

# systems integration asia

## 2026: TECHNOLOGY WITH PURPOSE, EXPERIENCES THAT MATTER



### VOICEBOX

Why ProAV Must Evolve from Projects to Managed Systems

### EXHIBITION PREVIEW

Push Beyond: The AV Industry's Bold Leap Forward at ISE 2026

### INSTALLATION

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“Organizations are outcome-focused. When you can demonstrate that specific AV investments improved meeting effectiveness by measurable percentages, you're having a fundamentally different conversation with leadership from CEO to CFO and CIO to CHRO.”

**Richard Jonker, VP Business Development, NETGEAR**

To read more go to Feature on page **40**



# From the Publisher

Thomas Richard Prakasam  
Publisher/Editorial Director  
[thomas@spinworkz.com](mailto:thomas@spinworkz.com)



As we step into a new year, we wish all our readers a successful and inspiring 2026. While challenges are inevitable, opportunities will continue to emerge for those willing to look beyond the obvious and adapt with purpose.

To help kick-start your vision and planning for the year ahead, we encourage system integrators to read Marc A. Rémond's Voice Box column, "Why ProAV Must Evolve from Projects to Managed Systems." Many of the themes he raises strongly echo the perspectives shared by our contributors in this issue's Feature Column, "What to Expect in 2026." Across these viewpoints, one message comes through clearly and consistently: the future of AV is about delivering better user experiences. Harnessing technologies such as AI, cloud platforms, and data analytics—when applied thoughtfully and with clear intent—can drive far more meaningful outcomes for end users.

## Meet The Team



EDITOR, INDIA AND ME  
Ram Bhavanashi  
[ram@spinworkz.com](mailto:ram@spinworkz.com)



DIRECTOR  
INDUSTRY ENGAGEMENT  
Andy Tan  
[andytan@spinworkz.com](mailto:andytan@spinworkz.com)



ADMIN & CIRCULATION  
Julie Tan  
[admin@spinworkz.com](mailto:admin@spinworkz.com)



MEDIA REP  
CHINA, HONG KONG, TAIWAN  
Judy Wang  
Worldwide Focus Media  
+86-13810325171  
[judywang2000@vip.126.com](mailto:judywang2000@vip.126.com)



DESIGN & LAYOUT  
Hazel Gundaya

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# 2026 Predictions: Why ProAV Must Evolve from Projects to Managed Systems

by Marc A. Rémond



For most of the past decade, the ProAV industry has been organised around projects.

Rooms delivered. Systems installed. Technology refreshed in cycles that often aligned more closely to product roadmaps than to business outcomes. That model is now under strain.

As we move into 2026, it is increasingly clear that this is not a continuation year for ProAV. It is a structural inflection point. One where success is defined less by what is installed and more by how reliably environments, workflows, and collaboration experiences perform over time.

Hybrid work, distributed teams, and AI-enabled collaboration have fundamentally changed enterprise expectations. Organisations no longer evaluate ProAV room by room. They evaluate it as part of a broader workplace and collaboration system.

In my work across vendors, integrators, and enterprise customers, I see the same conclusion emerging repeatedly. The industry is being asked to move from delivering projects to managing systems.

## The Inconsistency the Industry has Normalised

Across regions, verticals, and enterprise environments, a familiar pattern persists. Identical technology delivers different outcomes. Meeting quality varies by location.

Some rooms are intuitive; others require constant intervention. Support tickets accumulate quietly. User frustration becomes routine rather than exceptional.

Industry research reinforces this reality. Enterprise IT and digital workplace studies consistently show that a significant proportion of meeting room support requests are repeat issues tied to configuration inconsistency, user behaviour, and lack of standardisation rather than hardware failure. Collaboration incidents also rank among the leading drivers of unplanned IT support workload.

For years, this inconsistency has been accepted as unavoidable. A by-product of scale, geography, or organisational complexity. In practice, inconsistency is rarely a technology problem. It is an ownership problem.

More importantly, it often becomes visible well before delivery issues escalate. It appears



**System Integrators Need to Move from Project Management to System Management, Building Relationships and Creative Positive Outcomes**



first in sales conversations, quarterly business reviews, and renewal discussions. Customers begin asking why one site performs well while another struggles. Why similar projects produce different results. Why promised outcomes depend so heavily on which partner is involved. These are not operational questions. They are systemic ones.

In 2026, tolerance for this level of inconsistency will continue to erode.

### **Prediction 1: Delivery Consistency Becomes the Primary Differentiator**

Technical competence is no longer a differentiator for integrators. It is table stakes.

Enterprise workplace research consistently shows that organisations with standardised collaboration environments achieve higher user adoption, lower support costs, and better meeting effectiveness. Yet fewer than half of large enterprises believe their collaboration environments are consistent across locations. This gap places new emphasis on account management capability within integrator organisations.

In 2026, account management is no longer a relationship-holding role or a post-sales administrative function. It becomes the primary mechanism for ensuring continuity, consistency, and outcome ownership over time.

Strong account managers act as stewards of the customer environment. They align stakeholders across IT, facilities, workplace, procurement, and business leadership. They translate business expectations into delivery reality. They manage lifecycle complexity as environments evolve. And they ensure that what is sold, deployed, and supported remains coherent over time.

As ProAV becomes embedded into enterprise workflows rather than treated as standalone infrastructure, account management skills increasingly define integrator maturity. This includes the ability to manage organisational change, govern experience consistency across sites, coordinate multiple vendors, and surface risk before it becomes operational failure.

In my experience, integrators with strong account governance consistently outperform peers in renewal rates, expansion opportunities,

and customer satisfaction. Not because they install better technology, but because they manage complexity better.

In 2026, technical excellence without strong account stewardship will no longer be sufficient.

## **Prediction 2: Account Management Becomes the Integrator's Strategic Advantage**

The shift from projects to systems becomes most visible at the commercial interface. Sales conversations are changing. Customers are asking questions that were previously deferred to delivery or operations. Who owns the outcome after installation. How performance is measured over time. How consistency is maintained as environments scale. This reflects a broader trend in enterprise buying behaviour.

Organisations increasingly prioritise predictability, risk reduction, and lifecycle performance over novelty or lowest upfront cost.

In this context, account managers become the connective tissue between sales intent and delivery reality. Their role expands beyond protecting revenue. They protect outcomes. They move from managing contracts to managing expectations. From closing scope to sustaining value. Effective account managers ensure continuity across sales, delivery, support, and lifecycle services. They prevent fragmentation by maintaining institutional knowledge and alignment as customer environments evolve.

In 2026, the integrators that outperform will not simply deliver projects well. They will manage accounts as long-term systems.

## **Prediction 3: Vendors Will be Judged by Ecosystem Performance, Not Product Features**

For vendors, the shift in 2026 is equally significant.

Product innovation remains critical, but it is no longer sufficient. Brand perception is increasingly shaped by how consistently solutions are represented, deployed, and supported through the channel.

Market analysis shows that most enterprise AV deployments are delivered through channel partners rather than directly by manufacturers. Yet many vendors have limited visibility into how their products are positioned, integrated, and supported once they leave the factory.

This places new demands on channel management capability.

In 2026, channel management can no longer be treated as a coverage or recruitment exercise. It becomes an operating discipline focused on performance, consistency, and long-term ecosystem health.

Mature channel management requires visibility into partner capability in practice, not just in theory. It requires understanding how partners sell, design, deploy, and support solutions, and how closely that execution aligns with the vendor's intended outcomes.

Training and incentives alone do not create consistency. What matters is whether partners can reliably represent, deploy, and sustain solutions at scale.

Vendors that invest in disciplined channel governance consistently see stronger customer outcomes, lower escalation rates, and higher partner loyalty. In contrast, broad but unmanaged channel coverage often leads to brand dilution rather than growth.

## **Prediction 4: Channel Management Evolves into Ecosystem Governance**

As a result, the role of the channel manager changes fundamentally.

Channel managers move from being quota-driven intermediaries to ecosystem architects. Their responsibility shifts toward curating the right partners, enabling them appropriately, setting clear expectations, and managing delivery quality over time.

This includes difficult but necessary decisions. Reducing partner sprawl. Prioritising capability over coverage. Aligning incentives with long-term outcomes rather than short-term volume.

Industry evidence increasingly supports this approach. Vendors with smaller, more capable partner ecosystems often outperform those with broader but uneven coverage, particularly in complex enterprise environments.

In 2026, channel management becomes a governance function. It protects brand integrity, reduces delivery risk, and ensures that customer experience remains consistent regardless of who delivers.

## **Prediction 5: Enterprises Will Stop Funding Fragmentation**

From the enterprise perspective, patience is wearing thin.

Organisations are no longer willing to accept environments that behave differently depending on location or integrator. Hybrid equity is becoming a business requirement rather than a design preference. Workplace technology failures increasingly impact productivity, employee experience, and executive credibility.

Research on employee experience consistently identifies poor meeting experiences as one of the most visible indicators of digital workplace failure. At the same time, enterprises face mounting pressure to justify technology investment through measurable outcomes rather than feature adoption.

As a result, expectations are shifting upstream. Enterprises expect integrators to demonstrate

account governance. They expect vendors to demonstrate disciplined channel management. They expect accountability to persist beyond installation. ProAV is no longer evaluated room by room. It is evaluated as an enterprise system.

In 2026, enterprise leaders will fund alignment, not fragmentation.

## **Prediction 6: Buyers Will Shift from Price Comparison to Risk Management**

This shift is also visible on the buyer side.

Lowest cost is increasingly recognised as the highest long-term risk. Inconsistent delivery creates hidden support costs, productivity loss, and internal credibility issues for procurement teams.

Procurement research shows a clear move toward supplier evaluation models that emphasise performance, resilience, and lifecycle accountability rather than unit price alone.

In 2026, buying decisions will increasingly prioritise predictability, accountability, and outcome stability over initial savings.

## **The AI Amplifier Effect**

AI accelerates all these dynamics.

AI-enabled collaboration depends on clean signals, predictable environments, and consistent workflows. Poor audio quality, inconsistent configurations, and fragmented workflows directly undermine AI effectiveness. Weak account ownership leads to poor adoption. Weak channel governance leads to uneven AI outcomes. AI does not fix inconsistency. It magnifies it.

In 2026, AI will reward disciplined systems and expose fragmented ones faster than ever before.

## What 2026 Demands of the ProAV Ecosystem

Taken together, these shifts point to a clear conclusion.

ProAV must evolve from a project-centric industry into one that manages systems, relationships, and outcomes over time. This requires professional maturity across the ecosystem:

- Account managers who steward environments, not just accounts.
- Channel managers who govern performance, not just coverage.
- Sales teams that sell consistency, not promises.
- Delivery teams aligned to long-term outcomes.

These capabilities are no longer supporting functions. They are central to value creation.

## 2026 Is a Choice, Not a Forecast

The ProAV industry enters 2026 with no shortage of technology, talent, or opportunity.

What will differentiate leaders from laggards is how well they manage complexity, alignment, and accountability across the ecosystem.

The future will be defined less by what is installed, and more by how well it is stewarded over time. The question for 2026 is not whether Professional AV will change, but whether the ecosystem is ready to change together.

### Sources and Analyst References

Insights and data points referenced in this article are based on aggregated findings from the following industry and analyst sources:

- *Gartner*  
*Digital Workplace Infrastructure, Collaboration*

*Services, AI Readiness, Channel Strategy, and Procurement Research*

- *Forrester Research*  
*Workplace Services, Partner Ecosystem Maturity, and B2B Buying Behaviour Studies*
- *AVIXA*  
*Industry Outlook, Market Opportunity Analysis, and Enterprise ProAV Deployment Research*
- *Futuresource Consulting*  
*Global ProAV Market Analysis and Channel Performance Studies*
- *Microsoft*  
*Work Trend Index and Enterprise Collaboration Research*
- *Cisco*  
*Global Hybrid Work and Collaboration Experience Reports*
- *Deloitte*  
*Global Procurement and CPO Surveys*
- *HDI (Help Desk Institute)*  
*Enterprise IT Support and Incident Benchmarking*
- *McKinsey & Company and MIT Sloan Management Review*  
*AI at Scale, AI Readiness, and Enterprise Transformation Research*

### **About the Author**

*Marc A. Rémond is the Founder and Executive Partner of **Strategic Pathways**, an advisory firm that helps technology companies navigate the complexities of the Asia-Pacific market.*

*A 25-year veteran of the tech industry and former president of Kramer Asia Pacific, he is a leading strategist on AI transformation, AV/IT convergence, and the “Intelligent Workplace” framework. He advises C-suite leaders on enterprise-wide AI adoption and provides high-performance sales enablement for technology integrators and manufacturers.*

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**BARCO**

# Adamson Appoints PIB Indonesia as Exclusive Distributor



**INDONESIA:** Adamson, premium professional loudspeaker manufacturer, has appointed **PT. Panca Inti Bermitra (PIB Indonesia)** as its exclusive distributor in Indonesia. This strategic partnership marks a significant milestone in Adamson's expansion across Southeast Asia, reinforcing its commitment to delivering world-class audio solutions to the region's vibrant live sound and installation markets.

With decades of experience in professional audio distribution and integration, PIB Indonesia has built a reputation for excellence, technical expertise, and customer-centric service. The company will now represent Adamson's full range of products, including the acclaimed CS-Series, IS-Series, and Vergence Group, ensuring Indonesian customers have direct access to cutting-edge sound reinforcement technologies.

"We're excited to welcome PIB Indonesia to our global network of partners," said Lee Stevens, APAC Sales Director at Adamson. "The growing demand for Adamson products in Southeast

Asia, especially following the tremendous success of Vergence Group, has made it clear that the region is ready for the next level of audio innovation. PIB Indonesia's deep market knowledge and commitment to excellence make them the perfect partner to help us meet this demand and support our expanding user base."

PIB Indonesia boasts state-of-the-art facilities at its Jakarta headquarters, including demo spaces, technical labs, and training environments. Plans are already well underway for Indonesia's first immersive audio space, powered by Adamson's FletcherMachine, a spatial audio engine designed for next-generation immersive experiences in live and installed environments.

To further support the Indonesian professional audio community, PIB Indonesia will begin rolling out Adamson Certified Training Programs in 2026. These programs will be offered throughout the country, equipping sound engineers, technicians, and system designers with the knowledge and skills to maximize the performance of Adamson systems in real-world applications.

"We are honoured to join forces with Adamson, a brand synonymous with innovation and sonic excellence," said Bun Sun as a Director at PIB Indonesia. "This partnership empowers us to offer our clients world-class audio solutions that meet the demands of today's most ambitious productions, and we're excited to launch training initiatives and immersive technologies that will elevate technical standards across the industry."

**Adamson**

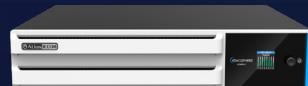


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# Modulo Pi Celebrates 15th Anniversary at Atelier des Lumières



©Vanessa Silvera

**GLOBAL:** Modulo Pi, the French manufacturer of media server solutions, celebrated its 15th anniversary at Atelier des Lumières in Paris. Clients, distributors, collaborators, operators, and creative studios gathered to mark this milestone and revisit the story of the company founded in 2010 by engineer Yannick Kohn.

As Yannick Kohn recalled in his speech to the audience: "The early days of Modulo Pi were all about passion, heads bursting with ideas, and countless hours of development – with no investors, simply driven by the desire to create a tool truly tailored to real-world field needs."

This vision led to the launch of Modulo Player in 2012 and Modulo Kinetic in 2016. These two distinct platforms were designed for different applications: Modulo Player as a simple and robust tool for everyday projects, and Modulo Kinetic as a system built for large-scale shows, interactivity, and real-time applications.

Since then, Modulo Pi has become a leader in France and expanded internationally,

working with distributors in Japan, China, the Benelux region, the United States, and Canada, alongside its own direct operations. The company's solutions are widely used in the event industry – corporate events, fashion, live shows – and in permanent installations for theme parks, museums, and immersive venues.

The celebration took place at Atelier des Lumières, an iconic digital art centre that opened in 2018. The venue is equipped with 140 video projectors and 35 Modulo Kinetic media servers. Guests were able to explore the venue illuminated in Modulo Pi's colours, revisit key moments of the company's journey through videos retracing fifteen years of technological and human adventure, and discover the immersive exhibition *The Little Prince*, created by the studio Spectre Lab.

Attendees also had the chance to experience the Kids' Atelier, a 160-sqm interactive immersive room inaugurated in 2025. In this space, visitors' drawings are scanned and integrated into the projection in real time, allowing direct interaction with the wall content, powered by the latest Modulo Kinetic features.

Since their initial release, the Modulo Player and Modulo Kinetic platforms have continued to evolve thanks to the strong connection maintained with clients and end-users. As Yannick Kohn underlined: "What I'm most proud of, in the end, is not just the technology. It's the spirit we've managed to preserve: staying accessible, listening to real field needs, continuing to innovate based on our clients' projects, and striving to remain simple, even on very complex setups."

Interactivity – a major development focus for Modulo Pi – will also take centre stage at ISE in Barcelona, where the company will present new features of its media servers at booth 5F220.

**Modulo Pi**

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# ISLE 2026 Unveils Cutting-Edge Solutions Across Core Application Scenarios

**CHINA:** Registration is now open for ISLE 2026. This is Asia's largest exhibition for smart display and integrated systems and is set to take place from **March 5–7, 2026 at the Shenzhen World Exhibition & Convention Centre in China.**

This UFI-approved event is poised to redefine industry standards, bringing together global innovators, buyers, and thought leaders to explore cutting-edge technologies, forge new partnerships, and shape the future of display solutions.

## Display Industry Center

As a recognized hub for the display industry—particularly LED technology—Shenzhen offers unmatched proximity to China's leading LED manufacturers, with most major factories located within a 30-minute drive of the ISLE venue. The exhibition brings together the full supply chain, offering global buyers a one-stop platform to discover new products, tour local factories, and connect with industry leaders.



## Larger Scale, Greater Impact

Building on the success of ISLE 2025 ([watch the highlights here](#)) which gathered over 1,000 leading exhibitors (including industry giants like Leyard, Absen, Unilumin, BOE, and Hikvision), welcomed 220,000 visits from 100+ countries, and debuted 150+ new products across 80,000m<sup>2</sup> of exhibition space—ISLE 2026 is poised to scale new heights. This year's 90,000m<sup>2</sup> showcase will bring together the world's most innovative brands, showcasing transformative solutions that are reshaping industries worldwide.

## Six Key Scenarios, One Ultimate Showcase

ISLE 2026 shines a spotlight on technologies that have been tailored to key application scenarios, blending innovation with practical value:

- Virtual Production

Virtual production takes centre stage at ISLE 2026, featuring immersive LED virtual studios and advanced real-time rendering engines. The exhibitors will showcase fine-pitch LED screens and XR setups that enable immersive virtual sets, reducing production time and costs while offering limitless creative possibilities.

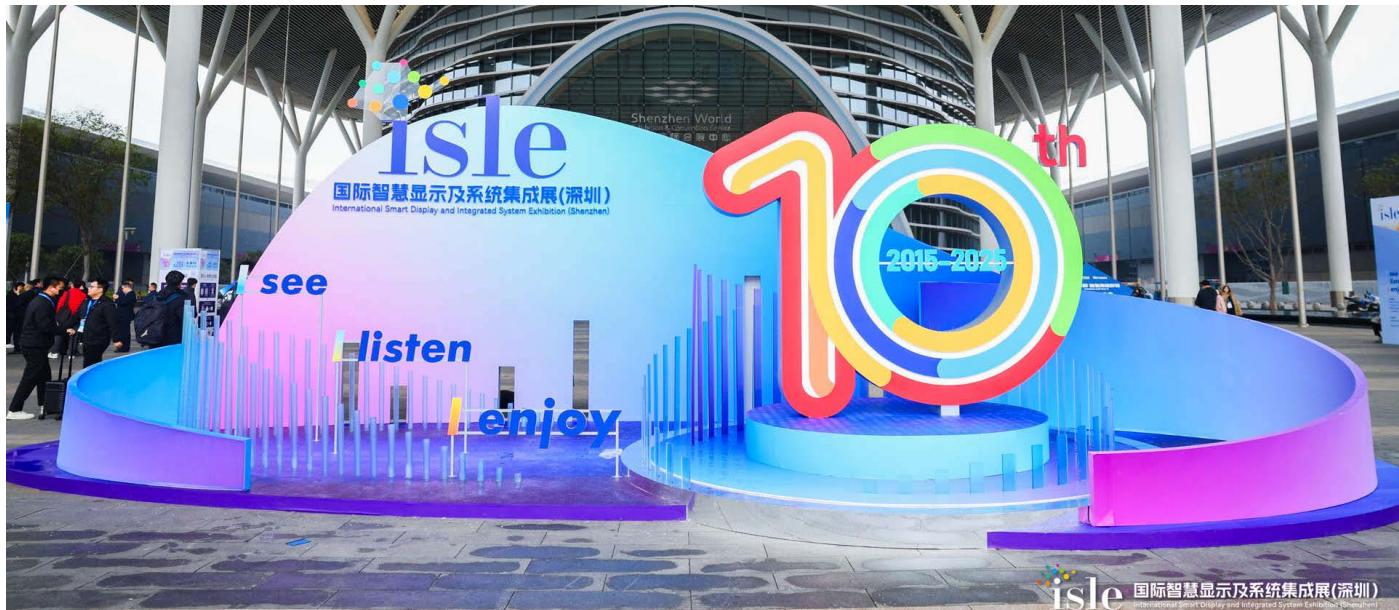
- Commercial Retail

Explore interactive digital signage, transparent screens, and AI-powered customer engagement systems designed for the retail environment.

From curved LED panels to dynamic window displays, ISLE presents solutions that blend aesthetics with functionality to enhance brand presence and consumer experience.

- Command & Control Centres

ISLE 2026 showcases next-gen command centre solutions. ISLE brings together advanced video walls, distributed control systems, and visualization platforms tailored for public security, traffic management, and corporate



operations. The exhibitors will clearly showcase how these solutions process massive data streams and present critical information, enabling faster decision-making and more efficient resource allocation.

- **Smart Sports**

ISLE 2026 features comprehensive solutions for modern sports venues. From arena-scale LED displays to immersive fan engagement technologies and real-time data visualization, ISLE showcases systems that elevate the sports experience. Exhibitors also present energy-efficient outdoor displays designed to withstand extreme environment, ideal for sports venues worldwide.

- **Radio & Television**

ISLE elevates broadcast standards with cutting-edge display technologies. ISLE 2026 showcases the future of broadcast technology with AI-tracker cameras, 4K HDR grading systems, and immersive audio-visual integration systems. These innovations enable broadcasters to create dynamic, visually stunning programs—from news studios to entertainment shows—while reducing setup time and operational costs.

- **Large-scale Light Shows**

ISLE 2026 will highlight the powerful fusion of

art and technology. The rental giant Gloshtime, together with dozens of stage-show companies, will create an immersive 2500+ m<sup>2</sup> live stage show, bringing together top brands to integrate LED screens, stage lighting, and surround sound to a dynamic light-art space.

#### ***Four Trends Defining the Future of Display***

In ISLE 2026, there are some features in the products & solutions on site:

- **Deeper fusion of “AV + Industry”:** Leading AV integrators will present information release systems, distributed control platforms, and AI consoles, enabling immersive scenarios such as emergency command centers, smart city operations, and data visualization.

- **Mini/Micro LED taking central mainstream stage:** Exhibitors featuring Mini/Mirco LED backlight displays and COB/MIP products, will showcase materials and chips to end-use applications.

- **AI transforming the display industry:** Exhibitors will showcase AI-powered products for smart meetings, home theatres, commercial displays and education/healthcare applications. These innovations will enhance both functionality and user experience with the development of market demands.

- Green technology under continuous progress: Aligned with China's "Dual Carbon" goals, companies will introduce energy-efficient solutions including low-carbon displays, energy-saving cold screens, with photovoltaic-storage power systems. These products will reduce energy costs, improve performance, and extend product lifespan.

#### **Actionable Insights on Trending Technologies**

ISLE 2026 offers unmatched industry insights through 20+ forums, co-hosted with top industry associations. Dive into trending topics like Mini/Micro LED technology, digital intelligence, smart cities, and new energy vehicles cabin—gaining actionable forecasts, policy analysis, and opportunities for industry-academia-research collaboration.

#### **The 24/7 Digital Service of ISLE**

As the industry's largest digital platform, ISLE's official portal drives continuous innovation through a suite of interactive features—including virtual exhibition halls, realtime inquiry systems, media release centers, live streaming, and cloud-based exhibition tours. Hosting over 1,000 global exhibitors and thousands of products, the platform empowers buyers worldwide to discover and connect effortlessly, generating tens of thousands of inquiries every week and delivering a truly seamless exhibition experience.

#### **Exclusive Service for International Buyers**

ISLE will provide exclusive services for international buyers, including three nights of hotel accommodation, airport shuttle for same flight to & from Shenzhen Airport, factory tour near the exhibition venue.

#### **Save the Date & Register Today**

Dates: March 5–7, 2026

Venue: Shenzhen World

Exhibition & Convention Centre, China

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**ISLE**

## **QSC Appoints Concept Associates as Q-SYS Distributor**



**MALAYSIA:** QSC has appointed [Concept Associates \(KL\) Sdn Bhd](#) has its new and sole distributor of the Q-SYS portfolio in Malaysia.

"The local expertise and professionalism of Concept Associates, combined with the intensive training and comprehensive pre- and post-sales support they offer, will be invaluable as we pursue development within the region," said Duncan Savage, VP & GM of QSC APAC. "Together, we aim to build an intelligent, responsive, and deeply integrated distribution network for our customers that showcases the capabilities of the Q-SYS Full Stack AV Platform."

"Q-SYS is the perfect platform for delivering complete audio, video, and control solutions, and we are incredibly proud to bring the Q-SYS Full Stack AV Platform to the heart of the Malaysian market," noted Castrit Lim, Managing Director, Concept Associates (KL) Sdn Bhd. "Concept Associates is fully dedicated to delivering AV/IT infrastructure that is standardized, scalable, and future-proofed. The service and support we offer will help to position Q-SYS as the most valued AV investment in Malaysia."

**QSC**

# Kramer Strengthens APAC Team with Appointment of Christie Lim



**APAC:** Kramer has bolstered its APAC team with the appointment of Christie Lim as Regional Sales Director, ASEAN. In his new role, Christie will oversee regional operations and deepen engagement with key stakeholders

across the ecosystem, from distributors and systems integrators to consultants.

Christie arrives with a strong track record in the AV industry. He previously held senior roles with Christie Digital and spent nine years at Daktronics as Regional Head for ASEAN. Most recently, he spearheaded business development at Affluence Infinity, focusing on its NETGEAR AV portfolio – experience that aligns closely with the accelerating adoption of AVoIP across the region.

“Christie is a seasoned professional deeply embedded in the AV industry,” said Bharath Kumar, President, Kramer-APAC. “His hands-on experience in AVoIP complements Kramer’s direction in this space. Beyond that, his leadership ability and collaborative approach will help us strengthen engagement with our partners across ASEAN.”

Christie shares the enthusiasm. “I’m excited to join Kramer and re-engage with distributors, SIs, consultants, and many long-time industry friends. My first priority is engagement and empowering our partners. We’re refreshing our Experience Centre in Singapore with the latest Kramer solutions and planning a series of activities including real-world application showcases, focused workshops technical sessions and hands-on demos. Our goal is to empower the market with practical confidence in designing deploying and maintaining Kramer solutions.”

Bharath adds that Christie’s arrival is just one part of a broader regional strategy. “His appointment, together with the refresh of our Experience Centre, marks the first phase of our renewed focus in ASEAN. We are also strengthening our Singapore team and increasing field engagement in the Philippines and Vietnam.”

## Kramer



## Spinworkz Events in April 2026

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Andy Tan at andytan@spinworkz.com or  
Thomas Prakasam at thomas@spinworkz.com

# NDI and Zoom Team Up to Bring Seamless Connectivity to Meeting and Event Spaces



**GLOBAL:** NDI, the leading video connectivity standard for AV-over-IP, and **Zoom** the AI-first collaboration platform, announce a strategic collaboration to integrate the **NDI Advanced technologies** across multiple Zoom product offerings. This collaboration empowers organizations to transform their meeting rooms, shared spaces, and event venues with flexible, high-quality video and audio connectivity.

With NDI-enabled within Custom AV for Zoom Rooms, enterprises can connect any NDI-compatible device or stream, such as cameras, displays, and other AV equipment directly into Zoom meetings. This integration supports multi-camera and multi-display setups, making it easy to implement advanced AV-over-IP workflows that facilitate creativity and collaboration for in-person and remote participants in various spaces – including hybrid auditoriums, all hands rooms, lecture halls, training spaces, corporate broadcast

studios, large boardrooms, and more. The result of the NDI integration with Custom AV for Zoom Rooms is a seamless, immersive experience with minimal latency and maximum reliability.

NDI Advanced technologies will also bring new dynamic capabilities to Zoom's Emmy Award-winning Zoom for Broadcast tools, giving virtual and hybrid event producers enhanced abilities to deliver broadcast-quality experiences that drive interactivity and engagement at scale. Popular event production apps in the Zoom Webinars and Events platform, for instance ZoomISO and Tiles for Zoom, will directly benefit from these powerful NDI features.

"The wide industry adoption of NDI technology and its plug-and-play approach makes AV-over-IP workflows more accessible than ever before across broadcast television, enterprise production, and content creation," said Andy Carluccio, Head of Client Innovation, Zoom. "We are excited to integrate robust NDI Advanced technology inside key Zoom products, offering a seamless experience that unifies NDI's impressive capabilities and product ecosystem with Zoom's innovative collaboration platform."

## ***Unlocking Immersive Collaboration for Enterprises***

In an increasingly hybrid professional world, enterprises need technology that provides instant, high-quality connection that supports efficiency and productivity, but also genuinely engages those in the meeting. NDI offers a compelling alternative to traditional hardware connections with its software-driven, network-based, and plug-and-play connectivity. With NDI Advanced technology operating directly within Zoom's versatile product offerings, meeting and event spaces are easier to adapt – from executive presentations to global webinars.

The widespread interoperability of the NDI standard enables teams and users to scale at their own pace, with confidence and security.

Whether equipping a single meeting room or an entire campus, its IP-based standard, combined with Zoom's trusted platform, allows organizations to adapt without costly extension technologies or complex installations.

"Network-based connectivity opens a whole new range of possibilities for video and audio workflows. Together with Zoom, NDI is bringing these new possibilities to collaboration set-up

across the world – no matter the size of your organization," noted Miguel Coutinho, Head of NDI.

Communications teams, content creators, and everyday users can bring multiple video and audio sources to the collaboration platform, supporting creative and interactive meetings for all purposes.

NDI

## NETGEAR and Riedel Communications Announce Global Technology Partnership

**GLOBAL:** NETGEAR has entered into a global technology partnership with [Riedel Communications](#). As a first step, the collaboration brings together NETGEAR AV's managed switches in the M4350 series with Riedel's MediorNet MuoN A processing SFPs to deliver ST 2110 Gateway functionality for decentralized signal distribution over standard IP networks.

Now underway and spanning global markets, the partnership begins with Riedel carrying NETGEAR's M4350-16V4C Fully Managed Switch (VSM4320C) – a high-performance 25G/100G switch featuring 25G SFP28 ports, 100G uplinks, and SMPTE ST 2110 Grandmaster and Boundary Clock functions. NETGEAR's switches provide seamless connectivity and reliable, stable performance, enabling robust AV-over-IP systems for broadcast, live events, and commercial AV installations.



"At Riedel, we are always looking for ways to streamline workflows and enhance reliability for our customers," said Louis Caron, Senior Product Manager Video at Riedel Communications. "Partnering with NETGEAR allows us to offer a proven networking backbone that complements our media-over-IP solutions and supports the evolving needs of the broadcast and AV industries."

"With the transition to IP now in full swing in the broadcast market, it's important for integrators and their customers to have the kind of solid, totally reliable and easy-to-implement solutions that come with a partnership between industry leaders like Riedel and NETGEAR," said Richard Jonker, Vice President of Marketing and Business Development at NETGEAR. "We are excited to develop our roadmap of hardware and software in support of Riedel's applications, which are at the core of this latest wave of innovation in the market."

NETGEAR

# WyreStorm Expands with Strategic Distribution Partnership

**INDIA:** WyreStorm Technologies has entered into a new distribution partnership with **Trustech AV Solution Pvt. Ltd.** to deliver WyreStorm's extensive AV portfolio across India. This collaboration marks a significant milestone in WyreStorm's continued global expansion and commitment to strengthening presence in one of the world's fastest-growing AV markets.

With a broad footprint spanning tier-1, tier-2, and emerging cities throughout India, Trustech brings deep market expertise, proven logistics capability, and strong relationships across multiple verticals, including corporate, education, hospitality, government, and enterprise. The partnership is designed to support rapid deployment, local stock availability, and seamless access to WyreStorm solutions for partners and end users nationwide.

"India represents a key growth market for WyreStorm," said Vincent Philippo, Executive Director International Sales, WyreStorm Technologies. "Trustech's reputation for excellence, strong distribution network, and deep understanding of the Indian AV landscape make them an ideal partner. Together, we will accelerate access to WyreStorm's technology solutions across diverse industries, enabling customers throughout the country to benefit from powerful, scalable, and reliable AV systems."



Trustech has established itself as a trusted AV partner since its founding, offering tailored services that include just-in-time delivery, solution design, implementation expertise, and world-class experience centers. With an extensive inventory and partnerships with leading global brands, Trustech is well positioned to support local demand and help channel partners scale.

Hardik Shah, Director of Sales and Co-Owner at Trustech, added, "We are excited to join forces with WyreStorm and bring their innovative AV solutions to the Indian market. This collaboration aligns with our vision to deliver best-in-class technology, backed by robust stock and support capabilities. We look forward to strengthening our portfolio and expanding into new verticals with WyreStorm's trusted products."

Under this agreement, Trustech will maintain extensive inventory locally to ensure timely deliveries and responsive support for channel partners throughout India. The partnership is expected to drive broader adoption of WyreStorm's AV over IP, collaboration, presentation, and professional AV portfolios across multiple industry segments.

**WyreStorm Technologies**

# Rise AV Launches Asia Pacific Council and Mentoring Programme



**APAC:** Following the success of its UK launch in January 2025, Rise AV, the global not-for-profit initiative dedicated to supporting and advancing women in the audiovisual (AV) industry, announces today its expansion into the Asia Pacific with the formation of its first overseas council and mentoring programme.

The Rise AV Mentoring programme, beginning in Singapore and Hong Kong provides six months of structured mentorship and professional development for women at all career stages. Applications are now open for female mentees and industry-leading mentors of all genders. Thanks to the generous support of industry sponsors, including QSC and ROE Visual, participation in this programme is free.

To ensure Rise AV's initiatives in APAC reflect the region's unique professional and cultural

contexts, Rise AV has established the Rise AV APAC Regional Council, chaired by Peter Hunt, Group CEO of Hewshott.

The Council will include senior industry leaders from across APAC, including:

- Maureen Aw, Senior AV Manager, Marina Bay Sands
- Sand Leung, Managing Director, NovaRange
- Angela Franco, Senior Manager, Strategy and Business Operations, APAC, QSC
- Sujith Sivaram, Managing Director, ESCO
- Molly Chow, Executive Director, Vega Global
- Candice Siow, Regional Director, Lightware
- Grace Kuo, Chief Strategy Officer, ROE Visual
- Jeff Shoesmith, Senior Channel Sales Rep – PA/VA, Honeywell

Supported by global headline sponsor QSC, this launch builds on the proven success of Rise AV's UK mentoring programme, which has helped women develop their skills, confidence, and careers through a dedicated mentor, training, and community-building.

"Global sponsors, like QSC, play a crucial role in helping Rise AV scale. Their support enables us to launch new chapters, build local leadership teams, strengthen peer networks, and deliver impactful mentoring programmes tailored to each region," says Rachael Hamilton, Managing Director of Rise AV.

"As Rise AV expands into APAC, we're proud to support their mission to open doors for underrepresented talent and advance a more inclusive AV industry," said Angela Franco, Senior Manager, Strategy and Business

Operations, APAC. "Their mentoring and development programmes have already made a powerful difference globally, and this launch is a pivotal chance to extend that progress. At QSC, we're committed to environments where women can grow and lead, and this partnership strengthens our shared drive for meaningful, long-term change. We look forward to supporting Rise AV's success in APAC and helping build a more diverse community that reflects the people we serve."

The Regional Council will play a strategic role, providing valuable insights into the cultural needs and challenges across different regions. Working closely with Rise AV's global leadership team, the Council will help ensure the programme remains regionally relevant while upholding the high standards that have defined its success elsewhere.

Council members will also take an active role in community engagement, helping to recruit mentors, mentees, and sponsors and ensuring the programme continues to deliver meaningful, long-term impact within the AV industry.

"The launch of Rise AV in APAC represents a defining moment for our global mission," said Peter Hunt, Chair of the Rise AV APAC Advisory Board and Group CEO of Hewshott. "By combining global expertise with local insight, we're creating a programme that reflects the region's diversity and potential, giving women in AV the tools and confidence to thrive throughout APAC, and hopefully beyond."

The Rise AV Mentoring Programme is a six-month initiative designed to empower women at all career stages. Participants are paired with experienced mentors from across the AV sector and take part in a mix of virtual and in-person training, networking, and leadership development sessions tailored to regional needs.

## Key Dates for Mentoring Programme:

- Applications Open: 1 December 2025
- Applications Close: 31 January 2026
- Mentor/Mentee Pairing Announced: March 2026
- Programme Launches: May 2026

[Click This Sentence to Apply for the Rise AV APAC Mentoring Programme.](#)

Rachael Hamilton, MD of Rise AV, noted, "As we expand into APAC, we are actively seeking sponsors who share our commitment to giving women in AV the growth potential they deserve. If you would like to support the APAC launch or want to help bring Rise AV to new regions across the globe, we would love you to be part of our mission!"

To discuss sponsorship opportunities or launching a Rise AV chapter in your region, please contact Rachael Hamilton at [rachael@rise-av.com](mailto:rachael@rise-av.com)

[Rise AV](#)



**MENTORING  
FOR WOMEN IN AV**

- ✓ One-to-One Mentorship
- ✓ Specialised Skills
- ✓ Networking and Community
- ✓ Designed by Women in AV

**APPLY BY 31 JANUARY**

GLOBAL SPONSOR



# d&b audiotechnik Appoints Henry Lee as Sales Manager for Korea



**KOREA:** d&b audiotechnik has welcomed Henry Lee as Sales Manager for Korea. In this role, Lee will focus on growing the local market in close collaboration with d&b's external partners in Korea, including d&b audiotechnik Korea, strengthening customer relationships and ensuring the high standards of sound quality, system performance, and reliability that define d&b audiotechnik. He will also serve as a local d&b point of reference, supporting customers and partners through closer engagement and coordination.

Lee brings over 20 years of professional audio experience, covering major international events, prestigious cultural venues, touring productions, and education. He joined d&b audiotechnik Korea in 2018 and most recently served as Director, leading sales and technical support,

and overseeing the design and deployment of advanced loudspeaker systems for venues including LG Art Center, Lotte Concert Hall, and Seoul Arts Center.

Prior to this, he held senior roles at Sovico Corporation, managing audio system design and operations for large-scale sporting events such as the 2014 Incheon Asian Games, PyeongChang Olympic Winter Games and many more.

Alongside his professional work, Lee has contributed to education as an Adjunct Professor at Dong-ah Institute of Media and Arts, teaching speaker system design, audio measurement and tuning, and stage sound practice – demonstrating his commitment to sharing knowledge and developing the next generation of audio professionals.

"Having worked with d&b as a trusted local partner, I'm excited to join the team directly. I look forward to working even more closely with partners and being readily accessible to support customers as we deliver exceptional sound experiences across the Korean market," shared Henry Lee, Sales Manager, d&b audiotechnik.

"We are thrilled to welcome Henry to d&b. His expertise and deep understanding of the Korean market make him the perfect fit to drive growth and strengthen collaboration across our partner and customer ecosystem," stated Anna Kovyza, Senior Commercial Director, d&b audiotechnik APAC.

**d&b audiotechnik**

# PPDS Launches Stretch 3150 Digital Signage Solution



PPDS has launched the 32:9 Philips Stretch 3150, delivering advanced creativity, flexibility, and around-the-clock reliability for a widening range of environments and applications.

Reimagined using invaluable market feedback, as well as harnessing the latest breakthroughs in screen technology and compact design, the all-new Philips Stretch 3150 marks another major milestone in PPDS' mission to amalgamate best-in-class visual performance with better energy efficiency across an expanding range of form factors.

Available now – and set to go on show for the first time at ISE 2026 in Barcelona – the unique and instantly recognisable Philips Stretch 3150 has been crafted to widen the possibilities for installations that demand to be seen, featuring a stunning 37", 32:9, 1920×540 resolution display.

Superseding the popular Philips S-Line – unveiled in 2022 – the upgraded and enhanced Philips Stretch 3150 has been modelled around the evolving needs of the market, with each display able to be tailored with solutions for retail, transportation, food and beverage,

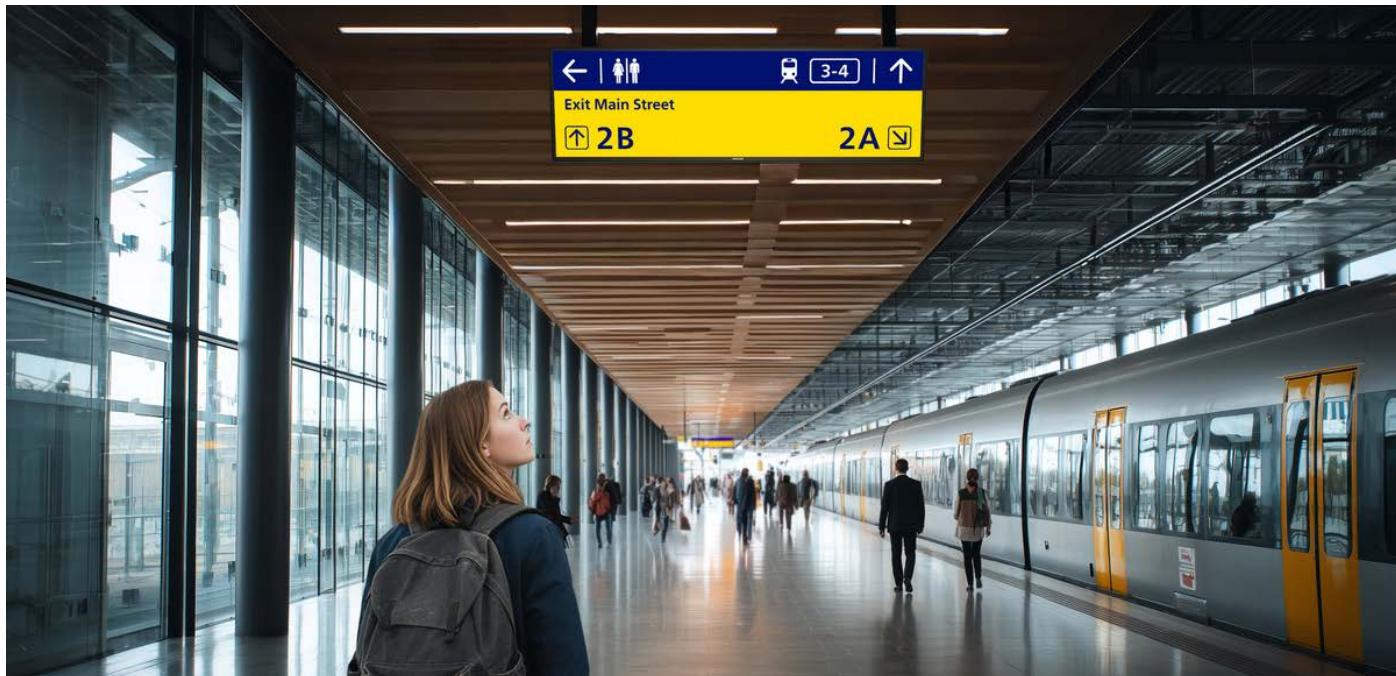
hospitality, education, banking, healthcare, public venues, stadiums and arenas, and more.

**More content, less space:** With flexibility and reliability at its core, the portrait and landscape mountable Philips Stretch 3150 has been designed to offer reliability 24/7, with 700 cd/m<sup>2</sup> brightness offering crystal clear visibility in natural and artificial lighting conditions.

Weighing just 7.6kg and featuring ultra-narrow bezels (7.7mm L/R and 14.0mm T/B), the Philips Stretch 3150 is designed to transform almost any space, particularly those unsuitable for more conventional-sized digital signage displays – including areas above in-store shelving, or even on temporary walls, such as those used on kiosks and pop ups within shopping malls.

Branding, marketing, live timetables, wayfinding, and menu boards are among the most popular applications for the Philips Stretch (S-Line) display to date, with the new model opening even greater opportunities and benefits.

**Simple yet powerful:** Expanding possibilities further, Philips Stretch 3150 displays can be installed either as a standalone solution or,



for larger and more creative visions, multiple displays can be seamlessly daisy-chained by connecting the HDMI Out port to the HDMI In port of another display.

For tiled setups, businesses can simply connect two or more Philips Stretch 3150 displays with a single external player for single-source content management that is effortless, no matter the number of displays selected.

One of the biggest – yet invisible – upgrades on the new Philips Stretch 3150 is the inclusion of a discreetly integrated slot for a CRD32 Wi-Fi module, introducing optional wireless network connectivity and Bluetooth functionality on the display.

Meeting all needs and preferences (including security), AV/IT managers can easily create and schedule content to play on their displays either directly from the Cloud (centrally and remotely managed), from local memory, or via USB.

Eliminating many of the obstacles faced by users of other comparable models in the market, the Philips Stretch 3150 is now

powered via the Android 13 System on Chip, delivering enhanced connectivity and trusted security built in. This also means the Philips Stretch 3150 is optimised for native Android apps, with users able to install their desired apps directly to the display, eliminating the need for an external media player.

**Sustainable savings:** Helping unlock its power, versatility, and intelligence, the Philips Stretch 3150 joins PPDS' growing portfolio of Android SoC displays compatible with Philips Wave. This revolutionary cloud platform puts users fully in control of their display network, simplifying installation and setup, along with enabling easier monitoring and control, upgrading firmware, managing playlists and setting power schedules.

#### PPDS / Philips Stretch 3150

# SANUS Unveils New Mounting Solutions Co-Developed with Sony



*SANUS Height-Adjustable TV Soundbar Mount (WSBSBT1-B2)*

SANUS has two new products engineered specifically to enhance the performance and seamless integration of Sony's premium home audio lineup: the SANUS Height-Adjustable TV Soundbar Mount Designed for Sony BRAVIA Theater Bar 8 & Bar 9 and the SANUS Height-Adjustable Speaker Stands Designed for Sony BRAVIA Theater Quad Speakers.

Both products offer a blend of style, performance, and functionality to complement any high-end home theatre.

The **SANUS Height-Adjustable TV Soundbar Mount (WSBSBT1-B2)** delivers a sleek, integrated solution for home entertainment setups, attaching directly to most 50-inch to 90-inch TVs. This mount offers precision adjustments, including 1.7 inches of depth adjustment and 15 inches of height adjustment, along with easy levelling for perfect alignment. By mounting the soundbar to the TV, it maintains a consistent viewing and audio



*SANUS Height-Adjustable Speaker Stands (WSSBTQA2-B2)*

experience by ensuring the sound and viewing angle are aligned.

The **SANUS Height-Adjustable Speaker Stands (WSSBTQA2-B2)** provide the perfect blend of style and performance for the Sony BRAVIA Theater Quad Speakers. Engineered for versatility, these stands offer up to 17 inches of height adjustment, allowing users to position the speakers at the ideal listening height for an immersive experience. The clean design includes integrated cable management, while the oversized base and included rubber feet or adjustable carpet spikes create a stable and secure foundation on any surface.

**SANUS**

# ATEN Introduces Industry's First PSD PP v4.0-Certified 5K Universal Secure KVM Switches



ATEN International has launched the PSD PP v4.0 Universal Secure KVM Switch Series, the industry's first 5K Secure KVM Switches certified to PSD PP v4.0 (Protection Profile for Peripheral Sharing Device, Version 4.0) by the National Information Assurance Partnership (NIAP). Designed for high-security environments such as government, military, healthcare, and finance institutions, the ATEN PSD PP v4.0 Universal Secure KVM Switch Series enables users to securely manage multiple systems while delivering exceptional 5K visual performance and effortless peripheral sharing.

Featuring a combo video connection supporting DP and HDMI for versatile display

configurations, single or dual display outputs to accommodate diverse professional setups, configurable Port LED colours for easy system identification, and superior 5K visual clarity, the ATEN PSD PP v4.0 Universal Secure KVM Switch Series delivers an advanced, secure, and intuitive user experience tailored for mission-critical operations.

Compared with the previous generation, the new ATEN PSD PP v4.0 Universal Secure KVM Switch Series features a more compact form factor for easier operation and space-efficient deployment. To further enhance both visual clarity and security management, it allows users to customise Port LED colours and port name labels. Each port can be assigned

a distinct colour—such as yellow for Top Secret or green for Unclassified—and labelled accordingly, enabling quick, accurate, and secure identification of systems across multiple security levels.

Complying with the NIAP-certified PSD PP v4.0 standard, the series ensures high-assurance data protection when switching between classified and unclassified systems. It safeguards against unauthorised data flow through hardware-based isolation, unidirectional data transmission, peripheral and audio filtering, and an always-on tamper-proof design. Users can securely share one keyboard, mouse, monitor, speaker, and CAC reader across multiple networks—achieving strong security assurance without sacrificing usability.

## Key Features of the ATEN PSD PP v4.0 Universal Secure KVM Switch Series:

- PSD PP v4.0 Compliant:** Complies with the latest Protection Profile for Peripheral Sharing Device (Version 4.0) security requirements for maximum data protection
- 5K Combo Video Connectivity:** Supports DisplayPort or HDMI interfaces through a single combo connector, delivering ultra-high video quality up to 5K @144Hz\*
- Compact & Durable Design:** Built with a rugged metal enclosure to ensure reliability and long-term durability.
- Customizable Identification:** Features configurable Port LED colours and Port Name Labels for easy identification between systems of varying security classifications
- Secure Port Switching:** Enables port selection via pushbuttons or an optional Remote Port Selector (RPS)\* to enhance operational security.

- Video DynaSync Technology:** ATEN's exclusive technology eliminates display delays and preserves optimal resolution settings when switching between sources

- Visual Security Indicators:** LED indicators display peripheral filtering and KVM security status at a glance

- Configurable Device Filtration:** Supports administrative configuration of CAC Port filtering to accept or reject specific USB authentication devices

- Flexible CAC Management:** Supports enabling/disabling CAC function by port for enhanced access control (model-dependent)

### Note:

- Supports video resolutions up to 5120 × 2880 @60Hz, 5120 × 2160 @60Hz, 5120 × 1440 @60Hz/120Hz/144Hz, and 3840 × 2160 @60Hz/120Hz/144Hz.*
- The Remote Port Selector (RPS) is sold separately.*

ATEN PSD PP v4.0 Universal Secure KVM Switch Series is available in 2-port and 4-port models, with CAC and Non-CAC options, offering flexible configurations to meet diverse high-security requirements. Supporting DisplayPort or HDMI interfaces through a single combo connector and single or dual display setups up to 5K resolution, the series provides secure, high-performance system management for mission-critical environments.

## [\*\*ATEN / PSD PP v4.0 Universal Secure KVM Switch Series\*\*](#)

# Lightware Taurus UCX Integrates Natively with Google Meet Rooms



Lightware has announced the official integration of its Taurus UCX platform with Google Meet hardware on ChromeOS, delivering a new, supportable pathway for organisations that require both native Google Meet Rooms functionality and flexible BYOD/BYOM operation. With this development, Taurus becomes the only AV matrix switcher natively integrated with Google Meet hardware.

The integration enables full compatibility between Google Meet environments and the Taurus UCX-4x2 and UCX-4x3, allowing integrators and end users to deploy meeting rooms that seamlessly support both dedicated Google Meet workflows and laptop-based collaboration without compromise.

At the core of the solution is native USB integration. Taurus UCX connects directly to the Google Meet Chromebox via USB, with all camera, audio and peripheral routing handled over USB rather than the network. This approach simplifies system design,

reduces configuration overhead and delivers a predictable, repeatable deployment model for enterprise meeting rooms.

The system intelligently manages room modes. When the room is idle, a connected laptop can take control of the display and peripherals for BYOD use. Once a Google Meet call is active, control automatically reverts to the Chromebox, ensuring meeting stability and preventing accidental interruptions or device conflicts.

Because the integration is officially certified, Taurus UCX communicates directly with Google Meet Rooms, automatically detecting BYOD activity, managing transitions between modes and maintaining accurate device status reporting. This removes the need for workarounds or additional control layers, while still allowing traditional AV signal management to coexist with modern meeting room platforms.



From an IT and facilities perspective, Taurus UCX also appears in the Google Admin Console as a certified device. Administrators can monitor status, perform diagnostics and manage the room from the same interface used for other Google Meet hardware, streamlining ongoing support and maintenance.

In practice, the connectivity flow is straightforward: Taurus UCX connects via USB to the Chromebox running the Google Meet application. When no call is in progress, laptops can access the room's display, camera and peripherals. During meetings, the Chromebox retains full control to deliver a consistent and uninterrupted experience.

This solution is well-suited to corporate and enterprise environments standardised on Google Workspace, as well as small to medium-sized meeting rooms that demand greater BYOD flexibility without sacrificing reliability or supportability.

## Lightware /Taurus UCX platform



### Why This Matters for the AV Integrator

**Faster, simpler installations.** USB-centric architecture means fewer points of failure, less configuration, and shorter deployment time.

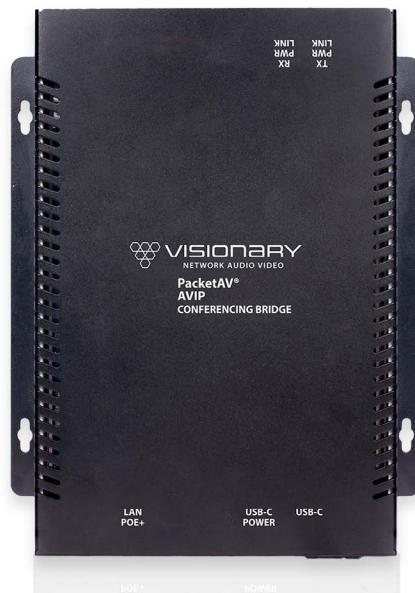
**Officially supported, future-proof solution.** The integration is developed and supported in partnership with Google – ensuring long-term reliability and consistent updates.

**Centralized management = reduced support load.** Google Admin Console makes remote oversight easy, lowering helpdesk calls and on-site maintenance needs.

**Flexible for any room size.** The UCX family scales from small huddle spaces to complex multi-display boardrooms.

**A better customer experience means return business.** Smooth switching, stable performance, and simple workflows translate to higher end-user satisfaction – which reflects directly on you as the integrator.

# Visionary XB5 Now Shipping for Single-Cable BYOD Connectivity



XB5

AV-over-IP Conferencing Bridge

Visionary has announced that the XB5, a USB-C conferencing bridge that enables seamless BYOD integration into AV-over-IP environments, is now shipping. The XB5 offers single-cable operation, delivering video, audio, Ethernet and charging through a single USB-C connection while integrating natively into Visionary's 1GbE AV-over-IP ecosystem.

Designed for conference rooms, boardrooms, classrooms and other professional environments, the XB5 allows users to connect their personal laptops directly to the room's audiovisual system using a single USB-C cable. The XB5 provides bi-directional 4K60 4:4:4 video and high-quality audio, wired Ethernet connectivity and up to 100W of charging power, without requiring any software installation or driver configuration. The XB5 supports industry-

standard UVC and UAC protocols for plug-and-play compatibility with Windows, macOS and ChromeOS systems.

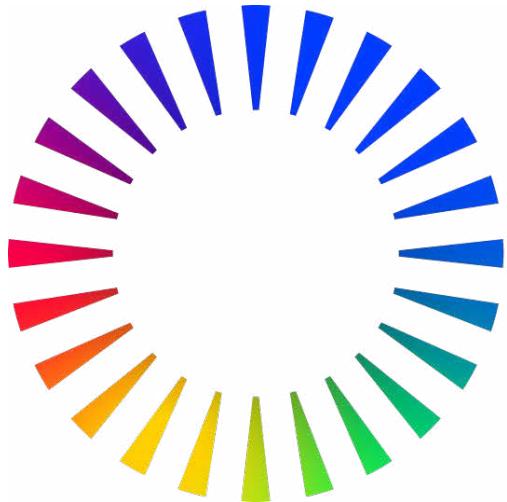
The XB5 integrates directly with Visionary's 5-Series endpoints and operates on standard 1GbE networks. It features built-in Dante and AES67 audio support, enabling audio embedding, de-embedding and seamless integration with DSPs. With PoE+ power, the XB5 reduces cabling and installation complexity, while its fanless, compact enclosure ensures silent operation suitable for acoustically sensitive spaces. For applications requiring full 100W charging, an external power adapter is included.

For AV integrators, the XB5 simplifies system design and deployment by consolidating multiple components into one device. The XB5 allows flexible signal routing and interoperability across a 1GbE network, supporting scalable AV-over-IP architectures. The XB5's support for Dante and AES67 audio, including embedding and de-embedding of AEC-processed signals, provides a straightforward path for connecting to networked audio systems.

For end users, the XB5 removes traditional barriers to collaboration. Users can connect via USB-C and immediately access the room's cameras, microphones, speakers and displays using their preferred soft codec, such as Zoom, Microsoft Teams or Webex. The XB5's virtual matrix routing enables local and remote participants to share content across the network with minimal latency, ensuring consistent, high-quality conferencing experiences.

## Visionary / XB5

# IRIS AV Platform Aims to Revolutionize Cloud Connected Camera Control



Iris is a platform that transforms how cameras are controlled and productions are managed. By turning virtually any PTZ camera into a software-connected, remotely controlled device, Iris eliminates the traditional constraints of camera operation, such as hardware dependencies, inconsistent control, and the lack of on-site crews.

The platform removes long-standing pain points for production teams: fragmented control tools and protocols across brands, the need for constant manual adjustments, and the inherent limits of on-site equipment and staffing. Iris changes this by providing universal, browser-based control that works across camera brands and enables full production management from anywhere in the world.

## ***A Production Assistant for Every Camera***

The platform's AI-powered automation handles traditionally manual tasks, like real-time subject tracking and framing, allowing operators to focus on creative decisions rather than technical adjustments. Its intuitive interface ensures that non-technical users can achieve

professional results, democratizing access to advanced capabilities that deliver the production quality of larger-budget operations.

The impact extends far beyond individual productions. Organisations using Iris can scale their operations without proportionally increasing their costs or crew size. A single operator can manage multiple cameras across multiple locations, while remote teams collaborate in real time as if they were in the same room. This scalability opens doors to productions that were previously impractical or impossible, from small community theatre livestreams to global corporate events spanning multiple time zones.

## ***Industry Support from Day One***

Through the Iris desktop application, production teams can quickly discover, link to, and control over 300 models of cameras on their local network. For those using Iris-enabled cameras, the platform is built directly into the device's firmware, connecting instantly to the cloud without any additional hardware or complex setup.



This direct-to-cloud capability debuts alongside broad support from leading PTZ camera manufacturers, including AIDA, BirdDog, Bolin, BZBGear, Everet, HDKATOV, Lumens, Marshall, NEOiD, Telycam, and Z CAM. Together, these integrations position Iris as the leading software standard for camera control.

#### ***Near-Universal Compatibility***

Iris is designed to ensure that no production is left behind, even if its cameras aren't equipped with Iris-enabled firmware. With the innovative Iris desktop utility and browser-based interface, virtually any PTZ camera can be connected and controlled without hardware. This bridging software allows production teams to unlock advanced automation and PTZ control features in cameras from brands not yet natively supported, ensuring that even legacy or third-party hardware can access the platform's capabilities, extending equipment life and maximising investment.

#### ***Real-World Impact Across Industries***

The Iris platform is a reimagining of what's possible in nearly any type of production. Houses of worship can empower volunteer teams to deliver professional-looking livestreams using automation and visual effects. Educational institutions can manage cameras across lecture halls with a centralised, remote-control room. Corporate teams can

produce executive communications and all-hands meetings across multiple offices. Media producers can collaborate in real time across locations for seamless productions. With Iris, even remote interviews become effortless: ship a camera, plug it in, and instantly access the video and controls in your Iris account.

By removing traditional barriers to camera control and production management, Iris empowers creators to focus on what matters most: telling compelling stories and delivering exceptional experiences. Users can update any Iris-enabled camera firmware to instantly enhance their PTZ camera.

#### ***Available Now***

The Iris platform is available at the link below for content producers to begin connecting cameras immediately. Additionally, its software is included in select camera manufacturers through simple firmware updates. The platform's flexible pricing model—which includes a free tier for individuals whose productions use one camera source—means users only pay for the size of productions they produce, making professional-grade capabilities accessible to organisations of all sizes. With plug-and-play setup and an intuitive interface, teams can begin transforming their workflows within minutes.

**Iris**

# Extron 4K USB-C Collaboration Switcher with Extension Now Shipping



Extron's UCS 504, a powerful 4K collaboration switching transmitter and scaling receiver kit that combines AV and USB switching with twisted pair signal extension, is NOW SHIPPING. With USB cameras, microphones, and other peripheral devices becoming more common in small meeting spaces, the ability to connect users' laptops to these devices at multiple locations in a room has become critical to a successful meeting experience.

The UCS 504 is a 4K collaboration switcher and receiver kit that combines AV and USB switching with twisted pair signal extension. The transmitter supports USB-C and dual HDMI with USB inputs for BYOM laptops. The scaling receiver provides an additional HDMI with USB input for a dedicated UC computer and an HDMI output to the room display. Six USB device connections support cameras or mics up to USB 10Gbps, and HDMI outputs enable resolutions up to 4K/60. The system supports auto-switching and automation capabilities, including CEC, RS-232, or IR control to a display.

The compact half-rack-width transmitter can mount under a table, while the 1" (2.5 cm) high receiver easily mounts behind a display. The UCS 504 makes it easy to integrate AV sources and USB cameras for Teams® and Zoom™ meetings into conference and collaboration spaces.

With USB cameras, microphones, and other peripheral

devices becoming more common in small meeting spaces, the ability to connect users' laptops to these devices has become critical to a successful meeting experience. The UCS 504 supports switching up to six USB room devices, one that supports rates up to USB 10Gbps while providing 5V, 900 mA power, and five that support rates up to High Speed (USB 2) while providing 5V, 500 mA power per port. Integrating traditional AV display switching with USB peripheral device switching in one unit takes collaboration between local and remote users to a new level.

## ***Simplify Equipment Placement with Signal Extension***

Many meeting spaces need to extend AV and USB signals between a presenter sitting or standing at a table, lectern, or other furniture to a display at the front of the room, where equipment such as a dedicated computer or USB camera may be mounted. The UCS 504 uses a single CATx cable to extend the video and High Speed (USB 2) signals up to 330 feet

(100 meters) between the transmitter and receiver for easy room installation of signals over a single cable. For rooms that use a USB camera with rates up to USB 10Gbps (USB 3), an optional USB cable provides extension between the transmitter and receiver. The UCS 504 provides flexible signal extension, making it easy to install AV and computer equipment in multiple locations within a space.

### **USB Breakaway Switching**

For more complex room setups that may want to switch the USB devices separately from the AV inputs, the UCS 504 offers USB breakaway switching. This enables flexibility in switching by allowing the DisplayPort Alt Mode video from the USBC input and HDMI input video and audio to be switched to the display without the corresponding USB data bus. For example, USB devices, such as a USB camera or microphone, could be left connected to a dedicated HDMI computer in the room while video from the other inputs is sent to the room's display via the HDMI output. This enables USB peripherals to be switched independently of video and audio signals when needed for users who may only want to use the space for a traditional BYOD presentation meeting.

### **Intuitive Collaboration**

The user-friendly UCS 504 is easy to use in any meeting space, including simple rooms without a control system. The auto-switching feature can be configured to prioritise inputs if more than one laptop or computer is connected at the same time. This can be used in rooms that have a dedicated computer connected to one input, leaving other inputs for other devices such as laptop computers. As laptops connect, the switcher will automatically switch that laptop to the display and connect the USB camera or other room devices to the laptop for use in a Teams or Zoom meeting. When a laptop is disconnected, the system will automatically switch back to the dedicated computer for users who may want to use the room without a laptop. This empowers users to collaborate intuitively, with minimal interaction with the AV hardware.

### **Convenient Content Sharing**

Control can be brought to users' fingertips using Show Me® cables or Retractors housed in elegant Cable Cubby or AVEdge table-mounted cable access enclosures. Users simply connect their laptop computers to a Show Me cable and press the Share Button to share content to the room's display. This can eliminate the need for a control system and button panel or touch panel for simple presentation or Bring Your Own Meeting (BYOM) spaces.

### **Comprehensive USB-C**

The UCS 504 utilises the full capabilities of USB-C connections, enabling transmission of all three primary AV functions, video/audio, USB data, and power over a single cable. This all-in-one connection eliminates the need for laptops to have a separate power or USB data connection and streamlines the user experience with a single cable connection.

### **BYOM Convenience**

Bring Your Own Meeting (BYOM) rooms offer collaborative spaces for local and remote users without the need for more complicated room setups that use dedicated computers, switching, and control equipment. BYOM spaces can use USB cameras and microphones in conjunction with portable laptops brought by the users. Utilising a collaboration switcher with extension capabilities integrates USB switching with traditional AV switching and extension, enabling the room to seamlessly switch between multiple laptops or computer sources while also providing access to USB-connected equipment.

These spaces are more convenient for users, less expensive to set up and maintain, and offer more flexibility. BYOM spaces also serve a dual function and operate as traditional presentation spaces when users want to present content locally and don't need to run a UC meeting. BYOM spaces feature powerful and effective local and remote collaboration capabilities for today's meeting and collaboration rooms.

### **Extron/UCS 504**

# Airtame Launches its Most Powerful Device Yet

Airtame has unveiled Airtame 3, its most powerful device to date. Designed for seamless collaboration across classrooms and meeting spaces alike, Airtame 3 brings new levels of speed and simplicity to shared environments – combining all the tools educators and organisations need for smarter, distraction-free learning and collaboration.

Airtame 3 combines the simplicity of wireless screen sharing and video conferencing with the reliability of enterprise-grade hardware. It directly integrates with Microsoft Teams, Zoom, Google Meet, and Webex, enabling seamless collaboration without extra software – just walk in and connect. Join a call in under two seconds, load a custom background in less than a second, and share your screen in 4K – all powered by Airtame's most advanced architecture yet, designed to keep every class and meeting running smoothly.

The new device connects to any display via HDMI and supports Power over Ethernet (PoE+) for a stable, hardwired setup that enables 4K screen sharing and new dual-screen functionality –ideal for classrooms and meeting rooms where participants appear on one screen and shared content on the other.

Beyond its performance upgrades, Airtame 3 saves time at every stage with a new zero-touch deployment feature that lets IT teams configure and ship thousands of devices before they're even unboxed – turning what once took days into minutes and dramatically reducing rollout time and labour costs.



Once installed, devices register instantly through a QR code and can be monitored, updated, and troubleshooted remotely in Airtame Cloud, reducing on-site service calls. Plus, with plug-and-play support for USB peripherals like cameras, microphones, and speakers, Airtame 3 streamlines hybrid setups and eliminates the need for extra PCs or complex AV gear.

The launch of Airtame 3 reaffirms the company's broader ecosystem vision: a single, easy-to-use platform that powers every shared-screen use case in education and business. From presenting and starting calls to pushing content and sending alerts, Airtame unites hardware and software in one simple, seamless experience. Organisations can choose Airtame 3 for dedicated devices or Airtame Virtual to enable the same capabilities on existing computers, mixing and matching as needed to create a unified education and collaboration environment.

This flexibility also extends to Airtame's growing ecosystem of partners, including Amazon, Neat, and SMART, where Airtame software comes pre-installed or easily runs on select devices, ensuring seamless integration across leading classroom and meeting room technologies.

[Airtame/Airtame 3](#)

# Analog Way Expands LivePremier Lineup with the New Aquilon Cmini and 8-Plug SDI Input Card



Building on the outstanding market success of LivePremier, firmly established as the premium presentation platform of choice, the Aquilon Cmini brings the full power of the range into an ultra-compact form factor. It delivers the same high-end capabilities as its larger counterparts, including best-in-class ultra-low-latency, 10-bit uncompressed image processing, unrivalled ease of use, dozens of smart functionalities, and the powerful Link feature. It also supports a comprehensive range of modular input and output cards, covering all major baseband formats, including DisplayPort 1.4, ST 2110, NDI, SDVoE, and Dante, ensuring exceptional versatility for today's most demanding production environments.

With up to 16 inputs, 12 outputs, two dedicated multiviewers, and eight 4K layers, the Aquilon Cmini offers robust performance and scalable configuration options ideal for applications where reliability, compactness, and workflow agility are critical:

- Everyday live events or fixed installations that demand a compact, modular processor

with advanced image-processing capabilities.

- Scalable productions, where two to four Aquilon units can be linked to increase inputs, outputs, or AUX destinations.
- Mission-critical applications require seamless failover between primary and backup media sources to ensure uninterrupted operation.

Fully configurable and available built-to-order, Aquilon Cmini brings LivePremier performance to projects that require a compact footprint, high efficiency, and strong operational confidence.

Analog Way also introduces a new 8-plug SDI input card, offering increased flexibility and density. With 8x 3G-SDI or 4x 12G-SDI ports, all freely configurable by the user, it is ideally suited for applications where workflows remain highly mixed between 3G-SDI and 12G-SDI. The new card is particularly relevant for users working with 3G-SDI workflows involving 5 to 8 simultaneous sources. In such scenarios, it maximises actual SDI port utilisation while reducing slot consumption, providing clear added value in environments that demand compactness, modularity, and cost efficiency. With these new additions, the LivePremier series more than ever combines best-in-class performance with outstanding flexibility, making it the go-to solution for projects of any size and providing the peace of mind that only a dependable, high-quality system can deliver.

[Analog Way / Aquilon Cmini](#)

# What's in Store for 2026



As the AV industry closes the chapter on a year shaped by rapid technological acceleration and shifting market realities, one question stands out: what truly lies ahead in 2026? To explore this, we invited leading brands and industry professionals to share their perspectives on the trends, challenges, and opportunities that will define the next phase of professional AV. From AI-driven experiences and cloud-first platforms to immersive displays, projection, and outcome-focused system design, these insights reflect a common shift—from technology for technology's sake to solutions that deliver measurable value, scalability, and meaningful user experiences. Together, they paint a compelling picture of an industry evolving with greater purpose, convergence, and clarity.

## The Rise of Experience-Driven AV in an AI-First World



**Mradul Sharma**  
**Managing Director, 3CDN**  
**Workplace Tech Pvt Ltd**

AV has negotiated well with IT as an adjacency. In one of my past articles, I spoke about how AV-IT integration is climbing up from the lower level of ISO-OSI layer to the top-most layer, i.e. the Application Layer. AV-IT Integration at Application Layer seems to be at a mature stage, where advancements in AI,

especially from platforms such as Microsoft Teams and Zoom, are demanding most from the AV devices that we are deploying. The AI assisted experiences will bring a case of hyper-personalization, allowing the room to identify the user-group and their preferences, thereby tailoring the room experience best suited for group. I am also stoked about the manageability aspect of this, where a new concept, "Experience Analytics" may come to the front. Manageability in AV team, in all likelihood, will not just provide health of room or device status, but insights about user experience. On

digital signage, more and more installs will have generative content, that in a way deliver a new experience to users everyday.

In addition to IT as an adjacency, AV industry presently is also negotiating with Broadcast and in quite a significant way. A lot of spaces (such as Event Spaces, Auditoriums, Studios) continue to have a broadcast AV driven workflow (and products). Here, the sweet overlap will be the intersection of AV, IT and Broadcast (while relying on protocols such as NDI, ST2110 etc.).

As is stands, AV industry continues to struggle with the skill gap, finding talent that speak DANTE and JSON/Python at the same time is a big industry bottleneck. Attracting and retaining talent remains one of the biggest today.

## Turning Challenges Into Opportunities



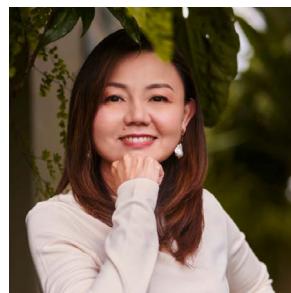
**Jasline Tay**  
Asia-Pacific Regional  
Sales Head (Immersive  
Experience), [Barco](#)  
[Singapore](#)

2025 has brought significant challenges to the AV industry, with global economic uncertainty and US tariffs affecting all regions, including APAC. As businesses have become more cautious and ongoing geopolitical tensions are expected to further complicate the APAC business climate in 2026, we recognise the need to adapt and lead. Despite these headwinds, Barco sees tremendous opportunities for innovation and leadership. We are committed to strengthening our distribution network across APAC, expanding our reach, and ensuring our customers have access to advanced solutions tailored to local needs. By deepening partnerships and accelerating technology adoption, we support the region's dynamic growth. We are also targeting high-growth verticals such as Simulation and

Theme Parks, where demand for immersive, high-fidelity experiences is rising.

Barco's visualization technology addresses complex challenges, transforming them into new avenues of customer value. The AV industry is evolving, with AV-IT convergence and integrated solutions gaining traction. At the same time, a labour crunch is driving demand for technologies that simplify operations and reduce reliance on specialised manpower. Barco leads with solutions like SwiftAgent, enabling smarter integration, scalability, and control. Beyond hardware, we invest increasingly in software-driven ecosystems and smart, connected platforms for remote monitoring and management of projector fleets. These advancements help our customers optimise resources, boost efficiency, and enhance audience experiences. Barco's forward-looking approach, grounded in customer collaboration and industry trend anticipation, ensures that challenges in 2026 become opportunities to innovate and excel. Barco is ready to lead the AV industry into a smarter future.

## The Timeless Relevance of Projection in an Immersive World



**Tan May Lin, Regional  
Director, Visual  
Product, Brand &  
Communications and  
Service Infrastructure  
Support, [Epson](#)  
[Southeast Asia](#)**

I am positive about the future of projector-powered experiences as they offer limitless opportunities to transform how we learn, explore, and enjoy entertainment.

As projection technology becomes more immersive, interactive, and adaptive to real-

world environments, creators can turn any surface into dynamic canvas for storytelling and discovery.

In education, projectors will unlock engaging, hands-on learning that brings abstract concepts to life. In tourism, they help to enrich iconic sites with vivid overlays that deepen understanding and spark curiosity. And in entertainment, projection mapping will continue to push boundaries, blending digital and physical worlds into experiences that inspire wonder and connection.

While there are varying available technologies, I remain optimistic over the continued relevance of projection technology to transform spaces and elevate experiences.

### Empowering Creativity with Seamless, Cohesive Ecosystems



**Nick Screen, VP & General Manager, Professional Solutions, APAC, HARMAN**

As we look ahead to 2026, the professional

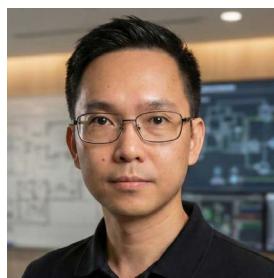
AV and installed audio markets are accelerating toward unified solutions that deliver efficiency, flexibility, and long-term value. At HARMAN Professional, we recognize the growing expectation that technology should simplify workflows without limiting creative or operational possibilities.

In lighting, designers are increasingly drawn to ultra-compact fixtures that provide high-impact visual effects while reducing weight, power, and rigging demands. Innovations such as advanced optical engines, safer high-intensity beam technologies, and multi-layer visual effects are unlocking creative opportunities that once required far larger systems.

On the audio front, integrators are prioritizing solutions that combine consistent voicing, modern aesthetics, and streamlined installation across multiple performance tiers. As commercial and performance spaces diversify and budgets vary, offering a broad range of unified speaker systems will be essential to meet these evolving needs.

Across both lighting and installed audio, the trend is clear: customers want cohesive ecosystems that empower creativity without adding complexity. The opportunity in 2026 lies in delivering tools that expand creative possibilities and reliability while reducing operational friction. By focusing on thoughtful engineering and connected product families, we believe the industry can meet rising expectations and enable designers, technicians, and integrators to do more with less.

### The Intelligent Edge: How AI is Reshaping Professional AV



**Kyle Phang, Regional Director, Infobit AV**

The conversation in the Professional AV industry has shifted fundamentally. We are no longer just discussing resolution or bandwidth; we are discussing intelligence. As Regional Director at Infobit AV, I see clearly that Artificial Intelligence is no longer a futuristic concept—it is the baseline requirement for the modern, hybrid workspace.

Our partners and end-users are moving away from static hardware toward dynamic, AI-driven ecosystems. The challenge for businesses today is ensuring equity in meetings—making sure the remote participant feels just as present as the person in the boardroom. This is where AI becomes the great equalizer.

At Infobit, we are embracing this by integrating smart algorithms into our core solutions. Whether it is auto-framing cameras that instinctively follow the speaker, or intelligent noise cancellation in our conference bars that filters out background distractions, the goal is automation. We are essentially building a "silent director" into the hardware. This allows users to walk in and collaborate without fiddling with remote controls or settings.

From a business perspective, this reduces technical friction and recovers lost productivity. We believe the future of ProAV lies in this synergy between robust hardware and adaptive AI. By providing solutions that "think" for the user, Infobit is not just selling connectivity; we are engineering a seamless, distraction-free environment where the technology fades away, leaving only clear, impactful communication.

### Scalable, Secure, Software-Driven Solutions Will Lead the Way



**Jeremy Smith,  
Marketing Manager,  
LEA Professional**

In 2026 the AV industry landscape will continue to be defined by rapid technological

advancement, customer demand for intelligent systems, and the integration of AV with broader IT environments. Today's market rewards companies that can deliver scalable, flexible, software-driven solutions—and LEA Professional is leading the way.

As customers seek seamless experiences across conferencing, performance spaces, and distributed audio systems, our platform-centric approach empowers integrators to deliver consistent performance throughout the process—from specification and design, through deployment and long-term service.

Connect Series amplifiers exemplify LEA's commitment to delivering powerful yet manageable technology. From 1U, half-rack, 4x30W options, perfect for residential and light commercial installs, to 2U, 4x3000 models, which are purpose-built for stadiums and arenas—LEA has the right solution for any project, regardless of venue size, zones or channel count.

Yet 2026 brings both opportunity and challenge. The growth of AI-assisted design tools and predictive analytics is reshaping workflows, demanding more from DSP and control platforms. Simultaneously, the persistent push toward energy-efficient systems is redefining product expectations and system specifications. LEA's continued investment in software-defined solutions positions the company to help integrators adapt, optimizing performance without compromising on operational efficiency, at a time when it matters most.

Looking ahead, interoperability and security will dominate conversations—especially as AV systems continue to intersect with enterprise IT and building automation platforms. LEA's open architecture, commitment to remote management, and customized user interfaces, strengthen our position as a trusted partner for integrators navigating this evolving terrain.

### Outcome-Driven AV: The Questions That Will Define 2026



**Richard Jonker, VP  
Business Development,  
NETGEAR**

If 2025 taught us anything, it's that customers don't want more technology; they want better outcomes. The AV industry spent the past year chasing AI capabilities because we could,

not because they solved anything meaningful. Features were built without asking the question that cuts through everything: What problem are they solving?

2026 will separate companies that can answer that question from those that can't.

The shift is already visible in enterprise AV-over-IP deployments. In 2026, integrators will stop chasing formats and bitrates. They'll start asking: How do we make systems interoperable, scalable, manageable, secure, and reliable, without treating every deployment as a bespoke engineering science project? The solutions that will gain traction are those that make workflows easier. That integrate into existing network architectures. That respect the operator's time. This reflects a broader convergence of AV, IT, and broadcast workflows into unified, software-defined infrastructure. Convergence is the foundation enabling what customers actually need: AI-driven automation that genuinely reduces workload, predictive maintenance that prevents problems before users notice them, and data-driven insights that demonstrate measurable ROI through usage analytics and meeting effectiveness metrics.

Organizations are outcome-focused. When you can demonstrate that specific AV investments improved meeting effectiveness by measurable percentages, you're having a fundamentally different conversation with leadership from CEO to CFO and CIO to CHRO.

For integrators, the pattern is clear. As IT consolidation taught us: get big, get niche, or get out. AV is following the same path. The technology is ready. 2026 is about execution - and asking better questions.

## Intelligent, Cloud-first, and Data-driven Systems Will Lead the Way in 2026



**Duncan Savage, Vice President APAC, Q-SYS**

2026 will see the AV industry continue to evolve towards intelligent, connected environments, driven by data, AI, and the cloud. AV is becoming increasingly embedded in workplace and experiential design, and organizations are reshaping how their AV/IT systems integrate with other building technologies.

As AI moves from novelty to necessity, smarter rooms, automated diagnostics, and systems that optimize audio, video, and control without constant human intervention will become the norm. This shift will reduce support loads and deliver more intuitive user experiences.

Full stack AV platforms that leverage the cloud will become the default expectation. Enterprises want centralized management that enables faster deployment of updates across all locations. Integrating audio, video, control, data, and cloud architecture within one platform allows for much greater efficiency. Platforms built for the cloud will stand out for their scalability and long-term value.

Data will take on a larger strategic role. Organizations will rely more heavily on insights from their AV systems. Usage trends, performance analytics, and room behavior will help improve operations and guide smarter investment decisions. In short, 2026 will favour intelligent, cloud-first, and data-driven systems.

The future belongs to solutions that adapt quickly, integrate seamlessly, and deliver intelligence at scale.

## The Future is LED Holographic Transparent Screens



**Rick Zhou, Deputy GM,  
South Asia Region,  
Unilumin**

The LED direct display industry is currently showcasing two major trends. One is display with glasses-free 3D content. In the advertising media market where LED displays are widely used, the coverage of glasses-free 3D advertising screens in first-tier cities has surpassed 60%, with an annual growth rate of 35% to 40%, making it a new favorite for marketing in commercial districts and even a popular urban landmark.

Another booming trend is transparent display. Particularly, the "ice screen" effect showcased at the Beijing Winter Olympics has ignited the rapid development of LED transparent displays. According to data from QYResearch, the global transparent display market is expected to grow to 701 million USD by 2031, with a compound annual growth rate (CAGR) of 8.0% from 2025 to 2031.

If a new display system were to combine the features of glasses-free 3D and transparent screens, it would undoubtedly become a new favourite. Unilumin's Udesign SV Holographic Transparent Display is precisely such a product. On one hand, holographic display inherently provides glasses-free effects, which are no longer confined to "walls" but can exist anywhere in space. On the other hand, as a transparent product—particularly one achieving an exceptional transparency rate of over 90%—it eliminates a sense of spatial division and achieves the surprising effect of floating 3D holographic images, seamlessly integrating the display system with its surroundings.

## Powering the Next Wave of AV Innovation



**Jeffrey Ng, Sales VP,  
Wyrestorm Asia**

Whether it's AV over IP, presentation switching or unified communications,

WyreStorm delivers a complete ecosystem of AV solutions designed to meet the needs of today's industries—including Government, Hospitality, Education and Corporate environments. Operating in a market with many established brands presents its challenges. However, once partners experience WyreStorm's product capabilities, performance and underlying technology, we continue to earn their trust and confidence. This is reflected in the growing number of projects where WyreStorm solutions are specified and deployed.

Looking ahead to 2026, AV over IP will remain a dominant force, offering unparalleled flexibility across AV system design and deployment. This trend has driven strong demand for our NetworkHD AV over IP solutions, which have gained significant traction in the market. Building on this momentum, WyreStorm will also be expanding its portfolio with the rollout of additional NDI-enabled devices. Innovation remains at the core of WyreStorm's strategy. We continue to invest heavily in research and development, creating future-ready technologies that address evolving AV requirements—particularly as conversations around AI increasingly shape the industry's direction.

With the strong partnerships forged throughout 2025, we see even greater opportunities ahead. Our upcoming product launches are set to make a powerful impact—once again creating a true "Storm" in the AV market.



**integrated  
systems  
europe**

3 - 6 FEB 2026 • BARCELONA

# Push Beyond: The AV Industry's Bold Leap Forward at ISE 2026



From **3 - 6 February 2026**, Integrated Systems Europe (ISE) returns to Fira de Barcelona, Gran Via, transforming more than 101,000sqm of total show floor space into the beating heart of the global AV and systems integration industry. With the theme Push Beyond, ISE 2026 invites professionals from every corner of the AV ecosystem to challenge convention, embrace innovation, and explore what's possible when imagination meets technology.

"At ISE, we are dedicated to inspiring the community and exploring what's possible. Each year, we aim to deliver an experience that fuels creativity and drives innovation. ISE 2026 will open new horizons, ignite fresh ambition, and bring together the global AV and systems integration community for an unforgettable celebration of innovation," comments Mike Blackman, Managing Director at Integrated Systems Events.



## A Show That Reflects the Full Spectrum of AV

ISE is more than a trade show, it's a convergence of industries, ideas, and inspiration. Across 8 halls and 7 Technology Zones, home to over 1700 exhibitors, attendees will discover solutions spanning:

- Unified Communications & Education Technology (Halls 1 & 2)
- Smart Buildings & Residential (Halls 1 & 2)
- Digital Signage & DooH (Hall 4)
- Audio (Halls 7 & 8.1)
- Lighting & Staging (Halls 6 & 8.1)
- Broadcast AV (Hall 4)
- Multi-Technology (Halls 3, 5 & 8.1)

Whether you're an integrator, designer, technologist, or end-user, ISE offers a tailored experience that reflects the diversity and dynamism of the AV market. Expect immersive demos, hands-on product showcases, and opportunities to connect with global innovators shaping the future of AV.

ISE 2026 features new and enhanced opportunities for creativity and collaboration:

- **Innovation Park** (Congress Square): Returning larger in 2026, this sold out space supports startups with the Pitching Stage and panels on investment and disruption.
- **Spark** (Hall 8.1): Debuting in 2026, Spark brings together innovators from various creative industries for networking and breakthrough ideas.
- High-End **Listening Suites**: New for 2026 in CC2, these suites offer advanced acoustics and inventive design for critical listening, complementing the 'ISE Sound Experience' with its existing Audio Demo Rooms and Outdoor Demo Area.
- **ISE Hackathon**: Following its inaugural success, the ISE Hackathon returns in 2026, with student teams collaboratively solving real-world challenges in sustainability, innovation, and cybersecurity, culminating in presentations to industry leaders.

### CyberSecurity Summit: Securing the Future of AV

New for 2026, the CyberSecurity Summit, taking place Thursday 5 February 09:00-12:00 in CC5.1, addresses one of the most pressing challenges for the AV industry: safeguarding systems as they become deeply integrated with critical infrastructure, smart buildings, and public services. With AV networks increasingly connected to IT environments, the stakes for security have never been higher.

The summit will be chaired by Pere Ferrer I Sastrea, a senior public executive and strategic advisor with over 15 years of experience in leadership roles across public safety, digital transformation, and critical infrastructure governance and sponsored by Barco. It will provide actionable insights into evolving regulations such as NIS2, 27001, eIDAS, and Spain's ENS, and explore how compliance is reshaping AV design and deployment. Industry leaders will share strategies to transform security from a vulnerability into a competitive advantage. Topics include resilience frameworks for AV systems, security-by-design principles, and collaboration models that ensure trust and reliability across AV ecosystems.

On top of the content, delegates will be offered the opportunity to visit to the Port Police Control Room of the Port of Barcelona on the afternoon of the CyberSecurity Summit, to showcase this information in a real-time environment. For AV professionals, this is a must-attend event to future-proof installations and maintain client confidence.

### Control Rooms Summit: Resilient, Human-Centric Operations

The Control Rooms Summit on Wednesday 4 February, 14:00-18:00, explores how mission-critical environments can leverage AV/IT integration, AI, and automation to enhance decision-making and operational resilience. Beyond technology, the Summit emphasises

human-centric design and training programmes that empower operators.

Chaired by Peter Prater, Chairman of the International Critical Control Rooms Alliance (ICCRA) and co-host David Jackson, Strategic Consultant and ICCRA Director EMEA, the sessions will cover cybersecurity strategies for safeguarding critical infrastructure and ergonomic design principles for operator wellbeing. It will also highlight the latest trends, future challenges in the industry and showcase case studies demonstrating how innovation translates into high-performance outcomes.

With control rooms playing a pivotal role across a wide range of sectors such as transportation and emergency services, this summit offers practical insights for creating spaces that are secure, efficient, and adaptable.

### Push Beyond Knowledge: Content Programme

ISE 2026 is your gateway to hands-on learning and professional growth. Delve into a content-rich programme and gain inspiration from peers and experts alike. Produced by AVIXA, CEDIA, and ISE, 2026's content programme is the largest-ever delivered, featuring:

- **Keynote:** Taking place Wednesday 4 February, Sol Rashidi will cut through the fiction and reveal what's really happening in the AI landscape with her keynote session on 'The AI Reality Check: What It Takes to Scale and the Future of Leadership'.
- **Mega Trends Sessions:** Covering 6 transformative themes - AI, Cybersecurity, Robotics, Smart Spaces, Sustainability, and TradeScape.
- **Conferences:** Deep dives into verticals including Smart Buildings, Smart Home Technology, Digital Signage, Education Technology, Control Rooms, CyberSecurity and Broadcast AV.



• **Business Forums:** Exploring AV investment strategies at the Investor Forum and cross-continental opportunities at the European Latin American AV Forum.

• **Free-to-Attend Stages:** Including Live Events Stage in hall 6, AVIXA Xchange LIVE, CEDIA Smart Home Technology Stage and the Pitching Stage in Innovation Park.

An All-Conference Pass grants access to all Summits, Mega Trends sessions, and the Smart Home Technology Conference, offering a complete learning experience for every attendee.

## Explore Barcelona: ISE Tech Tours

Don't miss your chance to see first-hand how AV Technology is playing a role in Barcelona through our unmissable Tech Tour Programme, organised in collaboration with Catalan Audiovisual Cluster. Curated to offer unique experiences, pro AV professionals should consider attending Casa Batlló Immersive Experience (Tuesday 3 and Wednesday 4 February 08:30-10:00), showcasing advanced projection mapping and interactive displays integrated into a historic landmark. The La Salle Campus Innovation (Monday 2 February 14:00-17:00), is another exciting opportunity

to explore VR/AR labs, smart building technologies, and acoustic research facilities, providing practical examples of cutting-edge AV solutions in education and enterprise environments.

On top of these exclusive tours, once again we have partnered up with some of Barcelona's exciting attractions to offer our visitor's discounts through our 'Visitor Benefits Programme'. These include House of Candy, a multisensory wonderland in the heart of Barcelona with over 10 themed rooms, and La Pedrera Night Experience, offering the chance to experience Gaudi's masterpiece after dark where projections, light, and sound bring Casa Milà to life.

ISE 2026 is where ideas take form, and the future begins to unfold. With over 1,700 exhibitors, 85,000+ unique visitors from 168 countries, and a record-breaking programme of events, it's the place to connect, collaborate, and catalyse change.

Be at the heart of innovation in the AV and systems integration industry by joining us at ISE 2026 - register for FREE with the code '**systemsintegration**' and secure your place at the industry's most anticipated event: <https://www.iseurope.org/welcome/registration>.

## SOUTH KOREA

# Christie M 4K25 RGB Pure Laser Projectors Power “Flashback: Gyerim”

*Immersive projection and cinematic VFX converge to bring a millennium of Silla mythology to life*



Christie's M 4K25 RGB pure laser projectors are illuminating a new immersive media art exhibition titled "Flashback: Gyerim". Operated by Flashbackground Co., Ltd., and jointly developed with Dexter Studios and the Cultural Heritage Technology Research Institute (TRIC), the exhibition marks a significant milestone in South Korea's immersive media art landscape, seamlessly blending cultural heritage with advanced projection technology at an unprecedented scale. **Dexter Studios** Asia's leading VFX company known for its work on director Bong Joon-ho's Academy Award-winning film "Parasite", Netflix's movie "Victory", and the series "Parasite: The Grey", led immersive content production and technology integration for this project.

Located within the iconic Bomun Tourist Complex in Gyeongju, "Flashback: Gyerim" spans approximately 5,600 square meters (60,278 square feet), making it the nation's first immersive historical storytelling media art museum. Designed as an exhibition that transcends time and space, it unfolds as a walk-through narrative across 13 zones inspired by the myths and folklore of Silla. Opened in conjunction with the APEC 2025 Summit in November, the exhibition reinterprets more than a thousand years of Silla history and transforms it into a sensory-rich experience through state-of-the-art VFX, projection mapping, sound design, and digital heritage technologies.

## FACT FILE

**Project Name:** Flashback: Gyerim

**Project Location:** Gyeongju, South Korea

**Project Segment:** Entertainment

**Systems Designers and Integrators:** Dexter Studios, in collaboration with the Cultural Heritage Technology Research Institute

**AV Highlight:** Large-scale immersive projection mapping delivers high-brightness, colour-accurate visuals across a 5,600sqm walk-through historical media art environment

**Key AV Brand:** Christie Digital

A centerpiece of the exhibition is Zone 8, Sky Pillar, where 12 Christie M 4K25 RGB pure laser projectors are strategically mounted overhead to display sweeping, vibrant visuals across the walls surrounding a monumental tree-like structure. As seasonal lights shift across the environment and rhythmic drumbeats resonate throughout the space, visitors are immersed in a living ritual that bridges nature, myth, and the cosmic rhythms of Silla.

An official from Flashbackground Co., Ltd. said, "Our goal was to create an exhibition that doesn't just tell history, but lets visitors walk through it. The Christie M 4K25 RGB projectors provided the brightness, color performance, and reliability we needed to bring the Sky Pillar to life. The result is a hyper-immersive experience where light, sound, and myth converge into a powerful narrative form."

The official noted that the M 4K25 RGB was selected for its ruggedness, reliability, and ability to deliver breathtaking clarity in demanding immersive environments. Its compact form factor, quiet operation, and premium 3DLP RGB pure laser illumination allowed Dexter Studios and TRIC to realize the creative vision without compromise, ensuring vivid colors, deep contrast, and seamless motion across a large-scale canvas.



Han Kim, Vice President of Sales, Asia-Pacific, Christie, added: "'Flashback: Gyerim' demonstrates the extraordinary impact that projection technology can have when combined with visionary storytelling. We're honored that our M 4K25 RGB projectors were chosen for this landmark project, and we applaud Dexter Studios and TRIC for redefining what immersive media art can be."

The Christie M 4K25 RGB delivers 25,300 lumens in a remarkably compact, lightweight chassis. It features 4K UHD resolution with TruLife+™ electronics and electronic colour convergence (ECC). With an efficiency of 14.1 lumens per watt, making it up to 31% more energy efficient than leading competitors, the projector combines quiet, robust performance with long-life RGB pure laser illumination to ensure spectacular visuals with minimal maintenance.

**Christie Digital Projectors**

## CHINA

# Acrobatic Theatre Unveils Advanced L-ISA and Ambiance Ecosystem

*RAC creates a unique immersive experience for the acrobatic arts using L-ISA technology in 1,320 seater Anhui Bai Xi Cheng Acrobatic Theatre*



On the shores of Chaohu Lake in China's Anhui Province, a remarkable convergence of tradition and technology is redefining the acrobatic arts. The Anhui Bai Xi Cheng Acrobatic Theatre has completed one of the region's most technically sophisticated performing arts installations, featuring an L-ISA spatial sound system with integrated Ambiance technology, designed and installed by L-Acoustics Certified Provider **Rightway Audio Consultants (RAC)**.

The 1,320-seat venue showcases the Anhui Acrobatic Troupe, whose six decades of international performances across fifty countries have made them ambassadors

of Chinese performing arts. Their new 40,800-square-metre facility matches that legacy with equally forward-thinking infrastructure, certified with a three-star Green Building Evaluation Standard—making it Anhui's first performing arts venue to achieve this sustainability recognition.

What sets this installation apart isn't just the technology deployed, but how RAC integrated L-ISA's object-based spatial audio with Ambiance's real-time acoustic control to solve the specific challenges of a venue designed around one of China's most ambitious stage designs.

## FACT FILE

**Project Name:** Anhui Bai Xi Cheng Acrobatic Theatre

**Project Location:** Chaohu Lake, Anhui Province, China

**Project Segment:** Entertainment

**Systems Designers and Integrators:** Rightway Audio Consultants

**AV Highlight:** Precise sound localisation for aerial acrobatics and rapid acoustic reconfiguration for diverse performance types

**Key AV Brand:** L-Acoustics



### **China's First Dual-Mode Stage Demands L-ISA Spatial Audio**

The theatre's technical specs read like an engineering challenge: China's largest single-panel flipping stage transitions between horizontal and vertical orientations in 90 seconds across a 36-metre height differential. Add 36 computer-controlled wire rigging systems, and you have a dual-mode "proscenium and immersive" stage design—the first of its kind in China's professional theatre facilities.

The question wasn't whether to use spatial audio, but how to deploy it effectively. "When you're dealing with acrobatic performances that involve complex aerial maneuvers and dynamic staging, precise sound localization and spatial positioning become critical," explained Wang Jianghua, System Engineer at RAC. "Traditional stereo sound reinforcement simply can't match the three-dimensional reality of performers flying through space."

The system needed to do more than just amplify sound—it needed to place it accurately in space, matching the reality of performers moving through the air above the audience.

### **Ambiance Enables Real-Time Acoustic Control**

Ambiance technology addresses one of the performing arts' most persistent challenges: creating the ideal acoustic environment for vastly different performance types within the same physical space.

Through the strategic deployment of 24 microphones, the system captures spatial acoustic energy throughout the hall. These signals feed into the L-ISA Room Engine in the L-ISA Processor II to enable real-time control over the theatre's reverberant characteristics. "This allows flexible adjustment of hall reverberation length and sound field characteristics according to performance needs, keeping audiences consistently immersed in varying soundscapes," said Wang.

What once required expensive architectural modifications or cumbersome mechanical solutions now happens instantly at the touch of a button, transforming the acoustic character from dry and intimate for spoken theatre to lush and reverberant for musical performances.

## **A15i and KS28 Deliver Precise Coverage Across 180° Seating**

The immersive audio configuration features a frontal L-ISA Scene System of five hangs, each containing five A15i Focus and one A15i Wide, with two hangs of four KS28 subwoofers flown centrally in cardioid configuration. Extension hangs of three A15i Focus and one A15i Wide per side provide coverage for the theatre's wide 180° audience seating layout.

The surround system deploys 34 X8 enclosures and two X12 speakers, while an overhead system adds 13 X12 speakers. Four SB18 subwoofers rigged to the theatre ceiling supplement the surround and overhead systems, creating a fully enveloping acoustic field.

It's a methodical approach to coverage that prioritizes even distribution across challenging sightlines while maintaining the precision needed for object-based mixing. During complex wire performances, L-ISA can layer and position distinct auditory elements—rope friction, costume movement through air, landing impacts—transforming the trajectories of acrobats' movements into precise sound movement paths.

## **Complete L-Acoustics Ecosystem Integration**

The installation uses AES67 network audio protocol for signal transmission, with all audio, video, and lighting elements integrated into a unified control system. This level of integration proved essential for performances where music, lighting, and visuals synchronize tightly with the performer's movements.

BlackTrax real-time tracking technology transmits 6D positional data to the L-ISA system via the network, allowing the system to simulate spatial sound object positions according to real-time performer locations—adding another dimension to the performance experience.

"The spatial audio responds dynamically to live performance conditions," noted Cui Yangkang, house Sound Engineer at the Anhui Bai Xi Cheng Acrobatic Theatre. "This allows our audio team at Anhui to create immersive auditory experiences at any scale."

## **Technology Serving Artistry**

The installation drew over 3,000 visitors on the venue's trial opening day, eager to experience this convergence of traditional artistry and spatial audio technology. The system has since performed reliably across the theatre's diverse programming, from traditional acrobatic works to contemporary productions requiring extensive sound reinforcement.

"By designing and optimizing a multi-channel system that applies L-ISA and Ambiance together, we've achieved a level of control over acoustics and spatial audio that wasn't previously possible in this type of venue," concluded Cui. "The system breaks through conventional limitations, giving us precise control where sound and movement work in perfect harmony."

For the Anhui Acrobatic Troupe, the technology does what the best audio systems should: it gets out of the way, allowing performers and audiences to connect through the art itself. For audiences, the result is unforgettable: performances where they don't just watch acrobats defy gravity—they hear it happen in three dimensions.

## **L-Acoustics**

**DUBAI**

# CDD is the Solution for Dubai's Latest Luxurious French Brasserie

*Discreet Martin Audio system delivers refined background sound and dynamic live performance capability for French brasserie.*



Dubai's newest French brasserie, La Colline at the Al Habtoor Polo Resort, has been equipped with a discreet yet powerful sound system built around Martin Audio loudspeakers, following a meticulous installation by AV integrators Exacting Diseno Technical Services. Awarded the project through client recommendation after successful previous collaborations, Exacting Diseno turned once again to the Martin Audio portfolio for its blend of audio quality, flexibility, and aesthetic compatibility.

The brief centred on delivering superior background music reproduction across the venue, with the capability to seamlessly support



## FACT FILE

**Project Name:** La Colline

**Project Location:** Al Habtoor Polo Resort, Dubai, UAE

**Project Segment:** Hospitality

**Systems Designers and Integrators:** Exacting Diseno Technical Services

**AV Highlight:** Background music with the flexibility to support live music and DJ performances across indoor and outdoor zones, while maintaining a discreet visual presence

**Key AV Brand:** Martin Audio



live music and higher-energy DJ sets. Exacting Diseno relied on the proven performance of Martin Audio's CDD6 loudspeakers, whose coaxial differential dispersion technology ensured consistent coverage and clarity throughout the space.

The system design encompasses two indoor zones and three outdoor areas, each with independent subwoofer volume control. The Bar area is served by three units of CDD6 units paired with an SX210 subwoofer, while the main indoor zone features four units of CDD6 loudspeakers supported by two units of SX110 subs. Outdoors, the design extends with 11 units of CDD6 loudspeakers and four units of SX112 subwoofers, with all CDD models wall-mounted and subwoofers discreetly concealed beneath seating to preserve the venue's refined visual aesthetic.

Exacting Diseno founder Lou Agha noted that the selection of the **CDD6** was guided by "size, sound quality and colour options," adding that the decision to specify white loudspeakers proved ideal for complementing La Colline's interior design. The project was further supported by Martin Audio's regional distributor, **PRO LAB**.

Reflecting on the installation, the client commented: "The concept was developed by a passionate team led by Alain El Tawil, blending French culinary tradition with a relaxed, elegant atmosphere. We were extremely impressed by the sound quality."

**Martin Audio**

## SOUTH KOREA

# Korean Outlet Malls Invest in the Future with Powersoft

*Lotte premium outlets in Busan and Yeoju are benefitting from the “premium Italian” sound and reliability offered by Powersoft’s range of install amplifier platforms*



Powersoft technology is supporting a major audio upgrade at two of South Korea’s leading retail destinations, with the company’s Mezzo and Quattrocanali amplifiers powering both Background Music (BGM) and Public-Address (PA) systems at Lotte Premium Outlet shopping centres in the cities of Busan and Yeoju. The project was designed and delivered by **DasanSR** Powersoft’s South Korean distributor.

Both sites are open-air outlet malls operating 365 days a year, where any interruption to announcements or background music is unacceptable. The new system replaces ageing amplifiers with modern, networked Powersoft amplifier platforms, restoring coverage in hard-to-reach areas and delivering an improved



sound quality, operational convenience and system stability. At Busan, the upgrade to a fully live system was completed by DasanSR over the course of a fortnight, while at Yeoju, the main phase of work was carried out over five nights, all with no disruption to day-time trading.

## FACT FILE

**Project Name:** Lotte Premium Outlet

**Project Location:** Busan and Yeoju, South Korea

**Project Segment:** Retail

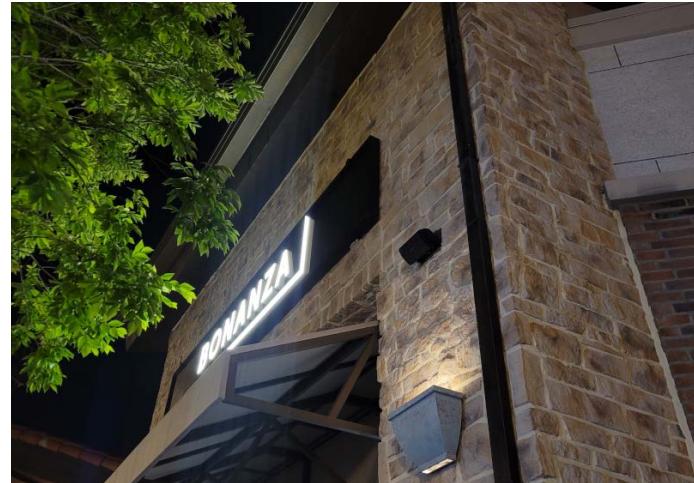
**Systems Designers and Integrators:** DasanSR

**AV Highlight:** To deliver resilient, high-clarity BGM and PA audio across open-air outlet malls operating year-round, with zero disruption to trading

**Key AV Brand:** Powersoft

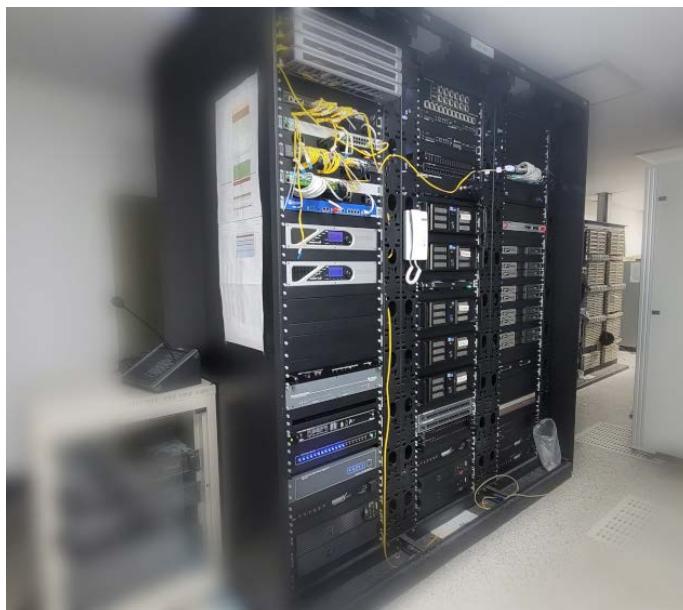
The two shopping centres share a similar layout, with multiple smaller buildings lining pedestrian 'streets' and amplifiers distributed in insulated rooms throughout each site. From the outset, both locations were built around digitally networked infrastructures using the now-obsolete CobraNet platform from source to amplifier. The 2025 upgrade (which followed an initial phase completed in December 2023) focused on replacing failed and at-risk amplifiers with the new Powersoft models while simultaneously modernising the network architecture. The Yeoju mall now combines CobraNet and AVB, with AVB audio expanders feeding analogue signals to the Powersoft amplifiers, while the Busan site has been migrated to a Dante and QLAN architecture, with Dante audio expanders providing both analogue and Dante outputs in a redundant configuration to ensure uninterrupted operation.

Across both malls, DasanSR deployed a large fleet of Powersoft amplifiers, including Mezzo 322 A/AD, 324 A/AD, 602 AD and 604 A/AD, Quattrocanali 1204 DSP and 2404 DSP/DSP+D, and Duecanali 804 DSP+D and 1604 DSP+D units, in combination with a mixture of Bose, JBL, QUAD and Biamp loudspeakers. The compact 1U form factor of Mezzo and the flexibility offered by the Quattrocanali amplifiers allowed DasanSR to maximise channel count while saving valuable rack space, in some cases achieving eight channels in just one rack unit (1U) with paired Mezzo amplifiers.



"The client asked us to maintain high performance, ensure broad compatibility with existing components and make the system easier to service," said project team leader Jeong Wang-ho, outlining the brief from Lotte. "By switching to Powersoft, we were able to restore coverage in zones that had gone quiet due to amplifier failures, reduce heat generation and offer operators real-time monitoring of every output channel. The experience at the Lotte Premium Outlets has really confirmed our belief that, for us, 'digital amplifiers mean Powersoft'."

For real-time monitoring, DasanSR leveraged Powersoft's ArmoníaPlus as a central control and monitoring hub, allowing staff to manage power, mute status, levels and output impedance across both sites from a single interface. According to Jeong, the real-time



impedance monitoring offered by ArmoníaPlus is one of the most valued features, enabling early detection of line or loudspeaker issues before they become audible problems. At the larger Busan site, dual-path signal routing using both Dante and analogue outputs ensures that audio continues even in the event of a network fault.

Compared with the previous domestic-brand amplifiers, the new Powersoft systems deliver noticeably greater clarity and headroom, with richer low-frequency reproduction even in high-impedance configurations, Jeong

continued. Background music – particularly multi-instrument material such as jazz – now has a deeper, more immersive character, and in zones where both amplifiers and loudspeakers were replaced, the improvement is described as “dramatic”. He noted, however, that simply replacing the amplifiers was enough to demonstrate a marked improvement in the quality of in-store audio.

“With additional rack space freed up by the compact, efficient Powersoft amplifiers, both sites are now well placed for future expansion and redesign,” added Jeong.

Feedback from Lotte is extremely positive, with the client further noting that the “premium Italian” identity of Powersoft, emphasised during the proposal stage, resonates strongly with the luxury positioning of the Lotte Premium Outlet brand.

“Although it wasn’t an easy decision to prioritise sound quality in a non-performance environment, the combination of superior audio, ease of maintenance and operational reliability proved that it was a highly worthwhile and justifiable investment from the end customer,” concluded DasanSR’s Jeong.

**Powersoft**

## INDIA

# Integration Banjara Heritage Via Audio Visual Excellence

*One of the largest museums in India traces and showcases the Banjara culture*

by Ram Bhavanashi



*Experiential museums in India are going places, truly. In what emerged to be one of the most expansive, nay, experiential museums in the country – both by size and scale – a huge heritage museum got inaugurated late 2024 in Washim, a remote town in the Western Indian State of Maharashtra.*

*Created at Pohara Devi – considered the most sacred pilgrim place for the Banjara communities in India – the museum is like a revelation in its own right- for reasons galore. Galactic in size and scale, SI Asia captures the massive, yet definitive deployment of museum AV technologies, and presents part-I of the two-part coverage in this issue.*

When the Minister of Soil and Water Conservation, Government of Maharashtra, and senior Shiv Sena leader Sanjay Bhau Rathod aspired to create a holistic model that will present the rich history and culture of Banjara communities in India- via a compelling audio-visual content of high order, it was nothing

less than a Herculean task. For, the very nature of the subject and the task being practically unprecedented, it posed challenges of most complex of their kind.

The vision envisaged creating voice and form to a community that is not only fragmented

## FACT FILE

**Project Name:** Banjara Virasat  
**Project Location:** Pohara Devi, Washim  
**Project Segment:** Infotainment  
**Project Owner:** PWD, Washim  
**Project Operator:** Alpha (Design Habit Pvt. Ltd)  
**Project AV Cost:** ₹70 crore (>US\$7.8 million)

This installation was the SI India Awards 2025 winner in the Infotainment category for projects with budgets of ₹10 crore and above.

### Project Consultants

**Project Management Consultant:** Design Habit Pvt Ltd  
**Project Design Consultants:** Design Habit Pvt Ltd  
**Project Architects/Interior Designers:** SHK Architects/Amrita  
**Project Acoustic Consultants:** Design habit Pvt Ltd  
**Project Systems Integrator:** Design Habit Pvt Ltd

### Project Highlights:

- \* Traces, and showcases the history of the Banjara communities in India, their social development, lifestyle and culture through two large outdoor exhibits, three large introductory galleries and 13 expansive dedicated galleries.
- \* Resembling a Nagara, the popular drum instrument of Banjaras, the 15,000 square feet-edifice comprising five floors breathes the Banjara story via myriad and grand AV technology exploits.
- \* The frontal exterior of the nagara comprises a 1000-square meter-large transparent active LED mesh playing out the full glory of the Banjara community through a 20- minute music, projection and laser show.
- \* Extensive exploit of advanced AV technologies recreating myriad nuances of Banjara life in its totality- origin, evolution, travels and travails through time, and current status.

– spread across the country in pockets – but also whose history had largely existed outside written records.

While the subject matter – almost to its entirety remained in oral formats – it had no single

authority on any single format. Validating content tuned more than arduous.

The Banjara communities being spread across the country – majorly prevalent in six Deccan States of Maharashtra, Karnataka, Telangana,

## FACT FILE

**Top AV Brands in the Install**

- \* **Speakers** - Bose
- \* **Controllers** - Kramer, Medialon and Watchout
- \* **Projectors** - Christie
- \* **Motorized screens** - Customised
- \* **Displays** - Samsung
- \* **VC set-up** - Cisco, D-Link

**Top Acts of AV**

- \* Outdoor LED Mesh
- \* Light and Sound Show
- \* 360° Dome Projection
- \* 270-degree Projection Mapping
- \* Motion Platform Ride
- \* Moving Platform Ride
- \* Campus-wide IP-enabled network, broadcast quality live streaming one-to-many points
- \* iPad/phone-enabled, remotely controllable operations.
- \* Dali and DMX Controlled Lighting System

Andhra Pradesh, Madhya Pradesh and Chattisgarh, besides Rajasthan – their language turned largely dialectical with the undercurrents respective states.

The location chosen for creating the model *Pohara Devi* – the most sacred place for Banjaras – is a remote place, with its nearest metro city Nagpur being at a good 270+ km from it. The venue therefore suffered from many persistent challenges: transportation constraints, unreliable network access, limited availability of skilled labour, and restricted site facilities.

All this, and a threatening time scale to create what was to emerge like a gigantic X-factor: expansive, expensive, extraordinary,

experiential, and, in an extremely low time-frame.

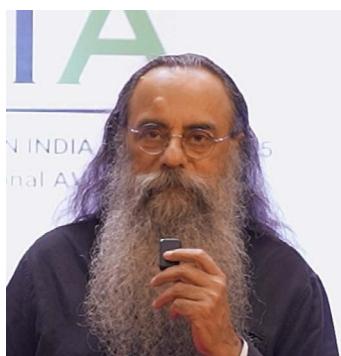
The team that came onboard project Banjara Virasat – comprising architects, interior designers, hardware vendors and other material suppliers for structure on one side, and AV system design/integrators, concept and content creators, and validators for texture on the other – achieved what came up to be a truly incredible museum install.

Nagpur-based SHK ATP Architects (Amrta Turnkey Professionals Pvt. Ltd.) landed the project to design the shell and interiors while Delhi-based AV systems designer/integrators Design Habit Pvt Ltd played central to it all, having the honour of being the project's



Twenty-four hefty bull mannequins, laden with gunny sacks, greet visitors along with a 270-degree projection, done by three 4K projectors of 13,000 ANSI lumens each.

management consultant, acoustics and HVAC consultant as well as AV design consultant and integrator, besides being content creators.



"Bringing the vision of Sanjay Bhau Rathod to life — translating a culture preserved through oral traditions and craft practices into compelling content, design, and ultimately a museum — was

both challenging and deeply rewarding," says **Amardeep Behl, Managing Director of Design Habit**, who stood central to all that the museum speaks out today. "Rooted in a strong commitment to cultural preservation, the project sought to give voice and form to a community whose history had largely existed outside written records."

According to him, almost everything that the project characterized from concept to completion- was unique in that the number of elements involved, the variety of technologies deployed, and spectrum of the experiences created.

### Consider this:

Out of two outdoor exhibits, one is a relief mural with sculptures showcasing a Banjara tanda moving through landscapes and the other exhibit over the entrance showcases people of the community from across the globe today welcoming visitors to the museum.

- Out of three introductory galleries, first one is a cut-out set about who is a Banjara and the identity, while the second gallery is an immersive large scale 100ft projection show in the atrium with important personalities of the community in the centre. The third gallery is about contemporary Banjaras and the identity element of the community today, including castes, costumes, jewellery, art and architecture.

- The fourth floor consisting of Galleries one, two and three is called **Parikrama** gallery. It shows the life styles, customs, and rituals of Banjara from birth to death.

- The third floor consisting of Gallery four presents the nomadic lifestyle of a moving **Tanda**. It showcases all the myths and travelling



*The Outdoor LED MESH- is a transparent active LED mesh with a pixel pitch of P40. installed over an area of approximately 1000 square metres.*

stories of Banjara. Gallery five here showcases the Western Frontier. It depicts the origin of Banjaras, and contribution in trade and war. Gallery six consists of medieval India. It depicts the glorious era of Banjara and special status in different kingdoms in the subcontinent and has an immersive rumbling theatre show.

- The second floor has Gallery seven which talks about Banjara and Sikhism. It depicts the relationship of Banjaras with Sikh community and their important contribution to the Sikh religion. The gallery eight about the Deccan. It depicts the story of Banjaras in Deccan, by flying theatre and an immersive projection show. Gallery nine is about Sant Sevalal Maharaj. It showcases life and learning of Saint Sevalal Maharaj.

- The first floor has Gallery ten showcasing the British and Banjaras. It shows the advent of the British in India and their relation with Banjara. The gallery eleven talks about the criminal tribes act. It showcases the dark era of the Banjara community when they were under the criminal tribes act. The Gallery twelve speaks

about Banjara Reformers and Resilience. It shows post criminal tribes act era starting from Vimukta Divas (1952), and the contribution of the reformers from the community for the development of the community.

- The ground floor has Gallery thirteen called the United Banjara. This gallery is to motivate today's Banjara to work for their society and community for its betterment through reveal sets and immersive projection shows.

**The Outdoor LED MESH-** is a transparent active LED mesh with a pixel pitch of P40, installed over an area of approximately 1000 square metres along the MS structure on the frontal exterior of Nagara

- The high-brightness, weather-resistant mesh ensures clear and vivid visual output
- It serves as a dynamic display surface, seamlessly integrating with its surroundings without obstructing visibility.
- The visual experience is enhanced with six synchronized lasers, each with a 24W output;



A series of four roll-down screens create a panoramic view, setting the stage for the unfolding narrative. It also includes a holographic projection on a pepper scrim, using a UST projector.

16 moving heads, each rated at 750W; and special effects equipment including fog machines and flame machines

- The install features a 20-minute multimedia show titled "*The Glory of the Banjara*," that highlights the rich and vibrant cultural heritage of Banjaras. It combines music, projection mapping, laser effects, and special effects.

- This whole network of LED Mesh, Laser and Special Effects is programmed and controlled using an iPAD.

Overall, the passage through three introductory galleries, and 13 dedicated galleries, apart from the Outdoor LED mesh is a galactic voyage through an entirety of Banjaras lifestyle, customs, culture, challenges they lived,



*The Glory of the Banjara* sound&light show.

characters they played, and a grand heritage they possess.

Heritage in Indian equivalence - is Virasat. The project, therefore, was rightly named the Banjara Virasat.

**(To be concluded in Part-II in SI Asia digital, Feb 2026 issue)**

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