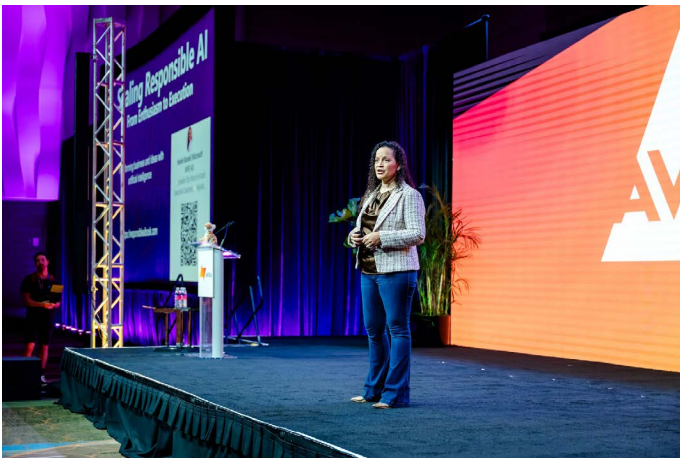
Also on Thursday, the AVIXA Women's Breakfast drew hundreds of attendees to celebrate the accomplishments of women in pro AV. Technologist Noelle Russell, founder and chief AI officer of the AI Leadership Institute, provided the keynote "Scaling

Responsible AI: From Enthusiasm to Execution," sharing stories from her career, which includes roles with AWS and Microsoft.

Also at the show, several attendees took the Certified Technology Specialist (CTS) and Audiovisual Network Professional (ANP) exams. A total of 121 attendees earned their CTS at the show – 78 earned their CTS, 22 attained CTS-D (Design), and 21 attained CTS-I (Installation). The total number of CTS holders is now over 14,800. In addition, 10 attendees earned their Audiovisual Network Professional (ANP) certification, bringing the total number of ANP certification holders to 230.

"It was evident this year that the future of the pro AV industry is created here," said David Labuskes, CTS, CAE, RCDD, CEO of AVIXA. "The importance of InfoComm is directly reflected by the quality of attendees who brought their questions and needs to our amazing exhibitor presence."

For ongoing conversations and news about InfoComm 2025, click **here**

For highlights from InfoComm 2025, visit click **here**

InfoComm 2025

DigiBird Achieves Mission-Critical Integration in Jordan

MIDDLE EAST: In Amman, Jordan, a landmark installation has just been completed. An advanced conference centre for the Jordan Public Security Directorate has been designed to meet the exacting standards of mission-critical communication. Behind this success is a thoughtful blend of display technology and centralised control, delivered with precision and expertise.

At the heart of the project lies a streamlined audiovisual system built around a 2×2 LCD video wall for real-time monitoring and a central LED display for command presentations. What sets this installation apart is its unified control capability—both video walls are operated through a single controller, and the entire environment, from visuals to conferencing, is managed via one centralised interface.

DigiBird's solutions proved pivotal. The VWC3 LED Processor ensures seamless display management. At the same time, the UniManager Centralised Controller, equipped with a fully customised interface, empowers users to operate video, audio, and meeting systems from a single, intuitive platform. This level of integration simplifies operations dramatically, reducing system complexity and empowering staff to focus on mission-critical decisions without technological distractions.

With this project, DigiBird continues demonstrating its commitment to tailored innovations, delivering solutions that meet client requirements and elevate operational efficiency for high-stakes environments.

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HARMAN Professional Solutions Expands Masterpiece Distribution Agreement

MIDDLE EAST: HARMAN Professional Solutions has expanded its long-standing distribution agreement with Masterpiece in the Middle East. Effective 1 July 2025, Masterpiece will begin offering the full HARMAN Professional audio brand portfolio in the Kingdom of Saudi Arabia (KSA).

Already a distributor for HARMAN audio brands in the UAE and broader GCC region, Masterpiece's expanded role in Saudi Arabia will now include the complete professional audio lineup: JBL Professional, BSS, Crown, AKG, Soundcraft, Lexicon and dbx. This move reflects HARMAN's continued investment in strengthening channel coverage and ensuring high-quality service and support across key markets.

"We are proud to expand our HARMAN distribution footprint to include the full audio portfolio in Saudi Arabia," said Simon Daniel, General Manager, Masterpiece. "Our goal is to deliver premium solutions and responsive service to our customers across the Kingdom, building on our success in the GCC."

Scott Aslett, Senior Commercial Director, EMEA, at HARMAN Professional Solutions, added: "Masterpiece has been a strong partner across the GCC, and their consistent sales momentum has played a key role in our decision to expand their responsibilities to include Saudi Arabia with our full audio portfolio offering. This move supports our strategy to deepen market engagement and elevate the customer experience in one of the region's most important growth markets."

To ensure comprehensive market coverage, Halwani Audio Visual (HAV) will continue to distribute the HARMAN Professional audio portfolio in Saudi Arabia. HAV remains a valued and experienced partner in the Kingdom, and this multi-distributor approach reflects HARMAN's commitment to serving each market vertical with flexibility, scale, and localized expertise.

HARMAN Professional Solutions

Hall Technologies Announces the Successful Acquisition of the Product Portfolio of Atlona Inc

GLOBAL: Hall Technologies has officially completed the acquisition of substantially all of the assets of **Atlona Inc.,** a respected industry veteran and long-time competitor in the professional AV space.

This strategic move brings together two innovative leaders with a shared vision—to deliver cutting-edge AV solutions that are smarter, more flexible, and more accessible than ever before. Together, they will offer a more comprehensive product portfolio, enhanced service and support, and expanded global reach.

With the acquisition, customers will have access to a broader range of technologies from both trusted brands, enhanced customer support and technical resources and continued innovation across education, corporate, medical, and government markets

Ken Eagle, CEO, Hall Technologies comments, "The acquisition of Atlona is a bold and strategic step that strengthens our position as a global leader in the Pro AV industry.

Atlona's reputation for innovation, engineering excellence, and global reach perfectly complements Hall Technologies' customer-first philosophy and technical expertise. Together, we're building a powerhouse that will deliver even more value, flexibility, and forward-thinking solutions to our partners and customers around the world."

Thorsten Goecke, General Manager, Atlona International concurs, "Joining forces with Hall Technologies is an exciting step forward for Atlona. This partnership combines decades of experience, innovation, and market leadership to create even greater value for our customers worldwide. Together, we'll accelerate growth, expand our global footprint, and continue delivering the high-performance AV solutions our partners have come to expect—now with even more resources and reach."

Magewell Unveils New Pro Convert and Xmit Products

Pro Convert IP to USB.

Xmit.

Magewell was at InfoComm with a new addition to their Pro Convert product line and the introduction of an entirely new family of Pro Convert devices. Booth 2818 featured live demonstrations of these, and the entire range of Magewell products, as well as their team of experts who will be on hand to help with any AV challenges.

New Pro Convert IP to USB
Introduced at NAB and having made its debut at InfoComm, the new Pro Convert IP to USB is a plug-and-play device that enables computers, including laptops, to capture an NDI, NDI HX or other streaming sources through a USB interface with no external power required. It is ideal for use in conference rooms, production studios, and environments where users' software does not natively support NDI or other IP protocols and/or the installation of additional software is not permitted.

Xmit – A NEW family of Pro Convert Models
Previewed at InfoComm 2025, the first member of the Xmit family is the Pro Convert Xmit AIO, the ultimate streaming encoder/decoder problem solver. Pro Convert Xmit AIO is a standalone device that converts one channel of SDI or HDMI to or from NDI HX formats, especially fulfilling customers' need for a 4Kp60 NDI HX encoder. Being configurable as an encoder or decoder, the device is ideally suited for many types of live production and ProAV installations where NDI HX and 1Gbps network infrastructures are employed.

Magewell
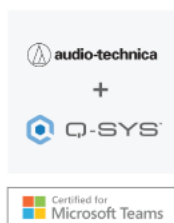
Elation Takes on Harshest Installation Challenges with OPS

Elation has launched its new OPS Series (Outdoor Permanent Specification), a durable, long-lasting solution for permanent outdoor installations. The OPS series enhances some of Elation's most popular IP65/66-rated lighting fixtures, providing a ruggedized version designed specifically for demanding environments such as theme parks, cruise ships and other marine environments, museums, experiential installations, and more. Built for long-lasting performance in harsh conditions, the OPS Series ensures consistent, reliable use in both indoor and outdoor settings.

The OPS Series incorporates more durable, robust materials, including corrosion-resistant components and protective finishes, to create a hardened version of the fixtures. With this rugged specification, Elation offers an even more reliable solution for projects on both land and sea, making the OPS Series ideal for permanent installations requiring superior performance and long-term durability.

In addition to its robust construction, the OPS Series is backed by Elation's expanded, complete 5-year fixture warranty, covering not only the light engine but also manufacturing defects, materials, and workmanship. This comprehensive warranty provides full protection across the product, ensuring peace of mind for customers looking for long-term reliability in their installations.

The initial products receiving the OPS specification include the **PROTEUS LUCIUS OPS, PROTEUS RAYZOR 760 OPS, SIX+ PAR S OPS,** and **SIX+ PAR L OPS**, with more fixtures set to follow in the near future.

Elation/OPS

Bose Professional Presents Small Wonders with Outsized Performance

Bose Professional has announced the global availability of the Forum series multipurpose loudspeakers. The Bose Professional Forum series offers exceptional fidelity and surprisingly high output in a compact, install-friendly form factor—bringing a level of performance that's rarely found in loudspeakers of comparable size and price.

According to Shawn Watts, Director of Product Management, the Forum series sets a new standard by combining precision engineering with flexible installation options that allow for quick configuration on the spot. Its proprietary Beamwidth Matching Waveguide ensures the signature Bose sound—clear, consistent, and far-reaching. The compact enclosures, which can be rotated to adapt coverage patterns, offer an elegant and efficient solution for real-world acoustic demands.

Available in 8-inch and 12-inch coaxial models, Forum FC108 and **Forum FC112** are designed for fast and easy installation on projects where a small footprint, high output, and consistent sound are a priority. High-excursion drivers deliver up to 132 dB max SPL, while the

Beamwidth Matching Waveguide aligns low and high frequencies for tonal consistency across the coverage area. Forum series loudspeakers employ a fully tuned passive crossover with no additional processing required at installation, ensuring excellent performance with any full-range signal right out of the box.

The Forum FC108 is an 8-inch full-range coaxial point-source loudspeaker designed for small-to-midsized areas with a frequency range of 53 Hz–20 kHz, 122 dB max SPL, and 110° × 60° coverage. The Forum FC112 is a 12-inch full-range coaxial point-source loudspeaker with a frequency range of 48 Hz–20 kHz, 132 dB max SPL, and also provides 110° × 60° coverage. Forum FC112 fills mid-to-large areas with even sound while delivering pinpoint accuracy in high-impact zones. Both speakers can be rotated at installation to change the coverage pattern to 60° × 110°.

Both Forum series loudspeakers are IP43-rated for long-lasting durability in indoor and protected outdoor environments. Installation points on the top, bottom, and sides of the enclosure connect to a frame that's integrated with the driver—making the entire cabinet rigid and secure when suspended. The cabinet's orientation can be switched to fit a space's unique demands while maintaining aesthetic consistency with adjustable logos. Mounting options include U-brackets, suspension rails, and optional eyebolt suspension.

Bose Professional/Forum FC108

XTEN-AV Launches AV Industry's First-Ever AI Agent
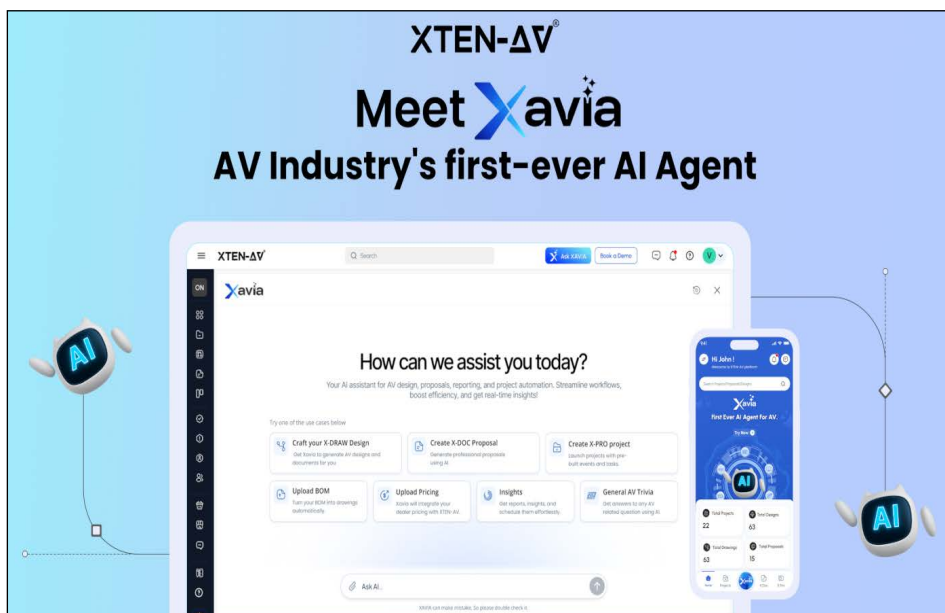
- **Auto-Proposal, crafted by AI**

- **AI-powered Project Management**

- **Analytics, Reporting & Insights Generation with AI**

- **Chat with XAVIA for AV Tips and Trivia**

XTEN-AV XAVIA AI revolutionizes the entire AV workflow by replacing pain-staking manual tasks, fragmented workflows over multiple tools, and dependence on human- and machine-infrastructure, with a simple voice command and intelligent automation. XAVIA AI chatbot unlocks the ease of design suggestions, AI-driven recommendations, and on-demand customizations; enhancing productivity, shortening delivery timelines, and unparalleled accuracy across all stages of the AV project lifecycle.

XTEN-AV, the only cloud-based platform software that automates AV workflows on a unified, consolidated platform, has announced the launch of its next technological endeavour: XAVIA, the AV industry's first-ever AI Agent. It is a sophisticated AI platform built to think, deliver, and collaborate intelligently. Alongside this revolutionary AI technology, the company is also launching a brand-new mobile application that brings the power of XTEN-AV to professionals on the go.

Meet XAVIA – Your AI Agent for AV
Created to redefine AV workflows, XAVIA AI Assistant introduces a new paradigm where design, documentation, proposal building, project tracking, and reporting are no longer tasks — they're conversations. XAVIA AI Agent automates every task of an AV project with simple voice or chat commands, within the XTEN-AV ecosystem, including:

- **AI-assisted Product Recommendations**
- **AI-generated Designs & Drawings**

The newly-launched Mobile Application: Power of XTEN-AV in Your Pocket
XTEN-AV has also debuted its fully-featured mobile application at Xponential 2025. The application brings the full functionality of the XTEN-AV platform. This includes design tools, proposal and project management workflows, now integrated with XAVIA AI. Users can work smarter, collaborate in real-time and enhance productivity, whether they're onsite or remote.

XTEN-AV/XAVIA

Extron Ships 4K Collaboration and Presentation Switcher with USB-C and Dual HDMI Inputs

Extron has announced the immediate availability of the UCS SW 313, a powerful collaboration and presentation switcher designed to meet the needs of presentation, unified communications, and other meeting spaces. The UCS SW 313 features three inputs that support the connection of USB and dual HDMI sources and five USB device ports connect to peripherals such as USB cameras and microphones at rates up to USB 10Gbps. The USB-C input provides video and audio, USB data, and 60 watts of power to charge a user's laptop computer. The HDMI output provides a signal for the room display and supports resolutions up to 4K/60.

The UCS SW 313 offers intuitive collaboration with auto switching that prioritizes inputs, providing natural switching and minimal user interaction with AV hardware or a control system. It can also be controlled via Ethernet, including RS232 control to a local display. The UCS SW 313 makes it easy to integrate AV sources and USB cameras for Teams and Zoom meetings into conference, meeting, and collaboration spaces.

Extron/UCS SW 313

Christie Expands LED Lineup with Vivia Video Wall Solutions

Christie's Vivia is a new range of LED video wall solutions that marks the continued expansion of Christie's direct-view LED portfolio, reinforcing its commitment to innovation, service, and support.

Available in a Surface-Mounted Device (SMD) variant, Christie Vivia features a sleek, ADA-compliant design with advanced SNMP-based monitoring capabilities. It combines aesthetic appeal with robust reliability for applications such as digital signage, auditoriums, operations centres, corporate environments, and more.

Christie Vivia SMD is available in pixel pitches from 0.9mm to 2.5mm and delivers high-quality visuals with wide viewing angles. A 10,000:1 contrast ratio and 3840Hz refresh rate ensure rich, dynamic images, while seamless integration with Christie's visual solutions including Pandoras Box and Spyder-S, for advanced content management and processing. Flicker-free playback adds to an engaging experience across a range of professional environments.

In addition to Vivia, Christie offers the Lumia Series, an existing series of Chip-on-Board (COB) based LED video wall solutions tailored for the Indian market. Lumia COB features optional touch interactivity and is available in fine pixel pitches from 0.7mm to 1.5mm. It integrates seamlessly with Christie's video wall solutions and includes an IP2x rating and a protective front LED coating that enhances durability and simplifies maintenance. COB technology further delivers lower power consumption and improved heat dissipation, ensuring long-term reliability. Lumia COB offers a high-value, cost-effective solution for a wide range of indoor applications.

Both Vivia SMD and Lumia COB LED video walls are compatible with Christie E510 and E600 controllers, supporting up to 4K resolution at 60Hz and delivering excellent performance at low brightness levels. Designed for 24/7 operation, the displays boast a lifespan of up to 100,000 hours.

Backed by a three-year warranty, Christie Vivia offers peace of mind and lasting value. Both Vivia SMD and Lumia COB models are now available to order.

Christie/Vivia

Dynacord Elevates V Series into a Complete Zone Audio Solution

Dynacord's V Series Zone Audio Platform is a comprehensive, ready-to-deploy solution for commercial audio applications designed specifically for AV systems integrators, installers and consultants. The platform has been designed to meet the audio demands for background music, paging and messaging.

Expanding upon the popular V Series two- and four-channel power amplifiers, the latest additions transform the family into a full-featured zone audio solution with versatile DSP, mixing and control options. At its core is the new VZX-8 8-Zone Audio Processor, which is complemented by the VCS-8 8-Zone Call Station and the VWP Wall Panel Controller, providing flexible and intuitive operation for multi-zone sound systems.

Complete zone-ready system with web app
Designed as a self-contained platform, it is an ideal solution for small to mid-sized installations that benefit from a simplified,

out-of-the-box setup without the complexity of networked configurations. The platform allows for future expansion with both hardware extensions and new software functionality upgrades, ensuring long-term scalability and a lasting investment.

The V Series Zone Audio platform is built for ease of deployment and operation. All configuration and control tasks are handled through the intuitive VZX web app. Included URLs and ZeroConf technology streamline initial setup, no software downloads or apps are needed. System tuning is further simplified through loudspeaker database presets for the complete Electro-Voice portfolio and a wide selection of third-party speaker models.

The core of the zone audio platform
At the core of the platform lies the VZX-8 8-Zone Audio Processor – a powerful and flexible front-end. Far more than a simple zone mixer, it is equipped with extensive I/O

capabilities, internal storage and sophisticated signal processing for more complex audio setups. To ensure security, the VZX-8 is password-protected for different user roles and credentials. The audio processor provides eight zone outputs and facilitates up to 20 processed input sources, including eight balanced mic/line inputs with phantom power. A total of eight GPIO ports are freely assignable as analogue or digital inputs and outputs, with two ready/fault contacts for supervision. For integration with PA/VA systems, an emergency override input for line level or 70/100v signals is also available.

Inside, a comprehensive DSP package delivers maximum flexibility for background music, paging tasks and smaller live performances. Allowing full matrix flexibility without the complexity of an open-architecture DSP, the VZX-8 offers both standard and advanced DSP functionality including EQs, ducking, compression, Automatic Gain Control, Noise Gate, FX, room EQ and FIR-based speaker presets. Eight zone mixes are available, with multiple active sources. Levels of the output zones can be managed with Ambient Noise Compensation (ANC) to adapt automatically to ambient conditions. When needed, individual delay lines and subwoofer time alignments can be configured for optimal performance in larger spaces.

A virtual mixer with Automixer (AMM) and FX also facilitates live mixing on any zone. A unique Virtual Mixer URL and QR code is provided to prevent unauthorized changes to the rest of the audio system. The VZX-8 comes with a 32 GB MicroSD card, enabling storage of music, messages, automatic configuration backups and more. Setups can be easily copied and transferred between systems using the VZX web app. A built-in message player allows for message triggering via GPIOs, the VCS-8 8-Zone Call Station, or other connected devices.

Complemented by smart, plug & play accessories

To complement the zone audio processor, Dynacord introduces the VCS-8 8-Zone Call Station – a sleek, modern desktop device featuring a high-quality condenser microphone. Designed for live paging, it can also act as a system controller, triggering stored messages, muting zones and performing additional user-defined functions via nine freely programmable buttons. Communication priority can be customized, and busy indication LEDs ensure clarity during active sessions. The system supports expansion with up to eight daisy-chained call stations, each configurable with chimes.

User operation is facilitated via the new VWP Wall Panel Controller, featuring a bright colour TFT display and a push encoder for quick and easy operation. The VWP provides level, zone and source input level control as well as source selection of BGM, Zone Mix and Virtual Mixer sources. Configuration and labelling are easily managed via the VZX Web App. Thanks to Unicode compatibility, more than 150 languages are selectable for the display. Each wall panel's access and menu screen options can be tailored with user profiles and security PIN codes. Two accessory ports on the VZX-8 8-Zone Audio Processor, each supporting up to 500 meters (1640 ft) of cable length, allow the connection of up to 16 accessories, offering maximum design flexibility even in large buildings.

Powered by V Series amplifiers

The V Series multichannel power amplifiers V600:2 and V600:4 serve as a matching system drive, each offering 600 watts of total power. These amplifiers are quickly and easily connected via the two RJ45 line outputs of the VZX-8 8-Zone Audio Processor, reducing terminations and points of failure. With Dynacord's sophisticated amplifier technologies on board, they incorporate powerTANK, which

enables flexible power allocation across all amp channels, ecoRAIL for reduced energy consumption and Variable Load Drive (VLD) for flexible drive modes with various speaker loads. Bullet-proof protection circuitry with sophisticated limiters ensures peace of mind by safeguarding both the amplifiers and the connected loudspeakers against potential damage. Depending on the individual power

requirements, other models from Dynacord amplifier lines can be seamlessly deployed, such as IX Series, C Series and U Series.

The Dynacord VZX-8 8-Zone Audio Processor, the VCS-8 8-Zone Call Station and the VWP Wall Panel Controller will be shipping by the end of 2025.

Dynacord/V Series

Datapath Announce Windows 11 Compatibility for its VSN Processors and Graphics Products
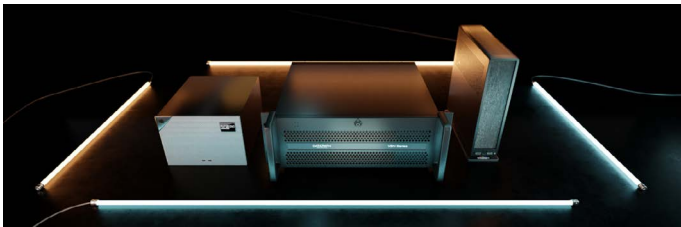
Datapath, world-leading engineers of visual solutions, is now offering its multi-award winning VSN video wall controllers with full Microsoft Windows 11 compatibility.

Available now across the full suite of VSN controllers and graphics products, Datapath's latest graphics driver provides improved performance, and more flexibility when specifying hardware for multi-source / multi-end point video wall applications. With the default operating system compatibility remaining as Windows 10, customers can now specify Windows 11 at no extra cost.

Along with reliability and speed, end users can benefit from the upgrade to Windows 11's enhanced embedded security with Secure Boot and TPM 2.0 which, along with Datapath's Transport Layer Security encryption, provides

additional peace of mind for mission critical applications. As well as support for Windows 11, the new driver also supports improved performance, especially for displaying complex web and 3D applications in industries such as electronics, healthcare, automotive, aerospace, robotics, and manufacturing.

Mark Slinger, VP Product Management said: "We are proud to bring this new Windows 11 compatible graphics driver to market. Datapath continually invests into its product ranges, with many of our developments coming from direct feedback with customers. Our latest graphics driver and VSN compatibility with Windows 11 originates from customer requests and our team has worked hard to design, develop, and validate this new driver – across a multitude of applications and requirements – to ensure we meet and exceed their expectations.
For more information on Datapath's Windows 11 video wall controllers, or to upgrade your existing system, please speak to your local Datapath representative.

Datapath

How AV Technology is Reimagining Hospitality Experiences and Profits

From immersive guest journeys to high-yield event spaces, AV innovation is helping hotels stand out, streamline operations, and grow revenue.

The Mandarin Oriental Hotel Ballroom in Singapore featuring a large AOTO CVES 1.2 LED wall installed by Concept Systems Technologies.

In today's hyperconnected, experience-driven world, the hospitality industry is rapidly evolving—and at the heart of this transformation is AV technology. No longer an afterthought or luxury, integrated audio-visual systems are now essential tools for enhancing guest satisfaction, improving operational efficiency, and differentiating hotel brands in a fiercely competitive market.

To explore how AV is shaping the hospitality landscape, we spoke with three industry leaders: **Justin O'Connor, Product Management Director for Performance Systems Product Success at Bose Professional; Gerald Fong, Project and Sales Director at Concept Systems Technologies Pte Ltd** – the company is an official certified partner of L-Acoustics and is the appointed distributor of AOTO LED displays in Singapore.; and **Mikael da Fonseca, Global Director for International Hotel Chains at PPDS**. Their insights reveal a clear and compelling trend: when done right, AV does far more than entertain—it delivers impact, efficiency, and profitability.

Transforming the Guest Experience: From Stay to Story

"The key word here is experiences—because that's precisely what AV technology elevates," says **Justin O'Connor**.

Hospitality today is not just about beds

and buffets. It's about crafting moments that resonate long after checkout. O'Connor believes AV is central to this shift. "Dynamic AV systems can transform a hotel from being just a building into a fully realized experience," he explains. "AV bridges the gap between function and emotion—it informs, entertains, and delights. That's how a stay becomes a story, and a hotel becomes a destination."

Gerald Fong echoes this, emphasizing the importance of integrating AV from the ground up. "Today's guests are more tech-savvy than ever," he says. "AV considerations must begin right from the design phase." Whether it's smart controls through tablets, ambient music tailored to zones, or immersive LED walls, these elements are now standard expectations in modern hospitality.

Mikael da Fonseca highlights how AV now shapes every stage of the guest journey—from pre-check-in digital signage to in-room entertainment. "For hotels willing to invest, the guest journey now starts well before check-in and continues through multiple digital touchpoints throughout the property. From dvLED screens and interactive displays at the reception to digital signage and ePaper installations in bars, cafés, spas, and gyms, AV solutions are now embedded across the entire guest experience— for wayfinding, ambience, advertising, and communication." He continues, "In-room entertainment is just as vital. "Streaming is the dominant way people consume content today. Yet many hotel TVs haven't evolved to match those expectations," he notes. This is where innovations like the Philips MediaSuite TV, with built-in Google Cast, step in—enabling guests to stream their favourite content effortlessly. With a simple QR scan, they can enjoy the same platforms they use at home, making their stay feel more personal and connected."

Streamlining Operations and Cutting Costs

Beyond enhancing guest satisfaction, modern AV systems deliver real operational benefits. "In hospitality, operational efficiency in AV comes down to reliability and intelligent design," says O'Connor. Stable, intuitive systems reduce downtime, cut training time, and free up staff to focus on what really matters—serving guests.

Fong agrees: "Modern AV systems significantly streamline hotel operations through centralized control, automation, and remote management." That means lower manpower costs and smoother workflows. He also points out how simulation tools help design better ballroom sound systems from the outset—avoiding expensive fixes and ensuring optimal acoustics from day one.

At PPDS, da Fonseca focuses on long-term value. "Our Philips MediaSuite TVs receive ongoing updates, so hotels don't need to replace hardware frequently," he says. "We also offer low-energy display solutions that consume up to 70% less power. These innovations help hotels save on both upgrade and energy costs while supporting their sustainability goals."

Standing Out in a Crowded Market

In a sea of sameness, how can a hotel truly stand out? AV might just be the answer.

"Guests rarely return to a hotel just for the hotel—they come back for the overall experience," says O'Connor. "When AV is done right, it creates a lasting impression. It amplifies word of mouth and drives repeat business." A seamless, modern AV experience is no longer just appreciated—it's expected.

For Fong, immersive technologies are the new frontier in brand differentiation. "From LED

video walls to dynamic mood lighting, these AV elements create unique atmospheres that define a brand's identity," he notes.

Da Fonseca takes it a step further: "In today's review-driven world, even a small AV touch—like a personalised welcome message—can earn a five-star review," he says. "AV is no longer optional. It's a strategic tool for shaping perception, boosting loyalty, and protecting revenue."

AV as a Revenue Driver for Events and Meetings

With remote work and hybrid events on the rise, hospitality venues are re-imagining themselves as business hubs.

"Hotels are re-purposing spaces for meetings and events, even converting guest rooms," da Fonseca observes. And the AV expectations are higher than ever. "To attract business clients, hotels must provide seamless 'office-away-from-office' environments with professional-grade presentation and conferencing tools."

He cites the Clarion Hotel Helsinki Airport as a model of success. With 778 Philips MediaSuite TVs across 505 rooms, a 21-room conference centre, and a 1,050-capacity ballroom, the venue has become a magnet for corporate and leisure events alike. The investment in AV has broadened its market appeal—and its revenue base.

Gerald Fong adds: "Reliable AV infrastructure builds trust with event planners. When hotels offer dependable, high-performing AV systems, it instills confidence in organisers. It increases repeat business and strengthens a hotel's reputation in the corporate market."

Smart Innovation Within Budget

Balancing innovation with budget realities remains a key concern. But as O'Connor points out, "The golden rule is: invest where it impacts

the guest." And that starts with planning. "Involving AV experts early ensures smarter, more cost-effective decisions."

Bose's EdgeMax speakers, for example, deliver high-performance sound with fewer units—saving both installation costs and ceiling space. "A well-planned system boosts staff efficiency and enhances guest experience, not complicates it," says O'Connor.

Fong advocates for scalable systems that evolve with hotel needs. "The challenge isn't picking the flashiest tech—it's finding what fits the hotel's brand and budget without compromising quality."

And as da Fonseca concludes, "AV is no longer a luxury; it's a strategic investment with a clear ROI. Whether through guest satisfaction, energy savings, or brand differentiation, smart AV pays for itself—and then some."

AV as the New Essential

What was once seen as high-end amenity has become a fundamental pillar of modern hospitality. As technology continues to shape guest expectations and operational models, AV is no longer just an enhancement—it's a strategic driver of experience, efficiency, and profitability.

In the words of da Fonseca, "AV isn't just about what guests see and hear—it's about how they feel, what they remember, and why they come back." And in today's market, that's what makes all the difference.

Bose Professional

Concept Systems Technologies

PPDS

Cutting-Edge Hospitality Solutions

Bose Professional EdgeMax

EdgeMax EM180

Bose Professional's EdgeMax line of in-ceiling speakers uses a patented directional waveguide and proprietary multiple-driver arrangement to deliver sound asymmetrically into a space. When mounted in corners or along walls, EdgeMax models can provide 90º or 180º coverage out into the room, projecting their sound across a space like a surface mounted speaker, but with an invisible in-ceiling form factor that allows the room's design to play the leading role. Hotels and resorts that use EdgeMax speakers can use fewer speakers to deliver better sound across larger spaces with increased clarity, fidelity and power, representing a value across nearly every category for the end-user. You can read more about our EdgeMax line of speakers **here**, and find out how the Variel in California maximized their investment with Bose Professional and EdgeMax **here**.

w

Connectivity is everything. Whether you're running a hotel or conference centre, the market leading Philips MediaSuite range brings a world of options to the screen with Google Cast, Google Play store, and Netflix ready.

As the world's first hospitality TV to feature this winning combination of features, the Philips MediaSuite TVs enables guests to effortlessly access and cast all their favourite content from their preferred accounts (including DAZN, Disney+, Prime, YouTube™, and more) directly onto the TV – in up to 4K – using their connected device, whatever the operating system.

With no additional wires or hardware, the risk of tampering or costly dongle theft is eliminated, while all customer data, such as login credentials, is automatically cleared upon checkout. Running on Android, and further extending the role and benefits of the in-room TV, guests have seamless access to a multitude of apps via the Google Play store, with games, news, travel, weather, and information on local attractions among those available through the TV.

In addition, as part of PPDS' long term commitment to its Android technology and supporting businesses with their sustainability ambitions, Philips MediaSuite TVs can also receive regular software updates, adding the latest apps, services, and features. This allows the TVs to improve with age, reducing unnecessary hardware upgrades (and electronic waste) while maintaining a consistent user experience in every room.

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Rungsiyakull**
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OPENING SESSION
Opening Ceremony & Keynote
10:30 AM – 11:15 AM

- Opening Performance
- Welcome Address
- [Opening Panel] Reimagining Boundaries: The Future of Business & Technology in 2030

SUMMIT
Emerging Trends & AI
12:00 PM – 3:00 PM

- Transforming Workplaces with AI-Driven Intelligent Devices
- From Chalkboards to AI: How AR, VR & Smart Tech Are Driving a Paradigm Shift in Education
- [Presentation]
- [Presentation]
- [Panel Discussion] Blending Innovation with Emotion: How Human-Centric AI is Changing Customer Engagement and Operation Efficiency

Smart Cities
12:00 PM – 1:30 PM

- [Keynote Presentation] Smart Cities 2.0: From Sensors to Reasoning Agents
- [Presentation]
- [Presentation]

Audio/Immersive Sound
12:00 PM – 1:15 PM

- Optimizing Audio Quality in Live Streaming: Strategies and System Design
- [Case Study]

Conference & Collaboration
2:00 PM – 3:45 PM

- AI-powered Employee Experience – What Matters in 2025 and Beyond
- [Case Study]
- [Panel Discussion] AI & The Future of Workplace Collaboration and Engagement

Learning Solutions
2:00 PM – 4:15 PM

- Digital Transformation in Education: From Strategy to Execution

- [Case Study] Swinburne University
- UCLA AV/IT Classroom Modernization Pilot
- [Panel Discussion] AI and the Transformation of AV/IT Solutions Education: Challenges, Directions, and Opportunities

Live Events
4:00 PM – 5:00 PM

- Lighting Up the Stage: The Tech Behind Ed Sheeran, Adele & Beyond
- [Case Study]

XCHANGE LIVE
InfoComm Asia 101: Navigating Your First Experience
12:00 PM – 1:00 PM

- Welcome from AVIXA & Introduction to AVIXA
- Show Floor Tour

Innovate & Integrate: An AV/IT Community Meetup
2:00 PM - 3:00 PM

- Welcome
- [Fireside Chat] The Future of AVoIP: Harnessing AI and Machine Learning for Enhanced Performance and User Experience
- Interactions with the Floor
- Networking

AVIXA Women's Council in Asia – Networking Meet Up
3:30 PM – 5:00 PM

- Welcome
- [Fireside Chat] Building a Supportive Professional Community of Women in AV
- Interactions with the Floor
- Networking

SPECIAL EVENTS
Welcome Networking Reception
5:00 PM – 7:00 PM

View Summit Agenda

SUMMIT
Emerging Trends & AI
10:30 AM – 1:00 PM

- Bringing 2D Plans to Life with Stunning Gen-AI Renders
- Beyond the Interface: AI, Automation & the New Rules of Integration
- Lights, Camera, Learning: How AI-Driven AV is Shaping the Classroom of Tomorrow
- AI Audio Mixing: Using it to Gain Advantage!
- The Efficiency Equation: People, Process & Cost in the Age of AI Automation

Digital Signage
10:30 AM – 12:30 PM

- invidis Keynote: Shaping the Future of Digital Signage — Market Trends and Managed Signage
- [Fireside Chat] Inside the World of Digital Signage – A conversation with the CEO
- [Panel Discussion] Driving Customer Experience Through Innovation and Best Practices
- Global Highlights – Digital Signage Best Practice

Audio/Immersive Sound
11:30 AM – 1:15 PM

- Optimizing Audio Quality in Live Streaming: Strategies and System Design
- Session to be updated
- Session to be updated

Events & Entertainment
2:00 PM – 5:00 PM

- Emotion Amplified: How Technology Elevates Storytelling and Enriches Experience
  in Collaboration with Themed Entertainment Association
- [Technology] Introduction
- [Technology] Presentation
- [Technology] Presentation by Christie (Sponsor)
- [Technology] Panel Discussion
- [Creativity] Introduction
- [Creativity] Presentation
- [Creativity] Case Study
- [Creativity] Panel Discussion

Broadcast AV
2:00 PM – 3:00 PM

- The Growing Opportunity in Broadcast AV
- [Case Study]

Enterprise IT
4:00 PM – 5:00 PM

- [Presentation]
- Network and PTP clock analysis for Dante Entire Solutions

XCHANGE LIVE
CTS: Future of AV Certifications
12:00 PM – 1:30 PM

- Welcome
- [Fireside Chat] Future of AV Certification: Maximizing your CTS Credentials
- Interactions with the Floor
- Networking

Rising Professionals Meet Up & Networking
3:00 PM – 4:00 PM

- Welcome
- Discover and Connect – Rising Professional Community
- Interactions with the Floor
- Networking

SPECIAL EVENTS
Executive Exchange (By Invitation Only)
12:30 PM – 3:00 PM

- Welcome Address
- [Keynote Presentation] The Future of AI and Automation: Transforming Industries and Enhancing Lives
- [Technology Insights] Harnessing AI Power: The New Era of Smart Workplaces and Transformative Technology by CISCO
- Lunch & Networking
- Dedicated Show Floor Tour

Regional AV Roundtable & Networking
3:00 PM – 5:00 PM

- Welcome by Host
- Roundtable Discussion: AI in AV Integration – Exploring Possibilities
- Breakout Dialogue Groups
- Collaborative Findings Report
- Regional AV Roundtable Mixer

InfoComm Asia Mixer
5:00 PM – 6:00 PM

View Summit Agenda

SUMMIT
AV Technical Workshop
10:00 AM – 12:00 PM

• Hands-On Workshop: Mastering AV Networking: Practical Skills for AVoIP Protocols

AI Workshop
10:30 AM – 12:00 PM

• Harnessing the Power of AI in AV: Innovation, Integration, and Implementation

Sustainability in AV
10:30 AM – 12:15 PM

• Save Sustainability in AV
• [Case Study]
• [Panel Discussion] Sustainabilty and Integrated Technology – What Sustainability Looks Like in the AV Industry?

XCHANGE LIVE
AV Marketers Meetup
12:00 PM – 1:30 PM

DYNAMIC NETWORKING STARTS HERE

Be Connected
• Welcome Networking Event *(co-organized with AVIXA)*
• InfoComm Asia Mixer *(co-organized with Themed Entertainment Association)*
• Regional AV Roundtable & Mixer

Be Inspired
• Tech Tour: Studio X Beyond
• Tech Tour: MUIN Club
• Lunch & Learn: AI in AV Workshop

JOIN US @
Queen Sirikit National Convention Center (QSNCC), Halls 2 to 4

23 - 24 July 10am - 6pm | **25 July** 10am - 4pm

GETTING THERE

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

◁ Park your car at yellow zone (row E, H, J, K)

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INFOCOMMASIA

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CHINA

Christie Powers Immersive "Moon Night" Experiences

Laser projectors deliver vivid visuals and storytelling across multiple outdoor installations

Christie laser projectors have brought to life an immersive nighttime spectacular at Wuhan's popular Huabohui Scenic Spot, transforming the picturesque flower-themed park into a vibrant fusion of natural beauty and leading-edge visual technology.

Titled "Zhiyin Flower Moon Night", the multi-venue show is celebrated as China's first immersive night tour themed around the "Twelve Flower Goddesses." Christie's trusted partner Jianye Display led the projection design and systems integration, deploying 13 Christie 1DLP laser projectors. Models include the Inspire Series DWU760-iS and DWU960-iS, as well as the high-brightness DWU23-HS—chosen for their accurate colour reproduction, dependable performance, and ability to operate reliably in demanding outdoor environments.

"The Christie laser projectors delivered outstanding brightness and colour accuracy, even under challenging nighttime conditions," said Ke Zhou, regional manager, Hubei District, **Jianye Display** "Their low noise, stable operation, and efficient thermal management

FACT FILE	
Project Name: Huabohui Scenic Spot	
Project Location: Wuhan, China	
Project Segment: Infotainment	
Systems Designers and Integrators: Jianye Display	
AV Highlight: To provide seamless outdoor projection mapping across five venues	
Key AV Brand: Christie	

ensured consistent performance throughout the show."

Spanning five key venues including the "Appointment of the Rose" church façade projection mapping, "Fairy Shadow" animated flower skirt projection, "Bell Tower Fantasy" and "French Street–Rose Castle" projections, as well as a mesmerizing mapping sequence projected onto a floating sphere measuring four meters in diameter, the projectors played a vital role in shaping the visual storytelling of this landmark cultural tourism experience.

The Christie DWU23-HS, with its 23,650 lumens of brightness and enhanced colour performance, was particularly effective for large-scale architectural projection—transforming surfaces like the church façade into seamless canvases of light and motion. Meanwhile, the compact DWU760-iS and DWU960-iS projectors excelled in tighter installations such as the flower skirt and floating sphere projections. These Inspire Series models demonstrated remarkable versatility and precision, backed by an IP5X-rated dust-resistant optical engine and whisper-quiet operation.

Despite cold winter conditions and a tight construction timeline, installation and commissioning were completed in just 25 days. Projectors were housed in custom waterproof enclosures, with fixed brackets and mirror systems ensuring precise alignment. Redundant systems were deployed in critical areas to ensure uninterrupted operation and system reliability.

April Qin, senior sales director for China, Christie, commented, "We're proud to support this benchmark cultural tourism project. It demonstrates the strength of our projection technology in complex outdoor applications and shows how immersive experiences can enhance storytelling and engagement. Christie remains committed to enabling bold, high-impact creative visions across China's cultural tourism landscape."

The experience fuses traditional cultural themes with innovative technology, including holography, lighting effects, and spatial audio. Since its launch, "Zhiyin Flower Moon Night" has attracted thousands of visitors, establishing a model for future cultural tourism development. Its contribution to rural revitalization and

sustainable tourism is equally significant, with audiences praising its immersive fusion of light, art, and nature.

"Huabohui Scenic Spot has become a beacon for tech-powered cultural tourism," added Zhou. "Together with Christie, we've delivered a high-precision, high-impact solution that elevates visitor engagement and drives cultural and economic growth."

Christie

JAPAN

Genelec Delivers Precision Sound for FUEGUIA 1833

Argentinian fragrance house chooses Genelec to support an enveloping audio experience at its flagship Azabudai Hills gallery

Established in Buenos Aires in 2010 by Argentinian artist Julian Bedel, FUEGUIA 1833 is a premium fragrance brand that has developed a global following for its handcrafted perfumes, which fuse botanical science with a deeply personal artistic approach. The brand's latest gallery finds its home in Tokyo's Azabudai Hills – a large-scale multi-purpose urban village designed to exist in harmony with nature while supporting healthy living. Tucked into a corner of the main tower, the Azabudai Gallery has the air of a cosy hidden retreat – its inviting interior, alive with pleasant aromas, brought to life with transparent, detailed audio from Genelec.

Uraoka, who represents FUEGUIA 1833 Japan, is delighted with the atmosphere achieved at the new site, which is now their third location in Japan following Ginza and Roppongi. "Our aim was to create a gallery like no other," explained Uraoka. "After discussions with Julian, we set out to create something truly special – a
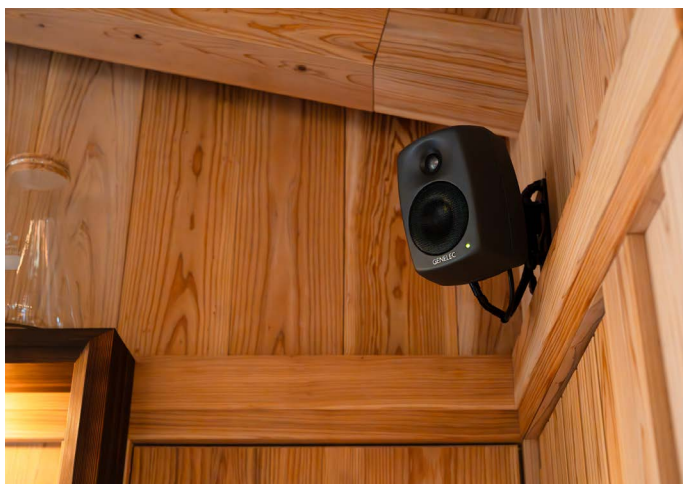
FACT FILE	
Project Name: FUEGUIA 1833 Azabudai Gallery	
Project Location: Tokyo, Japan	
Project Segment: Retail	
AV Hightlight: To integrate discreet and immersive audio into a multi-sensory fragrance experience	
Key AV Brands: Genelec	

gallery inspired by the concept of a treehouse. The result is a remarkable space designed to engage all five senses."

A striking collection of beautiful perfume bottles forms the centrepiece of the space. Several wall-mounted electric guitars add a layer of personality, while the warm textures of the wooden interior invite tactile engagement. Catering to the olfactory pleasures, an elegant in-store bar serves a selection of wines, carefully chosen to pair with the fragrances, offering guests a relaxed and layered sensory experience. The final element is sound – and this is where Genelec comes in.

"Julian was very clear from the beginning: audio was not to be just an afterthought," explained Uraoka. "It had to be part of the architecture, part of the wider experience. Julian uses Genelec loudspeakers in his personal studio

at home in Italy – he's relied on them for years because, as a musician, he needs to trust what he hears. So, when we began planning the Tokyo gallery, he didn't even consider another brand," he adds.

The audio system comprises eight compact Genelec 8320A SAM studio loudspeakers distributed throughout the gallery. Widely respected for their extremely high-resolution sound, transparent reproduction, and precise imaging, the 8320s deliver an exceptional listening experience while integrating discreetly into the space's refined interior.

"We chose the 8320s because they offer the clarity and control we needed in a very compact format," said Uraoka. "There was no room for compromise. We needed pure, accurate sound that supported the space, not something that imposed itself on it."

To optimise performance, each loudspeaker was calibrated using Genelec Loudspeaker Manager (GLM) software, which measures and adjusts frequency response, playback level and distance delay for each loudspeaker to compensate for the room's acoustics. This allowed the team to fine-tune the system with precision—balancing levels across different zones and ensuring the sound felt immersive without ever becoming overwhelming.

The audio system has been tailored with technical precision to support, rather than

distract from, the gallery experience. The 8320s provide full-range clarity in a compact footprint, with calibration tools that allow for fine-tuning in even the most acoustically complex environments. The result is a calm, enveloping soundscape that supports the sensory experience of fragrance discovery. "What impressed me most was the sound accuracy," Uraoka remarked. "Music flows naturally through the space, following the customer's journey without drawing attention to itself, filling the store without interfering with conversation. It feels alive."

Bedel personally curates the music played in the gallery, drawing from his background as a guitarist and composer. His selections blend classical, jazz, and contemporary instrumental music – chosen not only for their emotional quality but also for how they interact with the fragrances on display. "Music and fragrance are actually connected at many levels," noted Bedel. "The raw materials of each work seem to echo certain qualities of music such as amplitude, frequency, and tone."

"This is why it was important to us to use Genelec loudspeakers in the gallery," added Uraoka. "They are designed to reproduce sound as accurately as possible. This desire for authenticity is exactly the same for us at FUEGUIA 1833 – our aim is to convey the message of the creator to the recipient as truthfully as possible. I think that by exposing our customers to the 'essence' of sound, it stimulates a range of senses – including smell as well as hearing."

The result for FUEGUIA 1833 is a gallery space where audio performance is truly integrated into the sensory environment, and conceived from the outset as part of the experience. Thanks to the precision and transparency of Genelec's sound reproduction, visitors experience a consistently high-quality sound environment that enhances the atmosphere without ever overwhelming it – delivering clarity, consistency, and control throughout.

Genelec

AUSTRALIA

Martin Audio O-Line Excels in Historic Tasmanian Church

GUZ BOX enhances intelligibility at St. John's, enhancing speech clarity and music performance in a heritage-listed worship space

Dating back to 1824, St. John's Anglican Church in Launceston, Tasmania is the oldest in the city, having recently celebrated its 200th anniversary. To mark the bicentennial the church committee commissioned a major upgrade, largely to enhance speech intelligibility. GUZ BOX design + audio, headed by founder Tim Kuschel, was tasked with overseeing the acoustic and electroacoustic design works.

This was back in 2020 but hampered by COVID restrictions and a lack of data, it wasn't until March 2021, in the post-COVID era, that the Canberra-based consultant fully realised the overwhelming number of architectural constraints he would be facing in this heritage-listed building—not least the demanding acoustics, with multiple reflections created by a 22m-high dome.

| FACT FILE	
Project Name: St. John's Anglican Church	
Project Location: Tasmania, Australia	
Project Segment: House of Worship	
Systems Designers and Integrators: GUZ BOX design + audio and Contact Group	
AV Hightlight: To achieve intelligible, full-frequency speech and music coverage within a challenging heritage-listed dome structure while maintaining architectural and aesthetic integrity	
Key AV Brands: Martin Audio	
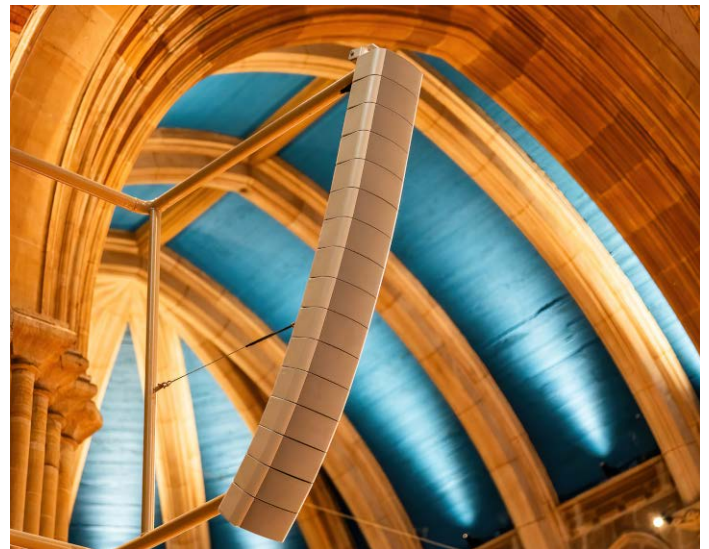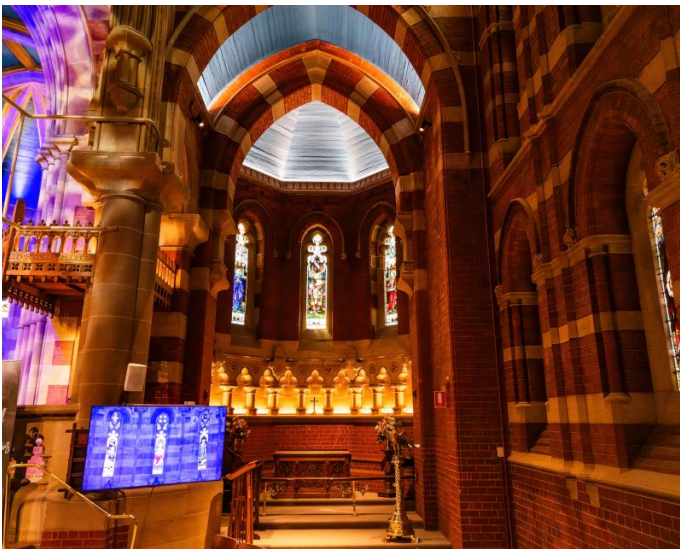
The reason intelligibility was such a concern was because a large proportion of the congregants are elderly worshippers, struggling to understand spoken word services. The existing speaker system simply did not meet the requirements, as it consisted of too many non-compatible enclosures, randomly installed as new extensions had been added over time.

But speech wasn't the only consideration as St John's also hosts more contemporary music for its youth services—as well as orchestral and pipe organ recitals.

After evaluation, Tim Kuschel's upgrade solution to provide enhanced coverage in the sanctuary, platform and presentation areas, came down in favour of Martin Audio's multi-award-winning O-Line modular micro-array set-up, with

scalable resolution. "This offered the most consistent results across the seating areas," he rationalised. "With its compact form factor, O-Line excels in houses of worship where speech intelligibility is the primary function."

GUZ BOX had arrived at this solution only after conducting extensive acoustic measurements using EASE software, to ensure that the loudspeaker energy was focused on the main church seating areas and that the sound would operate within the full frequency range for speech and music, setting a desired Speech Transmission Index (STI) and other key parameters.

He built a model in AutoCAD, converted it into a virtual acoustic model using AFMG's EASE version 5 and correlated the physical
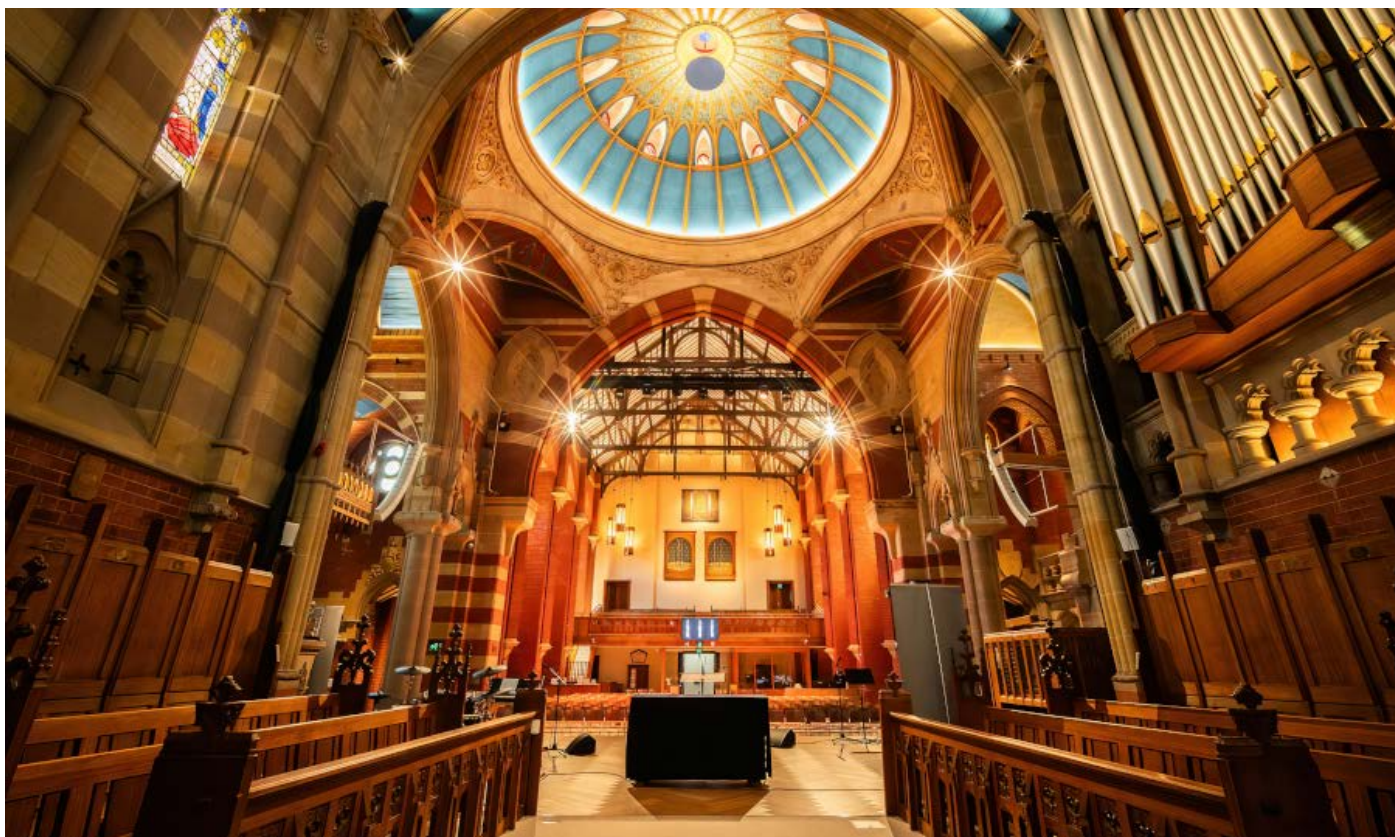
measurements with the EASE model. He also worked closely with Cumulus Studio by proposing an extensive acoustic works treatment programme, including ceiling absorbers and wall treatments.

Working closely with Martin Audio distributor **Technical Audio Group (TAG)** he detailed two hangs of 16 Martin Audio O-Line elements.

For the ability to reproduce music, however, he recognised that additional subwoofers would be required. Thus low-end extension is provided by six of Martin Audio's SX110 10in direct radiating sub-bass arrays, equally spaced across the front of the stage under the main platform. Each was individually amplified and processed to optimise steering.

However, the installation was not without its challenges. Unable to suspend the main arrays from the 22m-high concrete dome— due to it being 16m higher than the optimum speaker placement—to achieve optimum

coverage, in line with the modelling prediction the top speaker of each hang was suspended 6m above the sanctuary floor. This required customised speaker brackets to be fabricated, to extend the distance of the arrays from the wall. The 16 pairs of loudspeaker cables were also concealed within the mounting bracket. "It was a pretty neat solution all round," reasoned the consultant. "The installer did a great job with this."

Tim Kuschel turned to Martin Audio's proprietary DISPLAY 2 software, deploying the 'Hard Avoid' feature largely to avoid spilling back onto the stage/platform area. In this case, single-element resolution was used for optimised coverage over the audience area.

Other infill speakers have been strategically placed including several Martin Audio CDD6 and CDD5's, which have been fixed in the side chapel and chancel/choir stalls on ball and ceiling brackets. These were chosen for directional characteristics and form factors.

As for aesthetics, the O-Line elements (and other Martin Audio loudspeakers) were installed in standard colour finish, however, all other fixings including cable-runs in conduit were colour-matched where possible to satisfy heritage requirements.

Other project considerations included independent wireless iPAD control for the clergy, enhanced assistive listening, isolation from other interference and advanced acoustic treatment (as well as carpet absorption). The latter included an aesthetic acoustic treatment of Megasorber C50 50mm sound-absorbing panels to approximately two-thirds of the ceiling over the main seating areas.

Tim Kuschel can reflect with satisfaction on a project in which all his goals were met. The reverberant energy over the audience area has been controlled and the new audio system provides a minimum measured STI value of 0.61 from the front row to the last seat of the balcony—with the speech clarity uniformly intelligible throughout. He has ensured intuitive control and management by non-technical staff in whatever mode the system is set up.

He has also struck the right RT60 balance, recording 2.5s of reverberation time, mainly in the mid-frequencies. "The organist demanded reverberant energy in the space, and it was pleasing to note that this has been unaffected by the acoustic works," he noted. "Crucially, the reflected energy has been controlled and so the performance of singers and musicians is not compromised."

Installation works were carried out by Tasmania-based **Contact Group** while T-Built project manager Joel Taylor coordinated and managed all the onsite contractors and systems integrators.
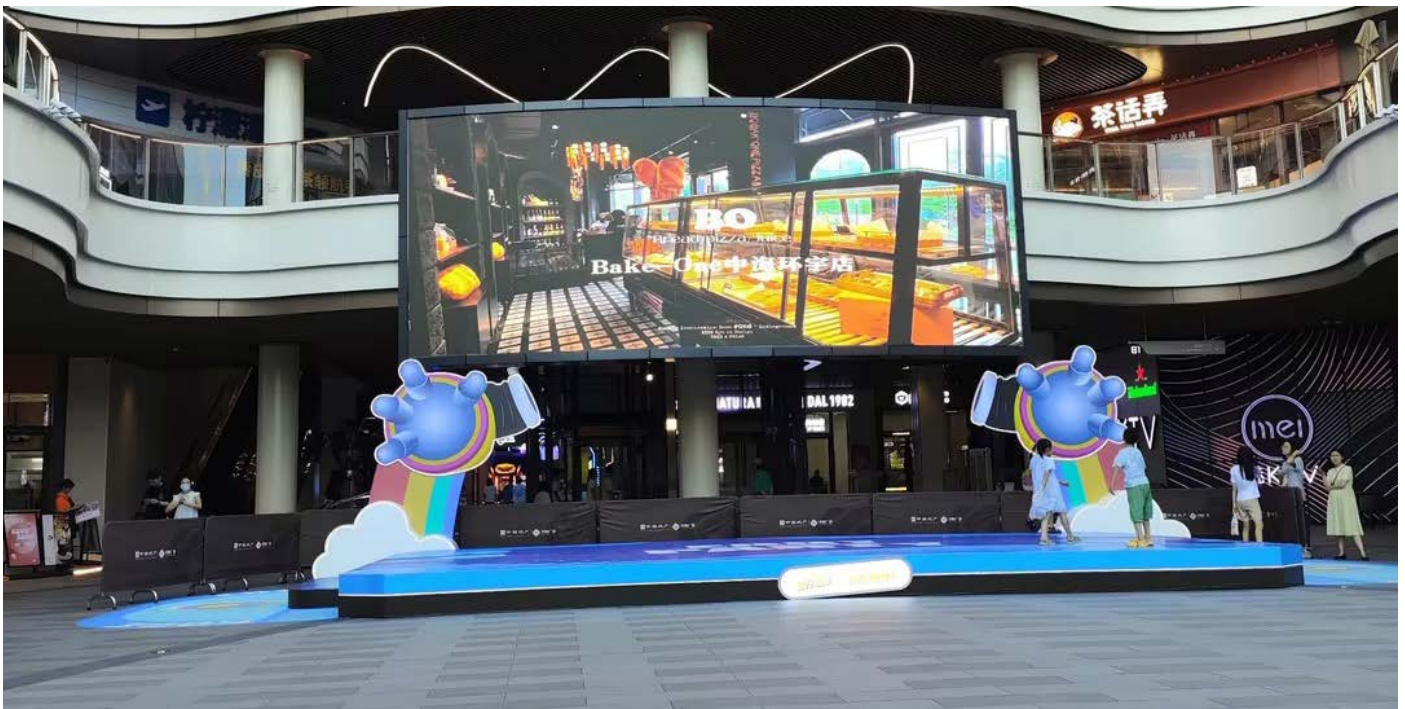
Martin Audio

CHINA

INFiLED LX Series Displays Enhance Visual Appeal of Zhonghai Plaza

High-resolution outdoor LEDs enhance visibility, branding, and aesthetics at shopping centre, delivering reliable performance in all weather conditions

In 2024, the INFiLED team installed two outdoor screens at Zhonghai Plaza in Huizhou. Both screens belong to the LX series; one is mounted on the exterior wall of the plaza's shopping centre, while the other is positioned in the plaza's outdoor atrium. These screens are utilized to display promotional videos for events and advertisements for various brands within this newly opened venue that combines dining, shopping, and entertainment.

Challenges in the Project's Visual Layout

The plaza management identified two key requirements for the screens, ensuring they met both functional and aesthetic needs.

First, the screens had to boast a high resolution. This was essential to keeping all content, whether text, images, or videos, crisp and clear from various viewing distances. Brightness was equally important; the screens had to be bright enough to stand out against direct sunlight,

FACT FILE	
Project Name: Zhonghai Plaza	
Project Location: Huizhou, China	
Project Segment: Retail	
AV Hightlight: To deliver vivid visuals and smart performances in an outdoor setting	
Key AV Brands: INFiLED	

ensuring visibility throughout the day, and needed to have adjustable settings to minimize glare and enhance comfort during the evening.

Next, given that these screens were placed outdoors, they had to be highly resistant to water and dust. Superior durability is needed for dependable performance, significantly lowering the chances of malfunctions and reducing the frequency of maintenance.

INFiLED's Visual Solutions for the Plaza Considering Huizhou Zhonghai Plaza's requirements, the INFiLED team selected the LX series screens for this project display solution.

The LX series demonstrated impressive performance, particularly in terms of display quality. It was utilized to create a 129.5 m2 screen on the exterior wall of the shopping centre, featuring a resolution of 3552*1344, and a 42 m2 screen situated in the plaza atrium with a resolution of 2688*1024. This configuration guaranteed that the displayed content would remain distinctly visible. Both screens have sophisticated light sensors that automatically modify brightness in response to surrounding light conditions, ensuring optimal visibility.

Regarding durability, the screens have an IP65 protection rating, ensuring dust and liquid penetration resistance. Additionally, to facilitate users in understanding the operational status of the screens, the LX series screens were equipped with a Display Monitoring

System (DMS) that transmits real-time status information to the operating backend through a cloud server. This system provides data on temperature, power consumption, and fault alerts, allowing technicians to perform maintenance promptly.

INFiLED has developed captivating visual display solutions for several prominent commercial areas in China, such as the Henderson Metropolitan Shopping Center in Shanghai and the Wanda Plaza in the Chaoyang District of Beijing. The INFiLED screens utilized in these projects operate reliably, providing clear and bright visuals, which led Huizhou Zhonghai Plaza to invest in the company's solutions.

The installed LX series screens showcased a stunning array of vibrant and creative visuals that captivated the attention of passersby.

These screens not only enhanced the aesthetic appeal of the plaza but also served as an engaging medium for advertising and artistic expression, drawing in consumers with their dynamic content.

Moreover, the performance of these screens was nothing short of impressive. They operated flawlessly throughout extended periods of use, demonstrating exceptional reliability and durability. Even in the face of challenging weather conditions, such as heavy rain or intense heat, the screens maintained functionality without any signs of malfunction.

As a result, the screens have emerged as a distinctive feature of Huizhou Zhonghai Plaza, enhancing the overall experience for customers.
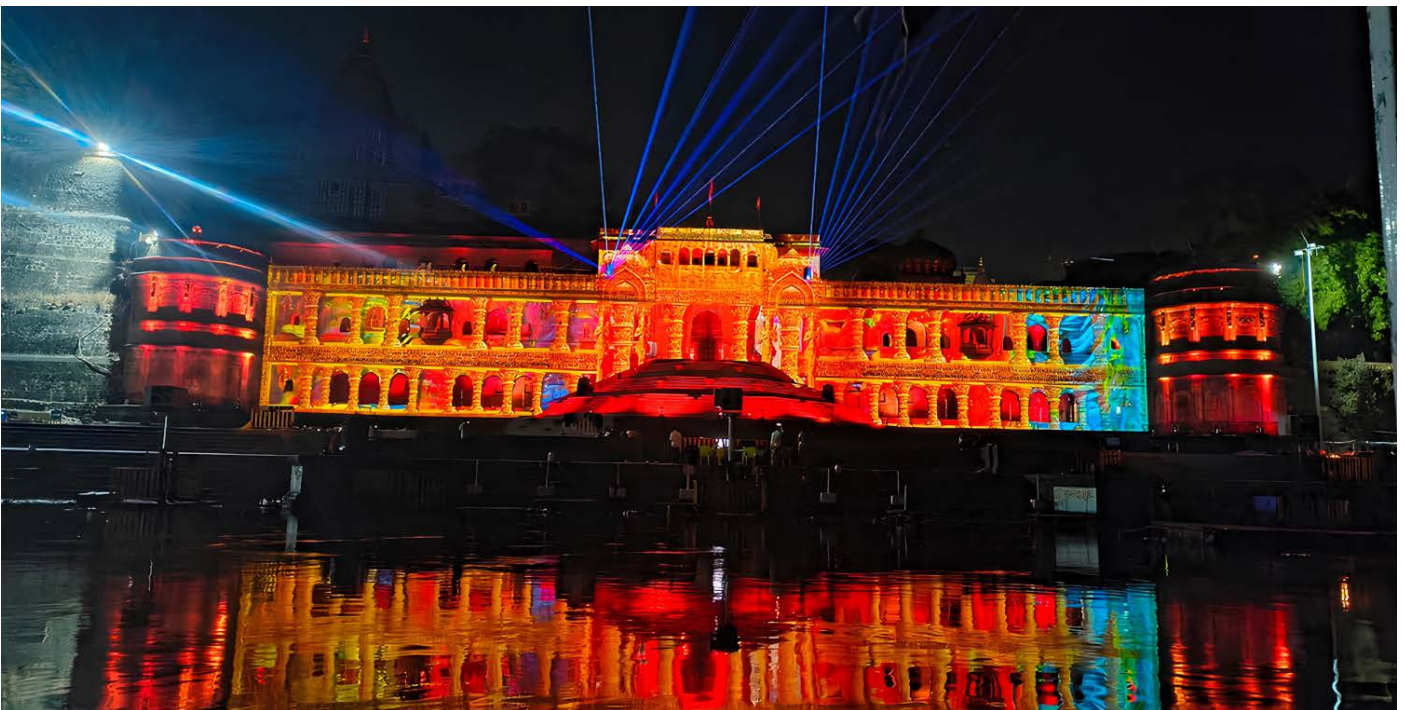
INFiLED

INDIA

Maheshwar Ghat: Where Lights Speak and Walls Remember

The ancient stones of the Ahilya Fort become a canvas for a breathtaking storytelling via vivid projections, ambient soundscapes, and emotionally resonant narration

by Ram Bhavanashi

On the sacred banks of the Narmada River, where every ripple seems to carry centuries of devotion, a magnificent confluence of history, technology, and emotion has come alive. The Maheshwar Ghat Sound and Light Show, recently inaugurated with grandeur and grace, marks a defining moment in the cultural journey of Madhya Pradesh.

It is not just a show; it is a devout celebration of the spirit of Maheshwar — its people, its stories, and its unwavering connection to the divine. It's an act of 'Magical Theatre' unfolding on a big scale.

An SI Asia exclusive.

Key AV Brands in the Install: Seven units of JBL (5 speakers, 2 subs), 13 units of Martin Spot, eight units each of SRP Linear lights, 49 units

of Martin Exterior Wash lights, two units of LBT lasers and three units of Panasonic projectors

Each evening, as twilight embraces the Maheshwar Ghat, the ancient stones of the

FACT FILE
Project Name: Maheshwar Ghat (design, procure, supply, Installation, testing, commissioning, operation and maintenance)
Project Location: Khargone, Madhya Pradesh-India
Project Segment: Infotainment
Systems Owner: Madhya Pradesh State Tourism Development Corporation Limited
Project Operator: Magical Theatre
Project overall budget: ₹5.41 crore (US$629,000 approx.)
Project AV cost: ₹3.80 crore Approx(US$442,000 approx).
Project Management Consultant: Magical Theatre
Project Design Consultants: Magical Theatre
Project Architects/Interior Designers: Magical Theatre
Project Acoustic Consultants: Magical Theatre
Project Systems Integrator: Magical Theatre

Ahilya Fort become a canvas for a breathtaking storytelling. Visitors are immersed in a narrative that spans centuries — from the spiritual strength of the Narmada to the valour and grace of Devi Ahilyabai Holkar. Her reign, marked by compassion, wisdom, and devotion, is brought to life through vivid projections, ambient soundscapes, and emotionally resonant narration.

This is history not read or heard, but felt.

What sets this show apart is its innovative use of state-of-the-art technology, integrated so seamlessly that it enhances the sanctity of the place rather than overpowering it. 3D Architectural Projection Mapping with projection transforms the fort walls into dynamic storytelling surfaces. With every beam of light and every pixel in motion, the architecture breathes, dances, and narrates. The play of visuals is not limited to flat surfaces — it bends with the curves, blends with textures, and respects the form of the heritage structures.

Façade illumination highlights the architectural majesty of Maheshwar's fort and ghat, enhancing visibility while preserving their dignity. Intelligent lighting choreographs scenes with precise emotion — gentle transitions to guide the emotional rhythm of the audience. Laser effects, sharp yet poetic, are employed to dramatise key moments — symbolising divine energy, royal power, or the spirit of the people.

The sound design, rendered in immersive 5.1 surround sound, is a character in itself. The gurgle of the river, the chants of saints, the clang of swords, the melodies of folk instruments — every sound is crafted with precision and purpose. The script, delivered through powerful voiceovers, weaves folklore, historical facts, and poetic expressions, drawing the audience into the very soul of Maheshwar.

Powering this magical symphony of visuals and sound is a suite of high-end software. These platforms ensure frame-perfect synchronisation between visuals, lighting, and sound, allowing

for a seamless and emotionally coherent show. Behind the scenes, a skilled team of programmers, projection experts, artists, cultural researchers and ground support are working in harmony to maintain the integrity of the show each evening.

While the setting is a practically picturesque ambience, making it as imposing with technology, and a mellifluous narrative isn't that simple. For, it did come with its own set of challenges.

"Striking a balance between tradition and technology was one of the most significant challenges we faced," **Aman Arora, Creative Director** at Magial Theatre, the New Delhi-based multidisciplinary firm that handled the project technology design, acoustics, content creation and systems integration, besides being its PMC.

"Preserving the sanctity of the sacred site while seamlessly integrating the required technical infrastructure demanded more than just precision—it called for sensitivity and foresight; through meticulous planning, collaborative efforts with stakeholders, and a patient, respectful approach, we were able to meet the client's expectations without disturbing the spiritual essence of the location," he explains. "The result was a harmonious blend of heritage and innovation, achieved with care and conviction."

But perhaps the most pathbreaking innovation lies in the use of a hydraulic system for the projectors — a feature that makes this show one of the first of its kind in India. To respect the uninterrupted view of the sacred Narmada River, especially during the day when pilgrims and visitors arrive in large numbers, the projectors are installed on hydraulic mounts that rise only during the show and descend silently afterwards. This thoughtful design allowed technology to serve culture, not dominate it. Devotees can offer prayers without obstruction, and the natural beauty of the ghat remains unaltered.
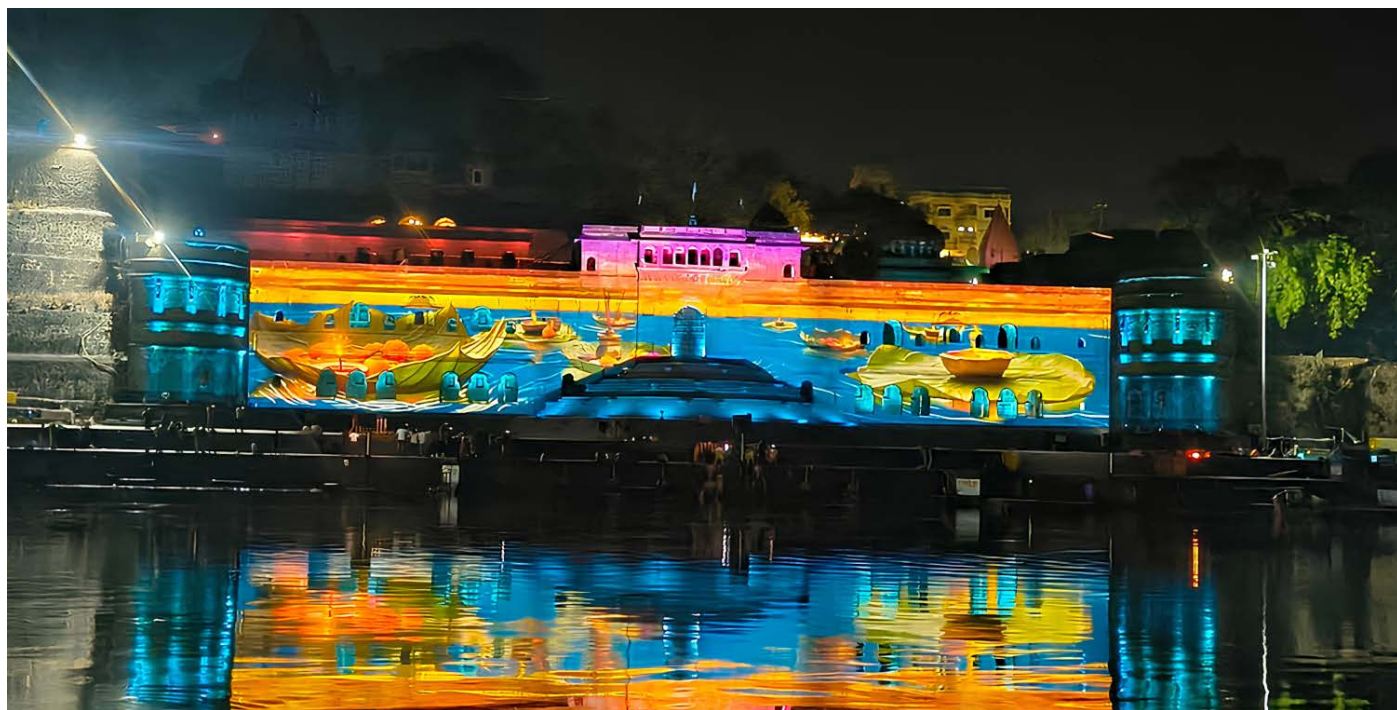
"As a team, we faced many challenges in planning for such a sensitive heritage site," states **Vipin Pathak, Project Analyst** at the Magical Theatre who was involved with the job from day one. "But I'm proud that **not a single nail touched the historic walls**, and we successfully introduced a **hydraulic system** to ensure the technology never obstructs the sanctity or view of the ghat."

The project team's choosing Panasonic projectors is one significant thing among many other things that characterize the project. "We maintain strong and positive working relationships with all leading projector brands, and it has been a privilege to collaborate with each of them on various projects; every brand brings its own strengths and innovative solutions, and we value the unique contributions they offer," maintains Aman Arora.

"For the Maheshwar Ghat project, our decision to go with Panasonic was guided purely by the specific technical and environmental requirements of the site," he reasons. "Their projectors offered the ideal combination of picture clarity and service reliability, ensuring an experience that aligned perfectly with the vision for this sacred setting."

Such care is also evident in the treatment of Ahilya Fort. Every structure used is purposely designed to be non-invasive. The sanctity of the space has been preserved with the utmost sensitivity. The architecture continues to stand as it has for centuries, unmarked by modern intervention, yet now empowered to tell its story in ways never imagined before.

This show is more than a display of lights and sound. It is a reverent ode to the legacy of Ahilyabai Holkar, whose enlightened rule transformed Maheshwar into a centre of dharma, justice, and culture. Through emotionally rich storytelling and sensitive visual design, her contributions are not just narrated but celebrated with devotion. The audience witnesses her as a queen, a reformer, a devotee, and a mother to her people — a legacy that continues to guide and inspire.

According to **Arunimaa Shanker Deb, Magical Theatre's Assistant Creative Director**, the journey to bring this vision to life has been a collective one. It brought together historians, scriptwriters, sound engineers, lighting designers, technicians, artists and local authorities. A great length of discussions went underway with cultural scholars to ensure that every anecdote, every visual motif, and every line of dialogue is rooted in authenticity. Local artisans contributed to the visual style of the animations, ensuring that the textures, patterns, and colours reflect the cultural essence of the region.

"Another gem has emerged from the dedication of an incredible team. It's been a journey of passion, precision, and deep respect for Maheshwar's legacy," says Arunima. "To see history come alive without disturbing its soul- that's the real victory for all of us."

The show has already begun to redefine cultural tourism in the region. Visitors are arriving not only to witness a spectacular show but also to reconnect with India's layered heritage in an emotionally profound way. As they sit on the steps of the ghat and the show unfolds under the starlit sky, they are transported — into time, into memory, and into devotion.

According to **Asha Kiran, Executive Producer** of the show, the Maheshwar Ghat Sound and Light Show is a beacon of what is possible when heritage is treated not as a relic but as a living legacy. It proves that with respect, creativity, and innovation, our ancient sites can continue to educate, inspire, and enchant future generations. On the tranquil banks of the Narmada, Maheshwar now glows not just with lamps of faith but with stories illuminated in light — stories that will continue to echo long after the spotlight fades.

"Every project we take on carries an emotional connection, and Maheshwar Ghat has something special," states Asha. "The successful opening is not just a milestone — it's a heartfelt reward for the relentless dedication and passion each team member poured into this journey."

Sums up Aman: What sets this project apart is its deep reverence for the spiritual ambience of the Narmada River and the seamless harmony achieved between technology and tradition. With utmost sensitivity to the sanctity of the space, we designed a custom hydraulic system for the projectors allowing them to gracefully rise only during the show. This thoughtful intervention ensures an unobstructed, a devout connection between visitors and the river."

As the serene visuals dance to the rhythm of soothing music and mirror themselves on the flowing waters, the entire experience transcends a mere spectacle—it becomes a poetic tribute to the sacred landscape, making it truly one of a kind.
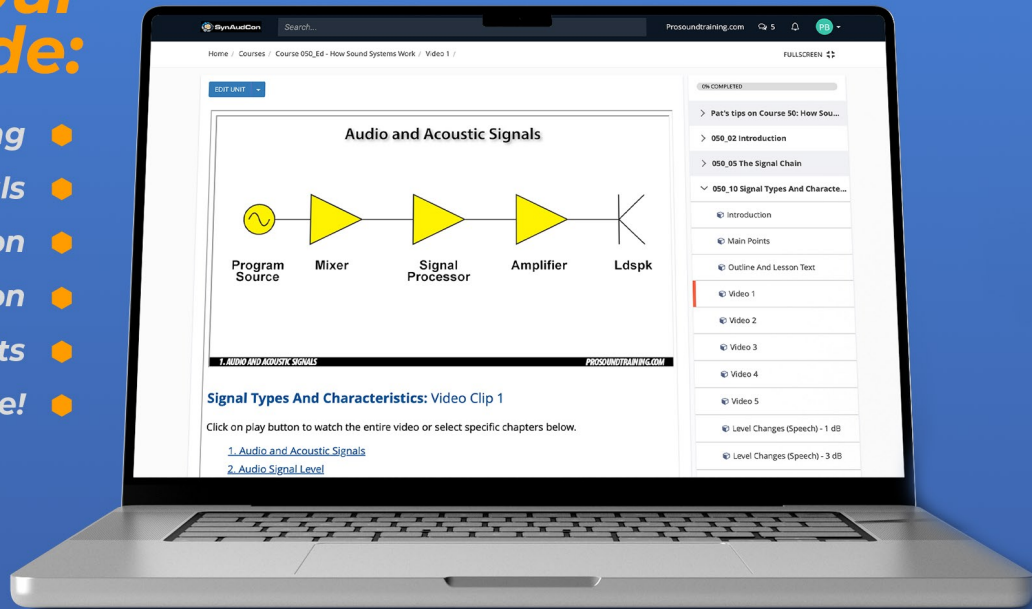
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