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systems integrationasia

AUDIO | VISUAL | CONTROL | COLLABORATION | UNIFIED COMMS

The Bandwidth Equation: How Leading AV Transport Platforms Are Evolving

VOICEBOX

Meeting Room Audio:
Design for Conversation,
Not Equipment

EVENT REVIEW

SIIA 2026: Going Places
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EXHIBITION PREVIEW

When Worlds Unite at ISE 2027

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"The number of gigabits a platform can carry tells only part of the story. Image and audio quality, latency, synchronisation, reliability, interoperability and the demands placed on the network all shape how a system performs in practice."

To read more go to Feature on page 58



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From the Publisher

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As AV systems carry higher-resolution video, more audio channels and an expanding range of control and peripheral signals, bandwidth has become a central design consideration. In our Feature column, we examine what each platform was designed to solve, where it delivers the greatest value and how it is evolving as AV and IT become more closely connected. The aim is to help consultants and integrators look beyond bandwidth figures and choose the approach that best serves the experience, infrastructure and operational needs of each project.

The eight edition of our SI India Awards 2026, saw records tumble. A strong gathering of nearly 350 invitees comprising systems integrators, consultants, distributors, and industry guests, apart from supporting Partners echoed the celebration in unison even as the outstanding AV experiences took the centre stage.

Looking ahead, we bring you what to look forward to at ISE 2027, taking place from 2 to 4 February. ISE is far more than a trade show. It is where industries intersect, ideas accelerate and inspiration takes shape. Never too early to start preparing how you want to tackle this massive exhibition. Do take advantage of registering for a FREE visitor badge using the code **systemsintegration**.

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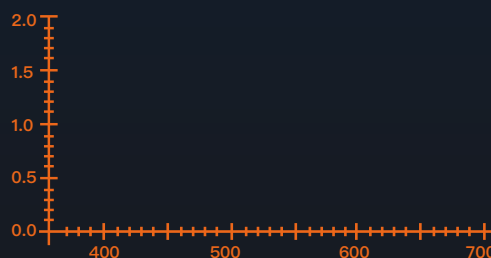
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Meeting Room Audio: Design for Conversation, Not Equipment

By Tom Riby, Global Business Development Manager, K-array



Photo courtesy of K-array.



of microphones on the table, connect it to whatever conferencing platform the client had standardised on, and then move on to the displays. It worked well enough when the people who mattered were all in the room.

Hybrid work changed that permanently. The meeting room is now a shared space between the people around the table and the people joining from a kitchen in another country, and while cameras still dominate the budget conversation, audio is what decides whether remote participants can genuinely take part or simply watch.

For years, meeting room audio was a box to tick. Place a speaker at the front, a couple

For integrators, consultants and corporate AV managers, that shifts the starting point of the



Photo courtesy of K-array.

entire design. “Which speaker should we use?” is the wrong opening question. A better one is asking what everyone in this room needs to hear and how you deliver that consistently to all of them.

Start With the Room, Not the Product

Every meeting room has an acoustic personality, and most of them are difficult. Glass, polished concrete, stone and timber reflect sound rather than absorb it, and they happen to be exactly the finishes specified in the kind of offices that also want good AV. Long tables put distance between participants and microphones. High ceilings give sound further to travel. Curved or irregular rooms add another layer on top.

Despite all that, audio is still routinely specified from a product list rather than from the characteristics of the space. The first questions should be boringly simple. How big is the room? Where are people actually sitting (as opposed

to where the furniture plan says they will)? What are the surfaces? How high is the ceiling? How will the room really be used day to day?

A six-person huddle room and a 16-person boardroom might both run Teams or Zoom, but they don’t need the same audio architecture. Treating them as the same problem with different quantities is how rooms end up sounding wrong.

Coverage Matters More Than Volume

One of the most persistent mistakes in meeting room design is the assumption that more output means better audio. In a conferencing environment, the goal isn’t a loud room. It’s speech that stays clear and intelligible at every seat, which is a completely different specification.

Put a single loudspeaker at the front of a long boardroom and the people nearest it will have plenty of volume. Those at the far end are

listening to something noticeably different. It's not unusual that this becomes a variance of 10 dB or more across a six-metre table. Turning the system up doesn't fix that. It makes the near seats louder and everyone at that end slightly more irritated.

Controlled directivity is much more useful. Column and line array loudspeakers focus acoustic energy towards the listening plane while reducing the energy that goes into ceilings and floors and returns as reflection. In rooms where the finishes are already fixed and nobody is going to approve acoustic panels on a glass wall, that control does a great deal of the work. K-array's Pure Array Technology approaches the problem from a different direction than a conventional point source, and in the wrong room, that difference is significant.

Don't Separate Acoustics from AV Design

No loudspeaker compensates for a room with fundamentally poor acoustics. Reverberation, background noise and reflections all degrade intelligibility. In a highly reverberant space, adding more sound energy actively makes things worse.

That means the AV team needs to be in the conversation early enough to influence the acoustic environment, not called in after the architect has signed off every hard surface and when the furniture is already on site. That's a scheduling problem as much as a technical one, and it's the most common reason a well-specified system under performs.

The projects that work treat room acoustics and AV as one design problem with one set of trade-offs. Sometimes the answer is acoustic treatment. Sometimes it's speaker positioning. More often it's both, negotiated between the two disciplines before anything is ordered.

Microphones are Only Half the Conversation

Capture is the other half of the conversation, and it tends to get less design attention than it deserves.

Ceiling microphone arrays have improved enormously and work extremely well in the right room. They are not automatically the right answer everywhere. In a long boardroom, the distance between a ceiling array and whoever is speaking varies constantly. That variation is audible at the far end of the call.

A per-seat microphone keeps the distance consistent, giving the DSP a far more predictable signal to work with. The person at the end of an eight-metre table shouldn't sound like they're in a different room because of where they happened to sit down. For premium boardrooms, a discreet table microphone such as K-array's Capture-KMC20 I is a technically driven choice as much as an aesthetic one, though it satisfies both.

The Invisible AV Challenge

Corporate AV carries a requirement most other installed audio doesn't. The technology is expected to perform without dominating the room. That pressure is strongest exactly where the performance requirement is highest – in executive boardrooms, in client-facing spaces, and in offices where somebody has spent a great deal of money on the architecture.

The traditional response has been to hide the speakers. There is a better option, which is to design the audio system as part of the architecture rather than something concealed from it. Ultra-slim stainless steel columns read as architectural detailing rather than AV hardware. Flexible line arrays follow curved walls that no rigid enclosure can. Electronic beam steering delivers controlled vertical coverage without a speaker physically tilting



Photo courtesy of K-array.

out into the room. KSCAPE RAIL pushes this idea furthest, combining professional audio and architectural lighting in a single fixture.

None of this is about making technology invisible for its own sake. It removes the compromise between acoustic performance and architectural intent that was treated for years as unavoidable.

Design Beyond Today's Meeting and Into the Future

Corporate spaces don't stay still. Rooms get reconfigured, furniture moves, teams grow, partitions open and close, conferencing platforms get replaced and IT infrastructure evolves underneath all of it. A system designed tightly around how a room works this quarter will be fighting that room within two years.

Interoperability buys flexibility. Networked audio, DSP, Dante and room control, alongside platforms such as Q-SYS, Crestron and AMX, let the audio become part of a wider AV infrastructure instead of a standalone island that has to be rebuilt every time something changes around it.

For corporate AV managers, there are a few other questions to think about. What happens after commissioning day? Can the system be monitored remotely? Can presets be

changed without a site visit? Can a fault be diagnosed without putting an engineer on a train? Can 40 rooms across six buildings be held to a consistent standard by a small team? Those answers affect the lifetime cost of an installation far more than the price on the original speaker quote.

The Real Measure of Success

Nobody in a meeting should be thinking about the audio system. They shouldn't be turning towards the speaker to hear it, asking colleagues to repeat themselves, or discovering that the person at the end of the table is inaudible on the call. The IT team shouldn't be fielding support tickets because the room is too complicated to start a meeting in.

Good meeting room audio disappears into the experience of the meeting. For integrators and consultants, getting there means designing from the room outwards rather than from the equipment inwards. For corporate AV managers, it means treating audio as infrastructure rather than an accessory bolted onto the video system.

The objective was never about having better speakers. It's always been about enabling better conversations.

K-array

How AI Can Make AV Spaces More Responsive



By Joel Mulpeter
Senior Director, Product Marketing, Crestron

Personalisation in shared AV spaces does not always mean tailoring a room to an individual. Often, it is more useful to align the room's settings with its purpose. A space used for a presentation, for example, has different needs from one used for a hybrid meeting. AI can also help when something goes wrong: if a user cannot get content onto a screen, an AI agent could help identify the problem and guide them through troubleshooting it.

That does not mean a room should automatically change its settings whenever it detects a change in occupancy. A meeting with many people physically present may still include remote attendees. Users expect the room to behave consistently, and its systems need to account for how the space is actually being used.

Having said that, you want a "sensory network" that's answerable to an AI program. Cameras,

microphones, occupancy sensors and other connected devices can form a sensory network that provides inputs for AI to interpret. All of those devices provide the inputs that AI uses to reason. You do want the system to understand how a conversation is moving around a room and frame each speaker for the remote viewer, and you do want intelligent audio that's giving you pristine sound for functions such as summarization and translation.

The use of these inputs raises questions about privacy and security. Many organisations already have AI tools that they have tested and approved for compliance. Crestron's approach, described as "bring your own AI," is to enable customers to use those validated tools. Our "connected AI" approach provides a way for information to flow between systems, alongside embedded or edge AI capabilities such as intelligent audio and video.

Some of these capabilities are already present in Crestron solutions. Visual AI is embedded in certain **1 Beyond cameras**, while **Automate VX** combines speaker tracking, multiple optical zoom cameras and Visual AI assisted framing. **XiO Cloud** offers an optional AI feature set to help manage rooms across an enterprise. Crestron's **DM NAX** intelligent audio is designed to provide the clarity needed for applications such as those described above.

Over the next three to five years, AI is expected to continue improving the meeting experience. As devices within the sensory network provide more useful inputs, camera framing and audio processing can become more effective, helping AV spaces better support hybrid work.

Crestron

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Meyer Sound Names John McMahon as Chief Operating Officer



GLOBAL: Meyer Sound has named John McMahon Chief Operating Officer, expanding a leadership role that has steadily grown over his 20 years with the company. “We push our

products to perform at an extremely high level, and we’re pushing ourselves to perform at that same level from a business perspective,” stated McMahon. “That means the way we operate has to scale with where we’re growing.”

McMahon already oversees sales and marketing, R&D, and operations. The new title formalises that range, and those functions continue to report to him. “Honestly, the day-to-day doesn’t dramatically change,” he added. “What changes is the scope—I can spend more time across R&D and operations and take a more organisation-wide view.”

McMahon joined Meyer Sound in 2006 through the acquisition of Level Control Systems, where he was CEO, and has served on the executive team since 2008. His early work at the company centred on digital engineering, including the technologies behind the Constellation acoustic system.

Founders and McMahon Shape Company Direction

McMahon will work in close collaboration with cofounders John Meyer and Helen Meyer, who remain deeply involved in both the company’s long-range direction and daily operations. As COO, he will lead company-wide execution of that vision and strategy. “I’ve always thought of myself as a synthesiser,” said McMahon. “We

have experts across this company, and my job is to bring their thinking together and help the pieces fit.”

As part of the evolving leadership structure, Meyer Sound is recruiting a vice president of sales & marketing.

New Role Supports Global Expansion

McMahon’s appointment arrives during a period of international expansion. This year, Meyer Sound announced the opening of its new Shanghai facility, a wholly owned subsidiary that will produce the company’s top-selling loudspeakers exclusively for the China market. The 4,500-square-meter factory will assemble products following the same processes and quality control standards used in Berkeley, California.

“I’m excited about the energy we’re unlocking in Asia, and the response to Shanghai has reached well beyond China,” said McMahon. “I’m also looking forward to seeing how people put TIGRA, our newest line array, to work now that it’s out in the field.”

Innovation continues across the product portfolio, as Meyer Sound draws greater performance from increasingly compact loudspeakers while strengthening the digital infrastructure that connects its products and systems. “This is a growth phase for the company,” shared McMahon. “Shanghai was the first public announcement of that, and this role is another one. We’re working to position the company in a more connected fashion with our customers and strengthen our global footprint.”

“John has sat at the table for nearly every important decision we’ve made for 20 years, and he has never lost sight of what this company stands for,” concluded Helen Meyer. “As we grow into new markets and new categories, his experience, judgment, and ability to bring people together make him the right person to take on this broader role.”

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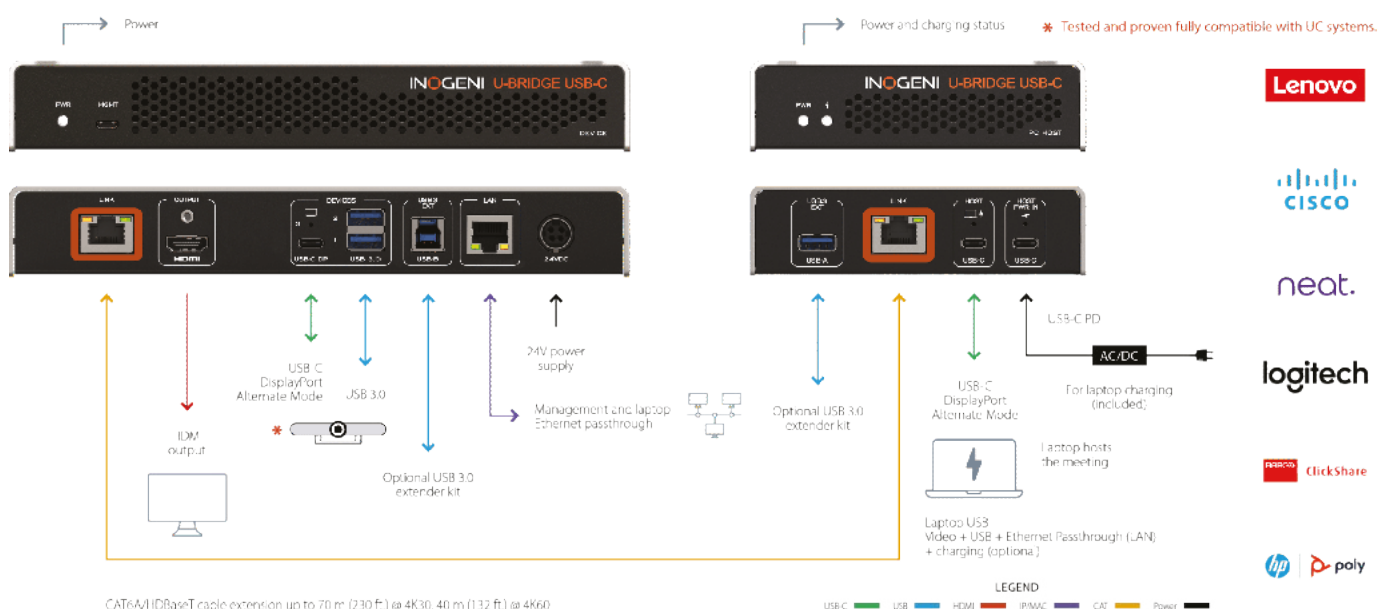
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- Ideal for systems with USB-C connectivity, such as Lenovo Core Gen 2, Cisco Room Bar Pro, Cisco Room Kit EQ, Poly G62, Logitech MeetUp 2 and ClickShare CX50 Gen 2.
- Plug-and-play compatibility with Windows, macOS, and Linux—no drivers required
- Full-featured integration and simple deployment



AVIXA's InfoComm EDGE Collective Will Bring Together Leaders Shaping Connected Environments



UAE: AVIXA will host InfoComm EDGE Collective, an invitation-only executive forum for the leaders who commission, design, and deliver tomorrow's connected environments. Taking place in Dubai on November 3, 2026, at Address Sky View, this first-of-its-kind immersive event will bring together strategic influencers, senior-level end users, consultants, and technology integrators from across multiple vertical markets. Applications for invitations to attend are now open, and a limited number of sponsorship opportunities are available.

[Click here](#) to apply to attend.

"InfoComm EDGE Collective will be a unique opportunity to convene the leaders responsible for shaping the future of connected environments in the GCC," said David Labuskes, CTS, CAE, CEO of AVIXA. "By fostering collaboration and the exchange of ideas, the event will explore how pro AV can drive productivity, engagement, and regional growth while contributing to our vision for InfoComm EDGE 2027."

From enhancing human enablement and productivity to strengthening performance under pressure and investor confidence, InfoComm EDGE Collective will focus on accelerating measurable outcomes through the use of pro AV as a strategic asset. Through a collaborative, co-created format, participants will actively define the role integrated AV can play in supporting regional growth and long-term value creation.

"True to the spirit of the InfoComm EDGE event we announced earlier this year, InfoComm EDGE Collective will be the first event in AVIXA's long history to have been co-created with the end-user and decision-maker community," continued Labuskes.

"Over the past few months, we have established an in-region End User Council which has assessed activation submissions from AVIXA's design and integration company members using a number of carefully considered evaluation criteria. The result will be a single activation where attendees can interact with complete solutions across a range of connected environments – not just test individual product performance."

Three Connected Environments – One Integrated Story

InfoComm EDGE Collective attendees will experience three connected environments designed to show how pro AV enables modern organisations to perform when it matters most.

*** Command and Control:** How pro AV improves situational awareness, accelerates decision-making, and maintains operational continuity under pressure.

*** Operational Collaboration:** How pro AV enables seamless communication and confident decision-making across distributed organisations.

*** Engagement and Learning:** How pro AV transforms communication, content interaction, learning, and participation through immersive environments and delivery platforms.

InfoComm EDGE Collective will also feature an executive networking lunch, followed by keynotes from regional and international leaders, trailblazing case studies, and a series of executive roundtable discussions under Chatham House Rules.

Attendees will then be encouraged to continue the conversation with the wider GCC AV channel community at Pro AVL Connect, the established regional networking event which will be co-located with InfoComm EDGE Collective for the first time, and will take place on the 54th floor of Address Sky View.

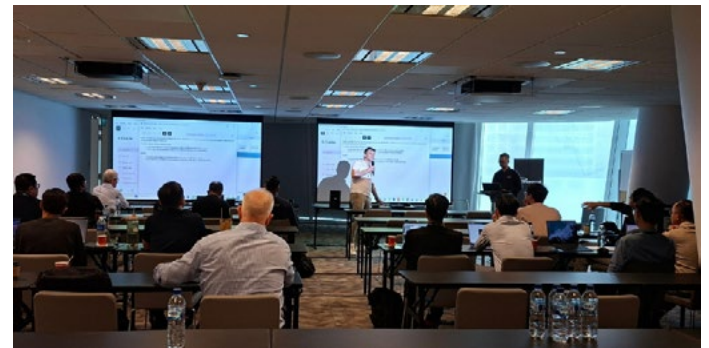
Following InfoComm EDGE Collective, **InfoComm EDGE 2027** will take place October 27-28 next year at the Festival Arena, Dubai. The two-day experiential event will feature a series of activations, designed, built, and staffed by the local integration community, supported by a network of branded solutions to facilitate deeper exploration and networking. Attendees will discover how integrated pro AV enables the workplaces, mission-critical operations, education, entertainment, and destination experiences shaping tomorrow's world.

AVIXA

Powersoft Conducts its Inaugural Vertical Performance Academy Training in Singapore

Powersoft has held its first Vertical Performance Academy (VPA) training session in Singapore, bringing together AV professionals from Malaysia, South Korea, Vietnam, Indonesia and Singapore. Launched in March by Powersoft's Solutions Engineering Team, VPA is designed for system integrators, sound engineers and system designers. It explores how Powersoft technologies can be applied across specific vertical markets, combining system design with detailed instruction on product architecture, audio diagnostics and ArmoníaPlus workflows.

Led by Davide Quarto, Powersoft's Solutions Engineering Manager, the Singapore session focused on corporate and education environments. Through real-world use cases



and hands-on demonstrations, participants examined the challenges these spaces present and how to apply technical best practices.

"We want participants to make full use of Powersoft systems and deliver greater value to their clients," said Davide. "It is about understanding how these systems can support end users' operations, beyond fulfilling their basic function."

Davide also credited the Powersoft Singapore team for engaging professionals across the region. "We believe the programme will give system integrators and consultants practical knowledge they can use to add value for their clients."

Powersoft

Ideal Systems SEA Rebrands as AVBuddy Integration

SEA: Ideal Systems has rebranded its Southeast Asian (SEA) operations in Singapore, Malaysia and Indonesia to AVBuddy Integration, marking the beginning of a new chapter for the independently owned Singapore-headquartered company and its regional growth strategy.

Fifteen years ago, Fintan Mc Kiernan joined Ideal Systems Group in Hong Kong with a mandate to establish and grow its Southeast Asian business. Since then, Ideal Systems SEA has built a reputation for engineering excellence and grown to more than 100 employees across Singapore, Malaysia and Indonesia.

As customer demand increasingly shifts toward immersive digital experiences, corporate TV studios, LED display and content management systems, unified and intelligent collaboration spaces, IP networking and AI-enabled audiovisual solutions, the company believes the time is right for a brand that better represents its future.

The rebrand follows a change in ownership earlier this year, with CEO and Founder Fintan Mc Kiernan acquiring the remaining shares of the Southeast Asian business from Ideal Systems Group in Hong Kong. The transaction establishes AVBuddy Integration as an independently owned Southeast Asian systems integration company headquartered in Singapore.

The new identity reflects the company's strategic transformation from its broadcast heritage into a regional leader delivering integrated audiovisual solutions across corporate, education, hospitality, sports arenas,

government, marine, retail, healthcare, airports and houses of worship.

"This is much more than a name change," said Fintan McKiernan, Chief Executive Officer. "It marks the next chapter for our business. We are now an independently owned Singapore company with a clear focus on the future of audiovisual technology in Southeast Asia. While our name and visual identity are changing, our people, expertise, engineering capability and commitment to our customers remain the same. AVBuddy Integration reflects who we have become and where our business is heading."

Built for the Future of Pro-AV

The AVBuddy Integration brand has been created around a simple philosophy: making next-generation audiovisual technology easier to understand, deploy and support.

As organisations across Asia invest in digital transformation, AVBuddy Integration will continue helping customers design and implement technologies including:

- LED displays, video walls and digital signage
- Corporate collaboration, meeting and workplace technology
- Broadcast, media and production systems
- Command-and-control rooms and mission-critical AV solutions
- Enterprise AV, audio, networking and IP-based systems
- AI-enabled AV and workplace technologies
- Managed services and lifecycle support

The company will continue partnering with the world's leading technology manufacturers while delivering international-quality Pro-AV installations from system design and project management through installation, commissioning and lifecycle support.



Regional Strength, Local Expertise

The rebranding will be rolled out across the company's offices in Malaysia, Singapore and Indonesia over the coming weeks. Existing customers will continue working with the same local teams, engineers and project managers they know today. The company emphasised that all existing contracts, warranties, service agreements and customer relationships will continue uninterrupted throughout the transition, with the company's registration numbers remaining unchanged and only the company name changing.

A New Brand with Familiar Values

While the company's name and visual identity are changing, its core values remain unchanged:

- Innovation and Engineering Excellence
- Customer First
- Integrity
- Long-Term Partnerships
- Regional Expertise with Local Delivery and Strong Support

"The new AVBuddy Integration identity has been designed to be approachable, modern

and technology-focused, reflecting our mission of making sophisticated AV solutions more accessible for customers across Southeast Asia," said Mc Kiernan. "AVBuddy was created around a simple idea: sophisticated AV technology shouldn't be difficult for customers to understand or use. Our role is to take complex technologies, integrate them into practical solutions and provide the engineering and support needed to make them work reliably over the long term."

The rebranding will include a new corporate identity, website, marketing materials and expanded customer engagement initiatives, while preserving the technical excellence and trusted relationships that customers have relied upon for many years. The new structure also provides a stronger platform for future investment, innovation and regional expansion.

"We strive to be friendly and approachable, and to be a long-term partner rather than simply a vendor," added McKiernan. "Our customers choose us because we solve difficult technology challenges. The AVBuddy Integration brand reinforces our commitment to helping organisations communicate better, collaborate more effectively and create exceptional audiovisual experiences."

AVBuddy Integration

Mo-Sys Reshapes Business with New Leadership and Technology-Driven Creative Hub

GLOBAL: Mo-Sys is entering a new phase with a business restructuring, a new managing director and a striking new London headquarters designed to showcase how virtual production technology can extend beyond film and television.

The virtual production, camera robotics and image tracking specialist has completed its reorganisation and moved to a new three-storey facility in Canada Water, one of London's emerging technology and business districts. As part of the changes, commercial director Selin Kemal has been promoted to Managing Director, working alongside Founder and CEO Michael Geissler.

But the new headquarters is about more than providing a new home for the company. At its centre is a purpose-built presentation theatre designed to demonstrate how Mo-Sys technology can be applied to corporate communications, live events and broadcast production.

The flagship space can accommodate up to 120 delegates and combines immersive LED walls, projection, real-time augmented reality processing, multi-camera production and high-capacity live streaming. The facility also includes green rooms and a roof terrace, creating a flexible environment for both physical and remote productions.

For Mo-Sys, the facility represents an opportunity to bring together technologies that have traditionally been associated with



television and film and demonstrate their potential in the corporate market.

"What we are demonstrating in our new communications centre is that the same systems also have a key role to play in the corporate world, delivering high production values for launches, investor presentations and town halls, within a protected and confidential space," said Michael Geissler, CEO of Mo-Sys. The new facility will also serve as a working laboratory where Mo-Sys can test and develop new production concepts. Its first major event is scheduled for October, when the presentation theatre will host a TEDx event for around 120 people on site while reaching a global audience via streaming.

The restructuring also signals a shift in responsibilities within the company. With Kemal taking on the managing director role, Geissler will be able to devote more time to technology development and new concepts, including the evolution of the company's communications facility.

Selin Kemal, now Managing Director of Mo-Sys, said, "We are moving forward with renewed strength and clear ambition. That means maintaining our reputation as the most innovative developer of technologies in our sector and delivering the key products that power the creative drive, wherever it comes from. In our new home, we can showcase all of our unique products in a practical environment that delivers real benefit for our corporate neighbours, and our film and television users around the world."

AtlasIED Partners with M.I. Engineering to Expand APAC Presence

THAILAND: AtlasIED has partnered with **M.I. Engineering**, a Bangkok, Thailand-based Manufacturer's Representative. The partnership aims to expand AtlasIED's reach across APAC, while broadening M.I. Engineering's reach by offering access to industry-leading mass notification systems, IP endpoint solutions, and commercial audio technology.

M.I. Engineering has operated as an established commercial audio and AV solutions company since 1990, building decades of trust in the pro audio, installed AV, and live performance markets. The team maintains strong, longstanding relationships with local systems integrators, AV consultants, architects, and venue operators, which will help expand AtlasIED's reach in the region.

"We greatly look forward to partnering with AtlasIED, whose team brings its proven expertise in life safety, public address, and

architectural audio solutions to our customers," said Niti Teerakitti, General Manager, M.I. Engineering. "Adding AtlasIED's portfolio strengthens our ability to deliver complete solutions while opening new opportunities across enterprise, healthcare, education, and transportation markets. Together, we can provide customers with the performance, reliability, and certified mass communication capabilities these complex environments require."

The partnership combines AtlasIED's comprehensive AV solutions with M.I. Engineering's technical expertise, system design consulting, and commissioning support. Together, the companies will provide customers with solutions spanning live performance audio, architectural acoustics, and enterprise mass notification, backed by local product availability and dedicated customer support.

"Partnering with local companies that hold impressive track records in customer satisfaction is exactly what we're looking for during this period of growth in the APAC region," said Glenn Lin, Director of Sales for APAC at AtlasIED. "We see great positivity and possibilities through this partnership within a variety of unique installations."

AtlasIED



Proel Announces Digital High Tech as New Distributor

SOUTH KOREA: Proel is strengthening its presence in South Korea through a new distribution partnership with **Digital High Tech** which will represent the company's Proel Sound Systems and Proel Stage Equipment brands in the market.

The partnership gives installers, rental companies, system integrators and other professional users across South Korea greater access to Proel's portfolio of professional audio and staging solutions, while establishing Digital High Tech as the local point of reference for sales, technical support and customer service.

For Proel, the appointment forms part of its broader international expansion strategy as demand for professional audio and live event technology continues to develop across Asia. The company says Digital High Tech's local market knowledge and distribution network will play an important role in developing its brands in South Korea.

"We are pleased to welcome Digital High Tech into our international distribution network," said Giacomo Sorbi and Alessio Foti, CEO and Co-

CEO of Proel S.p.A. "South Korea represents a strategic market for the growth of our brands, and we are confident that Digital High Tech's expertise and local market knowledge will allow us to deliver high-quality service to professionals in the industry."

Digital High Tech will handle distribution of Proel Sound Systems and Proel Stage Equipment products, supporting customers and partners with technical and commercial expertise across the Korean market.

"We are very pleased to begin this new partnership with Proel," said LEE YONG HYUN of Digital High Tech. "With its long history and strong reputation in professional audio, Proel has great potential in the Korean market. Leveraging our experience and distribution network, we will work closely with Proel to develop the brand and provide reliable products, technical support, and service to our customers. We look forward to building a strong, long-term partnership."

The new agreement adds another link to Proel's international distribution network as the company looks to broaden its reach among professional audio and live event customers across Asia.

Proel





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Concept Associates Officially Launches SurgeX

MALAYSIA: Professional AV hardware distributor Concept Associates (KL) Sdn Bhd has officially commemorated its appointment as the sole Malaysian distributor for **SurgeX** an AMETEK ESP brand and global leader in engineered power protection and intelligent energy management. The partnership, established alongside regional sales representation firm **Generation AV** was officially launched during a live technology showcase at the Concept Associates headquarters.

The event introduced SurgeX's patented, non-sacrificial power technologies to commercial audio, visual, lighting, and control systems, addressing grid instability, electrical spikes, and equipment failure in sensitive electronic installations.

"In professional AV, everyone focuses on procuring the finest processors, displays, and sound systems, but the real baseline is clean power," said Castrit Lim, Managing Director of Concept Associates. "SurgeX is the definitive safeguard for mission-critical electronics. By eliminating transient spikes and ground noise at the source, it prevents system crashes, protects high-value hardware investments, and eliminates the frustrating cycle of emergency service callouts before they ever happen."

Kevin Kee, Regional Sales Director of Generation AV, commended the strategic distribution alliance: "Concept Associates has an outstanding distribution track record with world-class brands like Shure and Q-SYS. Their distribution reach, channel trust, and established reputation make them the ideal partner to drive SurgeX across Malaysia. We



are thrilled to officially welcome Concept Associates to the SurgeX family."

Engineered Power: The SurgeX Technical Edge

Engineered for mission-critical infrastructure, SurgeX delivers certified, non-sacrificial power conditioning backed by rigorous technical benchmarks:

- * **0.0V Let-Through at 6,000 Volts:** Patented Advanced Series Mode (ASM) stops massive electrical spikes at the source with zero residual voltage reaching microprocessors—unlike sacrificial MOVs that bleed residual voltage into connected electronics.

- * **UL-Certified A-1-1 Endurance:** Certified to withstand 1,000 consecutive surges of 6,000V / 3,000A without a single component failure or performance degradation over time.

- * **0% Ground Contamination:** Dissipates surge energy strictly within its internal circuitry without shunting spikes to earth, eliminating

50/60Hz ground hums, digital pixelation, and system lockups.

*** Plug-Level Energy Management:** Integrated SurgeX CONNECT platform delivers 0W phantom load during programmed off-hours and enables instant remote IP reboots to eliminate emergency on-site service callouts.

Led by Thang, Technical Manager at Generation AV, attendees experienced hands-on walkthroughs across SurgeX's complete hardware architecture. Demonstrations showcased smart, cloud-managed IP control via the multi-output AC/DC SQUID, Defender Series+, display-mounted DisplayPak+, and zero-U Vertical Series+ PDUs.

For infrastructure power integrity, sessions highlighted multi-stage Sequencer Series units for inrush elimination, remote-reboot RTi series hardware, Standalone protectors, panel-level Branch Circuit systems, and double-conversion Standalone Online UPS battery backups.

To schedule a live session or request project specifications, contact the Concept Associates team at +6012-928 6142 or visit their website.

Concept Associates

ECHTEC Korea Begins New Chapter as d&b Audiotechnik's Exclusive Partner



SOUTH KOREA:

A familiar name in Korea's professional audio industry has a new identity. d&b audiotechnik Korea is now ECHTEC

Korea, continuing as d&b audiotechnik's exclusive partner in South Korea under **CEO Daniel Kim**.

The change marks a new chapter for a business that has represented d&b in Korea since 1997. For ECHTEC Korea, however, the new name is less about leaving the past behind than building on almost 30 years of experience while taking a more personal and agile approach to the market.

At the centre of that transition is Daniel Kim, whose career sits at an unusual intersection of architecture, acoustics, music and professional audio. Daniel holds a master's degree in architectural design from Korea and pursued further studies in acoustics and music in Japan. His career has taken him from system design, integration and technical support to cultural facilities, soundscape operation and content creation.

He joined d&b audiotechnik Korea in 2013 as a team leader, later becoming Senior Managing Director. During that time, he led projects at some of Korea's most prominent venues, including Everland, Busan Concert Hall, the National Intangible Heritage Centre, Busan Asiad Main Stadium and Manna Church.

His international experience also includes working as a sound director at the Korean Cultural Centre in Japan, where he contributed to cultural exchange between Korea and Japan and the development of K-pop, before joining the audio division of the organising committee for the 2012 EXPO.

Now, he is putting that experience behind ECHTEC Korea: "I take the 30 years of dedication and hard work of d&b audiotechnik



ECHTEC Staff.

Korea very seriously. Moving forward, I want ECHTEC Korea to engage with customers in a more personal, sincere, and authentic way."

That philosophy is reflected in the company's vision: authenticity. ECHTEC Korea aims to build on its long-standing customer relationships while responding more quickly to changing market demands.

"We will build on what we do best, while responding quickly and decisively where we need to change," Daniel said. "Our ambition is to maintain the high standards established over the past three decades, raise them further, and play a pioneering role in the Korean market."

The company's role extends well beyond product distribution. ECHTEC Korea provides system design and consulting, technical and after-sales support, education and training, installation assistance, warranty repairs, spare parts, demonstration equipment and d&b Soundscape demonstrations.

Its project portfolio spans some of Korea's most significant cultural, entertainment and



performance spaces, including LG Arts Centre Seoul, Seoul Arts Centre, Busan Concert Hall, Lotte Concert Hall, GS Caltex Yeulmaru, Gyeonggi Arts Centre, Everland, Paradise City CHROMA and Hyundai Card UNDERSTAGE. Its work also extends across major houses of worship and a wide network of mobile and rental audio companies.

The name may have changed, but ECHTEC Korea is retaining the expertise, relationships and commitment built over the past three decades. Under Daniel's leadership, the company is now looking to turn that legacy into its next phase.

ECHTEC Korea

Christie Unveils Upgraded Showroom for Demonstrations, Training and Collaboration



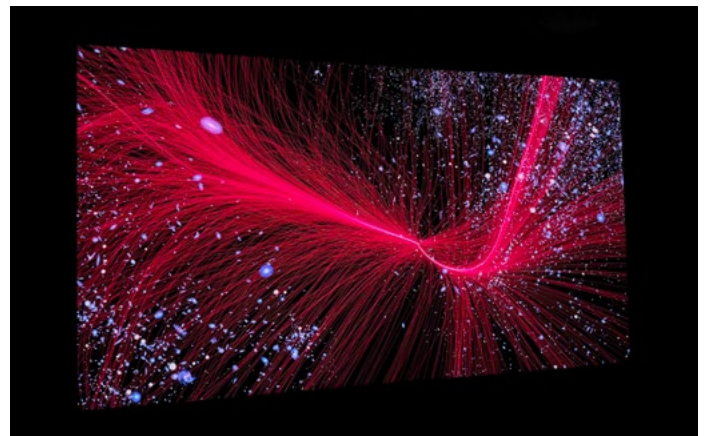
CHINA: Christie has refurbished its showroom at its Shanghai office. Spanning approximately 3,000 square meters (32,292 square feet), the upgraded facility will serve as a key venue for product demonstrations, training sessions, open house events and application workshops for partners and customers across Eastern China and beyond. It provides visitors with the opportunity to experience Christie's advanced visual technologies and solutions firsthand.

Designed to support product evaluation, training and technical exchange, the showroom offers a flexible environment for exploring projection technologies across a wide range of markets. In addition, areas within the facility can be reconfigured for the maintenance and servicing of various projector models.

"The new showroom now provides our partners and customers with a permanent and convenient environment to explore Christie technologies," said Gene Wang, senior director of ProAV Sales, China, Christie. "By showcasing

real-world applications and facilitating face-to-face discussions, we aim to help customers understand how Christie projection solutions can support their projects and inspire new possibilities."

The Shanghai showroom comprises three main functional zones:



Eclipse G3 Demo.

Eclipse G3 Demonstration Zone

The first zone showcases the Christie Eclipse G3 projection system. Demonstrations compare the Eclipse G3 alongside a conventional projector, allowing visitors to experience the differences in black levels, colour depth and HDR performance.

Eclipse G3 Demo

The Eclipse G3 features RGB pure laser illumination and a unique 6DLP architecture. With native 4K resolution, up to 20,000,000:1 sequential contrast ratio and approximately



The Shanghai office showroom, demo zone.

98% of the Rec. 2020 colour gamut, it is suited for immersive entertainment, themed attractions and advanced visualisation environments. Eclipse G3 has also received multiple industry accolades, including a **Best of Show Award** at CEDIA Expo 2025.

Full Product Demonstration Zone

The second zone offers flexible demonstrations tailored to customer requirements and showcases Christie's complete projector portfolio, including the Griffyn Series, M 4K RGB Series, and 1DLP laser projectors from the Korus, Jazz and Inspire Series. Up to four projector models can be operated simultaneously, enabling visitors to compare performance across brightness levels, resolutions and deployment scenarios.

The high-brightness Griffyn Series pure laser projectors are designed for large venues, projection mapping and themed entertainment, while the M 4K RGB Series combines RGB pure laser technology with 4K UHD/UHD+ resolution in a compact form factor. The Korus Series delivers 4K image quality and installation flexibility for a wide range of professional display applications.

Shanghai office showroom, demo zone

Immersive Dome Experience Zone

The third zone features a 3-meter-diameter

hemispherical dome powered by four Korus Series projectors in a blended display configuration. The experience is enhanced by the Christie Mystique automated alignment and calibration solution.

As a camera-based automated image alignment and calibration system, Mystique enables users to quickly install, align,

calibrate and maintain multi-projector systems. The solution helps streamline deployment workflows while simplifying ongoing system management.

"With the growing adoption of immersive displays and multi-projector environments, users are placing greater emphasis on deployment efficiency and ease of maintenance," said Steven Sheng, senior technical and service manager, China, Christie. "The Shanghai showroom highlights Christie's capabilities in multi-projector displays and automated alignment, while providing an ideal setting for training, solution evaluation and knowledge sharing."

Shanghai office showroom, demo zone

With this upgrade, the Shanghai showroom further strengthens Christie's local support capabilities in China, providing customers and partners with expanded opportunities to explore products and exchange expertise. It will also support the continued adoption of advanced visual display technologies across markets including cultural tourism, themed entertainment, museums, experience centres, corporate spaces and large venues.

Christie Digital

AVIXA Signs MoU with SNTD Women's University

INDIA: AVIXA and **SNTD Women's University** have signed a Memorandum of Understanding (MoU) to strengthen academic collaboration, paving more opportunities for students to explore careers in the global audiovisual industry.

The partnership brings forth the initiatives taken by SNTD Women's University on women's education and empowerment, and with AVIXA's global expertise, this strategic collaboration will work towards imparting industry knowledge, emerging AV trends and practical learning opportunities to students. This agreement also provides an opportunity to look at AV as more than just a technology-driven sector.

From designing immersive experiences and enabling hybrid collaboration to managing complex AV systems and shaping the future of digital experiences,

the industry offers a wide range of career paths and possibilities. This collaboration will help students explore initiatives across skill development, training, workshops, expert interactions, knowledge exchange and industry exposure by providing placement opportunities with leading organisations in AV System Integration and Manufacturing, based in the region.

AVIXA and SNTDWU will also curate a curriculum to help students gain industry knowledge, organise mentorship programs,





industrial visits, and hands-on training opportunities, with different educational events aligned with evolving industry requirements.

Speaking on the initiative, Dr Sachin Laddha, Director – Innovation, Incubation and Linkages, SNDTWU said, "Education becomes truly meaningful when students can connect with reality and keep a check on what they learn in the classroom with the world outside it. We are glad to have this memorandum signed with AVIXA. Moreover, this initiative will help us create strong and greater opportunities for our students who aspire to further strengthen their careers in the field of technology.

AVIXA will also provide an ecosystem and equip our students to remain relevant as technology advances. This MoU also represents a shared commitment to building globally competitive talent from India, while creating greater visibility for the diverse career opportunities available within the AV industry."

Speaking on the collaboration, Pang Yee Loy, Senior Director, Asia Pacific at AVIXA, said, "The AV industry has evolved significantly over the years, creating new opportunities and career paths. We want young professionals to understand the possibilities within this dynamic industry and have access to the knowledge, skills and exposure that can help them prepare for the future. Our collaboration with SNDT Women's University is a step toward strengthening the bridge between the classroom and the industry, while encouraging more women to look at AV not simply as a technology field, but as a space where they can innovate, create and build meaningful careers."

The holistic approach will foster entrepreneurial thinking in the students. Additionally, SNDT Women's University and AVIXA will collaborate in disseminating knowledge through publications, research outcomes, and innovation success stories to keep AV students updated with the ground knowledge.

AVIXA

Magewell and Zixi Develop Cost Effective and Reliable Live Video Over IP Workflow

GLOBAL: Zixi, an industry leader in live video delivery and workflow orchestration, and Magewell, a leading developer of video capture, encoding and IP workflow hardware, have announced an expanded collaboration that gives broadcasters and streaming providers a reliable, end-to-end path for live video contribution over public and hybrid IP networks. A leading U.S. streaming service has deployed the combined Magewell-and-Zixi solution to reliably receive and decode live IP video across its production and distribution operations.

As live sports, events and news increasingly move to IP-based contribution, broadcasters need to move pristine video across networks they don't control, without the cost and rigidity of dedicated circuits or satellite. The Magewell and Zixi solution addresses that need by combining compact, cost-effective encoding at the source with error-resilient transport across the last mile and beyond.

Magewell's Ultra Encode family, including the Ultra Encode Plus and Ultra Encode AIO models, encodes HDMI and SDI sources in H.264 or HEVC and streams natively using the Zixi Protocol. Once in flight, the Zixi Protocol dynamically compensates for packet loss, jitter and latency to protect video quality across unmanaged and congested networks. The encoders can be provisioned and monitored directly from Zixi ZEN Master, giving

operators centralized orchestration, real-time telemetry and alerting across large fleets of contribution endpoints.

The integration works end to end. On the receive side, Magewell's Pro Convert IP decoders take incoming Zixi streams and convert them back to SDI or HDMI for monitoring, production and playout, all manageable from ZEN Master. The result is a workflow that scales from a single flypack to hundreds of endpoints. Operators can encode affordably at the source, deliver reliably over any IP network, decode cost-effectively at the destination, and manage the entire estate from a single control plane.

The leading U.S. streaming service selected the joint solution to give control room operators direct control over what appears on every screen. Live production feeds are pulled straight from cloud-hosted Zixi Broadcasters into Magewell Pro Convert decoders, which convert them back to SDI/HDMI for the control room. From ZEN Master, operators switch any of those feeds to whichever screen they need. The result is a standardized, cost-effective decode workflow that delivers broadcast-grade reliability at scale.

Zixi protocol support and ZEN Master management are available today on the Magewell Ultra Encode Plus and Ultra Encode AIO encoders and the second generation of the Pro Convert IP decoder line.

Magewell



Martin Audio Distributor Generation AV Unveils Expanded Experience and Training Centre



SINGAPORE: Martin Audio's Asia-Pacific distributor, Generation AV, has officially opened the doors to its new Experience Centre in Ubi, Singapore. Designed to serve as both a regional training facility and an integrated demonstration space, the centre showcases the latest audio solutions from Martin Audio as well as sister brands TiMax, Optimal Audio and Linea Research.

"Our goal was to build an environment where clients can get up-close and fully experience Martin Audio systems in person," explained David McKinney, Managing Director at Generation AV. "Together with showcasing the products, the vision for the facility is to be a natural gathering place where clients and partners alike can learn, network, and collaborate."

Generation AV views Singapore as the ideal hub for the Asia-Pacific territory. "Singapore is the central location in Asia; it's very easy to get to

for a lot of our clients," McKinney said. "Many partners and customers can stop by on short trips, even whilst they are transiting around the region."

The new Experience Centre is roughly double the size of the company's previous space, providing greater flexibility in its demonstration space, together with dedicated offices to facilitate private customer meetings. In addition to the Martin Audio product showcase, visitors can experience a TiMax spatial audio demonstration built around Martin Audio FlexPoint loudspeakers.

"Our initial experience centre concept proved very successful, drawing strong engagement and feedback from across the region," said McKinney. "The new centre takes this to the next level, with market-focused solutions and a strong emphasis on education and training."

For McKinney, this educational emphasis reflects a broader shift in customer demand. "I think there's a big hunger for learning right now in the industry," he observed. "We expect to host a lot more education initiatives here, such as training programmes, alongside our standard product demonstrations."

The opening of the Experience Centre represents the next major step in the company's rapid evolution. Originally starting with just a single employee, Generation AV has expanded to include offices in Singapore and Mumbai, and now boasts a team of 14 staff members. Alongside this physical growth, the company has heavily increased its focus on technical support and applications, responding directly to the rising market demand for system expertise.

For McKinney, the investment in the new Ubi facility represents a long-term commitment to their brands and customers rather than a short-term gain. "If we can show off our products and brands in the best way, that definitely makes it much easier to do business," he concluded. "This is a natural next step."

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SIIA 2026: Going Places, Glowing Bright

Records tumble at the eighth edition of the event, unveil wider spectrum of Indian AV



Yes, as the La Grande Maison, at the Sofitel BKC in Mumbai, once again transformed into a throb of an excited crème de la crème of Indian AV, its trusted tryst with the industry's most anticipated annual event – Systems Integration India Awards (SIIA) – unfolded yet another grand gala of outstanding AV experiences.

Into its eighth outing on its 10th anniversary of business engagement with Indian audio-visual industry, the SIIA this year saw not just records tumbling but also recording its reach to those untapped areas of AV activism. A strong gathering of close to 350 invitees comprising systems integrators, consultants, distributors, and industry guests, apart from supporting Partners echoed the celebration in unison even as the outstanding AV experiences took the centre stage.

Delve into the delirious setting called SIIA 2026.

SIIA 2026 RECORDS IN BRIEF

- Close to 350 guests
- A total of 83 project entries
- From 44 companies
- Including EIGHT first-timers
- Competed for 33 Awards
- A total of 13 supporting Partners
- A new People's Award Partner
- New hat-trick awards winner

**All numbers setting new record.*

- The prismatic aura of this year's award winning composition is also special in that it had projects from companies that transformed from allied businesses into AV systems integrators. A case in a point is AuraBright who had their genesis in lighting solutions manufacturing, but evolved over time to immersive, experiential install systems integrators. They debuted SIIA in their new identity, submitted two projects, and walked away with Awards for both. Incidentally, both the projects had same Consultant, adding them to the Winner's spectrum.
- Knownsese Studios won two integration awards on their own, while contributing to the winning of one more as a Consultant, making their score a triple laurel thing
- HAVI Design India continues to win an Award, third time in a row, matching with AVID.

Pleasantly Familiar, Desirously Different!

How does it feel like saying '*pleasantly familiar, yet desirously different!*' For, this phrase more or less encapsulates the evening of 16 September at the La Grande Maison that played host to the SI India Awards (2026) for the third time in sequence.

While the setting looked quite familiar, if not similar to the preceding two events, with the venue sporting a welcome standee, paving to a green-carpeted promenade with standees of supporting partners setting the tone for the ensuing zing thing inside, the fair framed inside offered a different, yet fascinating fare.

As the musical band *Teemeer* – a re-introduction by SIIA – took over the stage, soon after the regulation welcoming by the Emcee, the venue and the audiences appeared sailing back in time- both for the retro musical thrills they relished and the mystique they cherished from its inaugural edition 10 years ago.

Teemeer Chimulkar – the singer whose first name brands the band – reeled out one number after the other- those Bollywood scores from the 1970s and 80s that resonated in scores of Indian generations through decades, and



still keep ringing through diverse channels. The impact practically brought back the enchantment with which SIIA began a decade ago, with the members of the event Partners, and even the AVIXA ranks making the frontal area of the venue as their dance floor, teeming up with the man *Teemeer*.

"This is simply reliving the joys we had remembered," said a joyful SI who recalled his shaking legs with the music during the inaugural SIIA. "This setting is a fond familiar thing," he said, "but certainly a different zing thing."

Echoed another regular for the event: "This is what we have known the event for; we're thrilled to see it again setting the tone for the evening."

Apparently, SIIA 2026 relived the enchantment it had been known for, to begin with the proceedings.

Distinctly Familiar, Ambitiously Different

With the musical thrills playing a perfect precursor to the main event, the stage was thus set for **Thomas Richard Prakasam, the Managing Director of Spinworkz Pte Ltd**, and Co-Organizer of SIIA, to map out how the 2026 edition broke the records it only set for itself in the preceding years.



In the simplest of words, according to him, this year's event received a record-breaking 83 entries from as many as 44 companies – recording almost 34 per cent growth Year-on-Year basis. It had as many as **eight first-time participants**, indicating the platform's rapidly widening reach and spectrum of participants.

The spectrum of awards had its prismatic glows too getting wider this year with a record 33 Awards- the maximum yet.

While repeating its last year's record of one systems integrator walking with the laurels of three awards in a single edition, it also saw the joint-winners going up by one more number to three categories- signifying the intense competitive spirit the event had been catalysing amongst AV communities in the country.

The trust and tryst that had been binding the industry and SIIA together, this year, shone

through **two more Partners, upping the ante with the total number of Partners scaling to 13**. In effect:

- **MINDSTEC Distribution** – the Dubai-headquartered AV gear distribution multinational with a pan-Asia & MEA leadership – emerged as SIIA's Young AV Professional Award Partner

- **CirclePro** – the new, emerging player in the ProAV marketplace with cabling and connectivity competencies – emerged as the much-anticipated musical band Partner, bringing forth its brand CircleFlex, standing for the enchanting musical thrills of the evening.

Says **Sabarishan Nanjundappa, Managing Director, Mindstec Distribution Pvt. Ltd.:**

"At Mindstec, we believe the future of the AV industry depends on nurturing the next generation of talent; we have seen SIIA playing a significant role in strengthening the Indian AV ecosystem by bringing together manufacturers, distributors, consultants, integrators, and end users on a common platform.



"A very important aspect of this incredible work," he commends, "is the brand SIIA's encouraging the young talent by recognizing and rewarding young professionals- which is pretty much in sync with the philosophy of Brand Mindstec."

For CirclePro, which is jostling through the intensely competitive market space of ProAV cabling-connectivity domain that is dominated by multinational muscles, SIIA had been a practical connecting with the *toast of the industry gathering*.



Nixon Johny and Sachit Subramaniyan of CirclePro receiving the Partner Appreciation Plaque from Ram Bhavanashi.

"We're as thrilled as the audiences here," said the Promotor duo of **Nixon Johny and Sachit Subramaniyan of CirclePro**. "We're thrilled to be a *party to the party* here," they say in unison, "We're happy to see the participants loving the offering we brought forth with music," they voice their happiness. "We feel we have connected, the right chord."

Thomas presented how the whole initiative this year shaped from the nomination of projects to their evaluation, the modalities of the process, the judges' comments, and, most importantly, the *winning tenets*- that certainly struck a new chord of competence and excellence thereof.

The intensity, diversity, and the ingenuity of the AV integration excellence that the competition characterized is expressed succinctly by one of the Judges, **Scott Doyle CTS, Audio Visual Manager, Swinburne University of Technology & President, AETM**.



"What stood out most was the thoughtful integration of technology with storytelling and audience engagement. Despite judging remotely, the quality of the submissions and supporting materials made it possible to appreciate the intent, execution, and impact of the projects."

What unfolded then was far more than an awards ceremony- it was a celebration of the AV industry's camaraderie, creativity, an unstoppable drive, and a thumping endorsement of the conviction and commitment that characterize SIIA.

Emotionally Familiar, Instinctively Different

That SIIA resonates an emotional chord with the industry sentiment goes without saying. It does play it to perfection this time too, but with a different vibe though. That the industry recently saw the tragic passing away of Kelvin Ashby-King, the Founder-Principal of Clarity Consult, his last tryst with Indian AV, SIIA decided to pay its tributes to the departed master.



It screened a short video celebrating the life and legacy of the British-born-Kiwi AV wizard, who made India his prideful home and spread his AV aura across the continents – even as he

smoked his life only like a *King* does – till he breathed his last while in office.

In yet another commendably different chord, Systems Integration Asia – the official media partner of SIIA – on behalf of India's AV community, presented outgoing AVIXA CEO David Labuskes with a commemorative gift in appreciation of his contributions to the industry.



A framed caricature of DAVE that it was, with an Indian background, the appreciation was in fact a drawn sketch by Ms. Nadine Elton, wife of Elton Noronha- the staff member of Team SIIA. A justful gesture of respect and love for a genuine industry captain.

Distinctively Familiar, Uniquely Vivid

Living up to its reputation, SIIA, this year too, redefined – in its own inimitable style – the dynamic of Indian AV's zeal for excellence, and zest for celebration of camaraderie. It reflected not just in numbers, but in the new emerging mathematic, as it transcended the notional boundaries of the industry, and added more glitters to the AV spectrum.

The main course of the Awards Ceremony, this year, has again brought back the tantalizing teasers of the Category Partner first opening a sealed cover to announce the winner of each budget range before presenting the award. Visibly, it lifted the air with those moments of excitement that were felt missing over the last few editions.

Even as the saga of the sagacious Awards presentation to various winning projects continued for the following 120-odd minutes, what made it more befitting was the interlacing of individual excellence Awards- the Young AV Professional, the Woman AV Professional and the AV Professional of the Year.

The Young AV Professional of the Year (2026) was presented to Sachin Krishnan, AV & IT Subject Matter Expert, and Senior Consultant at Cushman & Wakefield by Sabarishan Nanjundappa, Managing Director, Mindstec Distribution Pvt. Ltd.



Sachin, who also officiates as Regional Technology Lead at the realty giant, has grown and shaped his career graph from hands-on AV engineering and system integration to technology leadership and specialist consulting for large corporate environments.

Across his career, he has contributed to projects collectively covering more than **7.5 million sq. ft.**, including assignments for global organisations such as LinkedIn, MUFG, Woodside Energy, Amgen, Columbia Sportswear and ResMed. His experience spans enterprise collaboration, unified communications, professional audio, AV-over-IP, large-format visual systems, auditoriums, town halls, experience centres, divisible spaces, command-and-control environments and smart workplace technologies.

Fittingly vivid this time, SIIA recognized, and brought into its ambit, the young AV

excellence from outside the notional gamut of AV industry. In that, it sought to expand the AV boundaries across all permeable endeavours.

The apparently exultant Sachin lauded the SIIA initiative of recognizing AV excellence transcending the traditional boundaries, and bringing the talents from non-AV enterprise segments into reckoning.

The second Individual excellence award was no different, as the **Woman AV Professional of the Year Award was presented to Mala M Prasad, Managing Director of AVI-SPL India** by none other than Sarah Joyce, Chief Global Officer, AVIXA.

Mala – in the simplest of terms – exemplifies a rare character that combines a harmonious and inspiring co-existence of business exuberance and family responsibilities. Having made statement of her own – building and leading the brand Ideal Systems for over two decades – soon after obtaining her Master's degree in Business Management is one, while raising a new business from a start-up to a 250-personnel national network is the other. This, even as she stood rooted to the respected Indian family system of responsibilities – though supported by an understanding and accommodative family ambience.



Her contribution comes out in two remarkable counts: One, she embarked upon building the brand AVI-SPL in India at a time when the pandemic fears were reigning high, and made the terrain tough to breakthrough; Two- she

chose to build it organically – unlike the most MNCs who spread the footprint by stepping onto smaller footage entities.

In doing so, she not only established a six-city network in the country but also created a reassuring career opportunity mapping for the aspiring young.

For Mala, the honour was as pleasant surprise as it could get. For, someone getting this honour with broadcasting industry background, in a wide-notion of the term, and stepping into the country just five years ago, seeking to build a foreign brand with reassurance was certainly a milestone achievement.

Commending the event, and its adjudicators for what she observed as a clinical approach, Mala felt this will go a long way in promoting women activism in AV.

The crescendo of excitement peaked as the evening approached its grand finale of awarding the **AV Professional of the Year**. This prestigious award for the year had been **conferred up on Mradul Sharma, Managing Director of 3CDN Workplace Tech**.

The award was presented to Mradul by the AV Professional of the Year Award Partner, Harman Professional Solutions' Ashish Bajaj - Director, Sales, and Jaime Albors, Head of Global Customer Experience and Sales Operations



Mradul's expertise and leadership specializes in Audio Visual, ICT, Smart Building, and Acoustics solutions. With over 20 years of experience in

workplace technology strategy and programme management, he leads a team with over 70 years of collective expertise that has delivered more than eight million square feet of smart spaces globally.

He built his career raising from the being a Technical Specialist for Reliance Group of Industries, followed by setting up and steering India operations for RST, then joining the New York-based multinational consultancy firm SIA Acoustics. Having built the business as its Regional Director, for over two decades, Sharma re-aligned his engagement with the brand, with his own 3CDN Workplace Tech.

'In-Yun' in Sync with SIIA

As providence would have it, SIIA's inaugural edition had the privilege of having Dave Labuskes as its Chief Guest of the evening; and it had him on its 10th edition- which would be his final professional appearance (at least in India). The 'In'-thing here would be for a universal reckoning, let alone SIIA.



As a vital catch-phrase of his address, Dave recalled his recent learning of a Korean term *In-Yun*, which in English translates to providence, fate, or karmic affinity specifically regarding relationships between people. Rooted in Buddhist philosophy, the term suggests that every encounter is not accidental but the result of connections spanning past lives and multiple lifetimes.

Aptly connecting the connotations to the AV industry and SIIA in particular, Dave felt it is this connecting phenomenon – *an invisible sphere* – that brings people together, and causes the celebration of occasions. While vouching that the achievements of the evening would be spoken about in the days to follow, he urged the 'participants in the room to *think about tomorrow*, think about people who have not yet made it to a platform like this; work towards creating space for how the industry can continue to come together; and use the technology advancements that it characterizes- to bring together the world, and change the way people experience it.

It was a true *In-Yun*, in that perspective. Kudos to the visionary mind that he is.

That was a fitting finale, by and from the outgoing leader even as he congratulated all the winners, and wished the continued success of SIIA.



The icing on the cake came filling out from Ram Bhavanashi, Partner-Shyamindira Media Networks, and Co-Organizer of SIIA, as he laced his thanksgiving address with likening the number 8 of SIIA edition to infinity symbol that keeps continuing, with abundance and balancing act.

The intent was clear. Wishing SIIA to return in 2027, with an abundance of projects and winners, and energising vibes with the industry.

SI India Awards



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LDA Audio Tech Launches PA and Voice Evacuation System for Compact Installations



LDA Audio Tech has introduced Mini ONE, a compact public address and voice evacuation system certified to EN 54-16 and EN 54-4, designed for small-scale installations with up to two audio zones.

The new ONE-150 model expands the ONE series as a solution for lower-capacity installations, sitting below the ONE-500 within the company's portfolio of EN 54-certified systems, and addresses the need to meet the standard without oversizing power or functionality.

Within this series, the ONE-150 gives form to the Mini ONE concept: a solution optimised for compact installations that retains the key capabilities of the series within a more streamlined architecture. The Mini ONE launch is accompanied by two new developments that extend the capabilities of the entire ONE

series: NEXO integration for multi-system architectures and the EVAC Control ONE platform for centralised management and supervision.

A Solution for Compact Installations

The ONE series was created to make certified public address and voice evacuation systems accessible in medium and small-scale projects. Mini ONE reinforces this proposition and is suited to environments such as retail premises, sports centres, low-occupancy public buildings and franchise networks.

The system maintains the design principles of the rest of the series: compact format, flexible installation in Wall & Rack configuration (rack, desktop or wall mount) and straightforward integration in spaces with technical constraints.



Typical Use Cases

In franchise networks or small-format retail chains, the ONE-150 allows standalone systems to be deployed per location without any need for interconnection between units, simplifying the overall installation design. In multipurpose spaces such as gyms or cultural venues, the two-zone configuration allows evacuation announcements and background audio to be managed separately, without additional amplification equipment.

In small public buildings or low-occupancy educational facilities, the architecture with integrated main/backup amplification reduces system complexity and eliminates the need for auxiliary racks, maintaining EN 54-16 compliance within a single unit.

Key Technical Features

- 3 audio inputs with priority levels and mixed input
- 2 pre-amplified outputs for external amplifiers
- Integrated DSP with parametric equalisation, loudness control and per-zone volume adjustment
- Dual EVAC and ALERT pre-recorded message player (up to 10 minutes of memory)

- Fire detection panel integration via 4+2 supervised GPIO ports and Modbus RTU
- Local control via LCD, no external software required

- Compatible with up to 8 MPS-8Z microphones or VAP-1 panels over CAT5 UTP

Furthermore, the ONE-150 integrates two Class D amplification channels with a maximum output of 150 W per EN 60065, in a main/backup configuration, ensuring system continuity in the event of a failure and meeting EN 54-16 requirements. The system supports either an A/B zone layout or two fully independent zones, with speaker line supervision and end-of-line supervision terminators.

NEXO Integration: The ONE Series in Multisite Architectures

NEXO includes NEXO Hub Lite as standard, at no additional licence cost, enabling ONE-150 and ONE-500 systems to be integrated into multisite architectures alongside NEO and NEO+ systems.

In each building, NEXO acts as a gateway between the ONE system and the IP network, receiving calls and commands from a global control point. In this way, small standalone installations can become part of a shared infrastructure without losing their local operation.

This architecture is particularly useful in environments with buildings or spaces of different sizes. For example, a shopping centre can use NEO+ in common areas, and ONE in each unit, or an airport can deploy NEO+ as the main system and ONE in duty-free outlets.

All of them can be integrated under a single global control tier, combining NEXO Hub Lite for ONE and NEO with NEXO Hub for NEO+.

Management and Supervision with EVAC Control ONE

EVAC Control ONE extends the capabilities of ONE-150 and ONE-500 with a graphical platform for centralised management and supervision.

Its native RS-485 connection enables system status and fault monitoring and volume management from a single control point. It also incorporates global Automatic Gain Control (AGC) and integration with generic analogue equipment.

The platform includes Quick Launcher, which allows pre-configured actions to be executed rapidly and supports compliance with the response procedures required under Martyn's Law. EVAC Control ONE also meets the applicable requirements of the European Cyber Resilience Act (CRA). EVAC Control ONE will be available from October 2026.

Standalone Architecture within the ONE Series

Mini ONE is positioned as the option for compact installations of up to two zones, whilst the ONE-500 extends capacity to six zones and 500 W for larger projects within the same product family.

Both systems share the same design philosophy, EN 54-16 certification and focus on simplified installation, allowing the solution to be matched to the actual size of each project without changing ecosystem.

For larger installations or distributed architectures, the NEO+ series completes the LDA portfolio with scalable systems for complex environments.

[LDA Audio Tech/Mini ONE](#)

Electro-Voice Welcomes New Family of Professional Networked Loudspeakers

Electro-Voice presents EVIDn, a new family of PoE+ loudspeakers for network-managed commercial audio installations. EVIDn brings Electro-Voice's signature sound and proven installation design to the network. Built on a shared internal PoE+ module architecture, the ceiling, surface mount and pendant models combine single-cable installation with the flexibility to choose the right model for each project.

Built on Heritage

EVIDn builds on Electro-Voice's decades of experience designing and installing commercial loudspeakers, drawing in particular on EVID, one of the brand's most established

loudspeaker portfolios, with millions of units sold worldwide. That heritage extends beyond acoustic performance to the practical details of installation, including mounting, brackets, weather protection, accessories and safety. Electro-Voice's sibling brand Dynacord contributes decades of expertise in amplification, DSP, networked audio and system intelligence, bringing the two disciplines together in a nine-model family across ceiling, surface mount and pendant formats. Ceiling models are available in standard and low-profile versions, and the surface mount model is rated IP65 for indoor and outdoor use.



IP-Networked Audio for Every Room

For AV integrators, EVIDn brings amplification, DSP, signal protection and network audio transport together inside each loudspeaker. Every model is pre-tuned to match its equivalent passive EVID model, delivering a professional-grade sound performance. Dynamic EQ maintains that tonal balance as listening levels change, keeping the sound consistent from background level to full output. Because power, audio and data travel over a single network cable, EVIDn deploys on the structured cabling already present in most commercial buildings, without a dedicated amplifier room. Each loudspeaker is individually addressable, so tuning and monitoring are handled in software and can be adjusted as a space changes. Support for Dante and AES67 ensures compatibility with the wider networked audio system.

IT-Friendly by Design

For IT-oriented installers, EVIDn is built on open, industry-standard networking rather than a closed ecosystem of its own. PoE+ (Class 4) delivers up to 30 W to each loudspeaker,

with standard PoE compatibility for existing infrastructure. Network security is built in from the start, with 802.1X compliance meeting the authentication requirements enterprise networks already enforce. The entire line is configured, monitored and managed through a browser-based web interface that requires no separate software installation, giving both AV and IT teams a straightforward way to set up and manage the system.

Time-Saving Installation

On the job, hardware details matter as much as networking. The SwiftLock mounting system is designed for one-person installation, with no second pair of hands needed. Included tile rails, mounting rings, magnetic grilles and support for fully terminated Ethernet cables further reduce time spent per loudspeaker. Across large or multi-building projects, those time savings add up quickly.

EVIDn ceiling and surface mount models will be available globally beginning in early 2027, with pendant models to follow later in the year, backed by Electro-Voice's standard three-year warranty.

Electro-Voice/EVIDn

Extron Takes USB Connectivity to 600 Metres



Extron has introduced its USB Extender xi Series, designed to give Pro AV integrators greater flexibility when USB peripherals need to be located far from their host computers.

The new series can extend and switch USB signals up to 1,980 feet (600 m) over a Gigabit Ethernet network, or up to 330 feet (100 m) point-to-point using a single CATx cable. Supporting USB 2.0 High Speed and earlier devices, the system is aimed at applications where conventional USB cabling cannot provide the required reach.

The transmitter can draw power directly from the host computer or from the included power supply. It also provides USB peripheral emulation, allowing a host computer to boot reliably even when a keyboard or mouse is not physically connected.

At the receiver end, an active four-port USB hub provides up to 500 mA per port for connected devices. A matrix controller enables integrators to configure and manage distributed USB switching across an Ethernet network.

The series supports a broad range of peripherals, including interactive whiteboards, keyboards, mice, mass storage devices, webcams, headsets and speakers. USB Extender xi HID models can also restrict connectivity to authorised device types, helping secure installations where control over connected peripherals is required.

For larger deployments, the USB Matrix Controller xi can be combined with the extenders to create distributed USB switching systems supporting up to 64 transmitters and receivers, with centralised management and control.

The USB Extender xi Series is suited to applications including courtrooms, conference and meeting spaces, classrooms and lecture halls, where USB devices may need to be positioned well away from their host computers while remaining accessible and centrally managed.

Extron/USB Extender xi Series

More Q-SYS ProAV Devices Now Certified for Zoom Rooms



QSC's Q-SYS RoomSuite Modular System, the NC-90-G2 network camera and the Q-SYS VisionSuite VSA-100 AI Accelerator are now certified ProAV devices for Zoom Rooms.

The Q-SYS RoomSuite Modular System supports fast, standardised setup for medium to large collaboration spaces. Now certified for Zoom Rooms, the Q-SYS RoomSuite Modular System offers a highly consolidated dedicated combo processor/switch/AV bridge/video switch alongside its tableside I/O expander. The system can be used with Zoom-certified peripherals including Q-SYS NL Series loudspeakers, NM-T1 tabletop microphones, and NC Series cameras, as well as certified Zoom Rooms partner ceiling

microphones. Q-SYS RoomSuite Modular System also features a web-based workflow for intuitive configuration and deployment, and it connects to Q-SYS Reflect for cloud monitoring and management of all your Q-SYS systems alongside Zoom Device Manager.

The **Q-SYS NC-90-G2** joins the list of NC Series cameras certified for Zoom Rooms, with advanced video features including Active Speaker Framing and auto-framing. Certification of the Q-SYS VisionSuite VSA-100 AI Accelerator for Zoom Rooms adds AI-driven room automation and dynamic, autonomous camera framing to the Q-SYS portfolio of certified for Zoom Rooms solutions.

Q-SYS

G&D and VuWall Unveil vsNEO

Guntermann & Drunck (G&D) and VuWall, both Panoptec companies, have released vsNEO, a new KVM-over-IP platform designed to dramatically simplify the deployment and operation of professional control room and broadcast environments.

Built around the principle of radical simplicity, vsNEO creates a standalone KVM network that operates independently from the corporate LAN and eliminates the need for complex network configuration. The vsNEO-center controller provides network intelligence for every installation, including built-in DHCP, allowing connected devices to establish a dedicated, isolated KVM environment with minimal IT involvement. AES-256 encryption provides an additional layer of protection for KVM traffic.

At the heart of the platform is vsNEO-link, a universal transceiver that can operate as a transmitter, receiver, video wall node, or multi-PIP KVM mosaic station using the same hardware device. This flexible architecture reduces the number of device types integrators need to specify, stock, deploy, and support, simplifying both project design and long-term system management.

Designed for installations of up to 96 endpoints, vsNEO is well suited for OB vans, esports studios, corporate control rooms, and other environments that require professional-grade reliability and operator ergonomics without the infrastructure complexity of a large enterprise KVM deployment.

The simplified architecture extends to the hardware itself. At just 105 millimetres wide, three vsNEO-link transceivers fit

side by side in a single rack unit, maximising rack density in space-constrained environments such as OB vans and technical control rooms. Because the same device can serve multiple roles within the system, integrators can also reduce hardware variation across a project.

Operators interact with vsNEO through a streamlined dark-mode OSD featuring live source thumbnails and intuitive source selection. The control ecosystem supports different workstation and room-control requirements through multiple interfaces, including G&D CommandDeck and CommandKeyboard, VuWall ControlVu for touch-based room control, and CommandKeyboard-Advanced for advanced operator positions.

To further simplify system planning, a dedicated online configurator allows integrators and customers to design a vsNEO system based on their required number of endpoints and components. The tool automatically generates a bill of materials and system topology diagram in PDF format to support project planning with a certified partner.

The vsNEO product page is now live. Pre-orders will open in early 2027, with first deliveries planned for the end of Q1 2027.

VuWall/vsNEO



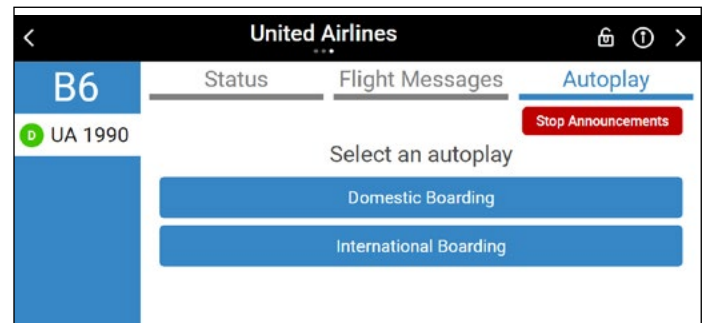
AtlasIED Enhances GLOBALCOM Ecosystem with GCK17



AtlasIED has released the GCK17, the latest software head-end powering the GLOBALCOM ecosystem. The update introduces two major advancements for large-scale paging and communication systems: a two-way integration with Sittig Technologies' PAXGuide platform and Dante signal transport improvements.

AtlasIED's GLOBALCOM has been a reliable solution for mission-critical communications at some of the world's largest airports and transportation hubs for over 40 years. With patented technologies designed specifically for voice evacuation, life safety, and general communication processes, GLOBALCOM sets the standard for mass notification systems across a diverse array of transportation installations.

The new Sittig PAXGuide integration is particularly advantageous for airports, as it provides gate agents with real-time flight information, including details about gates, airlines, and delays, directly through the touchscreen of the GLOBALCOM microphone station. This integration seamlessly extends Sittig's PAXGuide platform. Boarding calls and manual pages initiated from the GCK microphone station can sync back to PAXGuide, ensuring consistent paging activity throughout



the airport. The integration supports Sittig's multilingual and accessibility features.

GCK17 also replaces CobraNet's signal routing with Dante-based routing, eliminating the need for legacy network hardware in systems that previously relied on CobraNet or CobraNet-to-Dante bridges. This advancement enables more robust and efficient signal transmission, resulting in faster announcement triggering. It bridges previously isolated networks, unlocking seamless communication between systems. AtlasIED has communicated an end-of-life plan for CobraNet products, and GCK17 offers a clear and efficient system-wide upgrade path to Dante. Customers still using the CobraNet legacy system can contact AtlasIED for assistance in designing an upgrade plan.

[AtlasIED/GCK17](#)

Extron Moves Into the Mainstream of ProAV Signal Distribution



The move towards higher resolution and ultra-wide displays is putting new demands on the infrastructure behind professional AV systems. Extron is addressing that challenge with the new DXP 42 HD 8K, a compact 4x2 HDMI matrix switcher now shipping for high-performance ProAV applications.

Supporting up to 8K/60 and ultra-wide 5K resolutions at data rates of up to 40.1 Gbps, the switcher is designed to handle the increasingly demanding video formats appearing in modern collaboration and display environments, including Microsoft Teams Front Row systems.

The challenge with high bandwidth video extends beyond simply moving more pixels. Sources and displays need to communicate their capabilities correctly, while integrators need fast and reliable switching between multiple signals. The DXP 42 HD 8K incorporates Extron's EDID Minder Plus technology to manage advanced display information, while SpeedSwitch is designed to accelerate input switching.

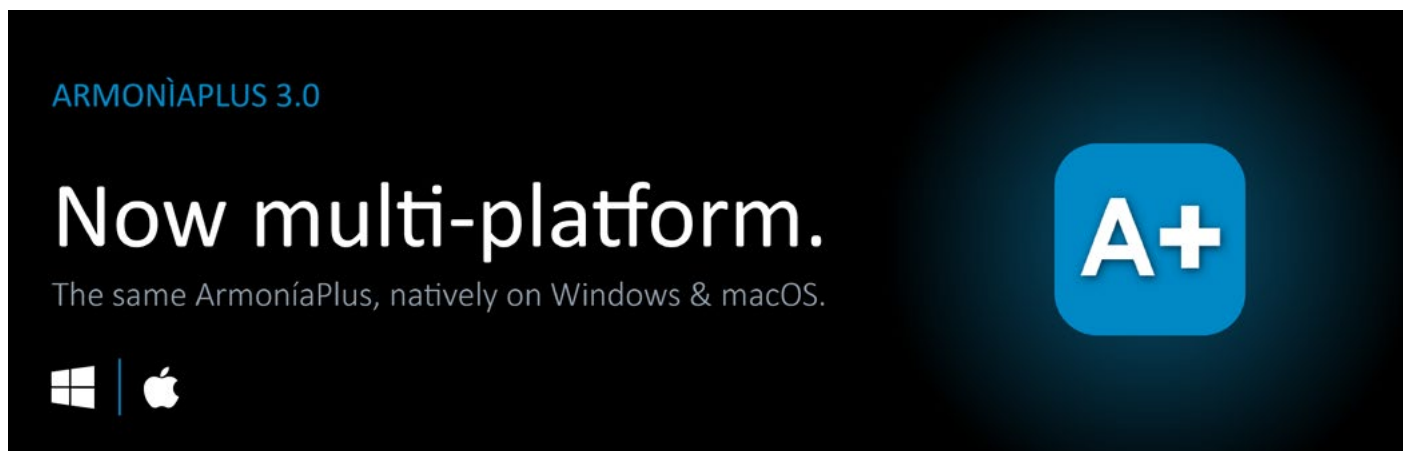
The switcher also provides HDMI audio de-embedding and automatic input cable equalization, giving integrators additional tools for managing high bandwidth HDMI installations.

Its EDID Minder Plus technology supports enhanced 512-byte EDID emulation, including the additional memory blocks required to communicate advanced display capabilities through EDID and DisplayID structures. The system can also automatically adjust colour bit depth according to the connected display's EDID, helping avoid compatibility issues between sources and displays.

With 8K, ultra-wide, and 21:9 content becoming increasingly relevant to professional environments, the DXP 42 HD 8K reflects a broader shift in ProAV towards infrastructure capable of handling substantially higher data rates without adding unnecessary complexity.

Extron/DXP 42 HD 8K

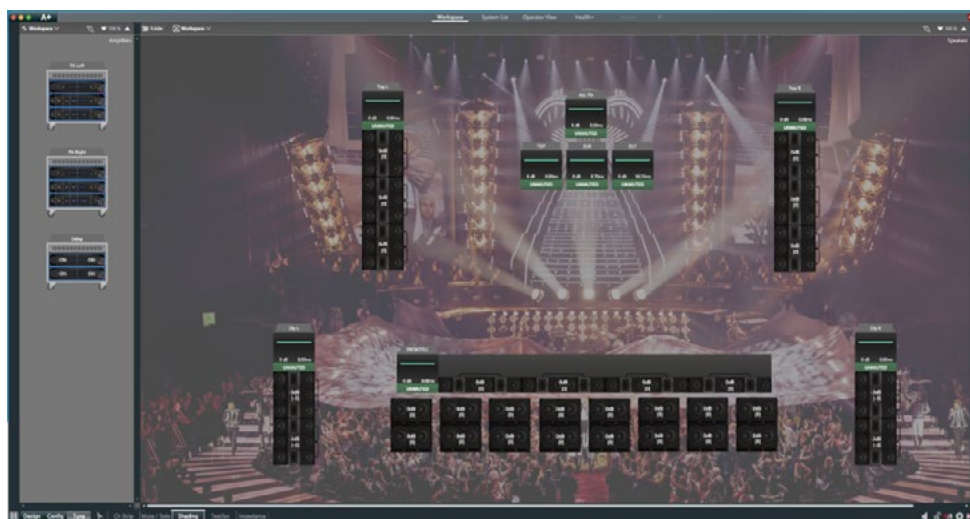
Powersoft ArmoníaPlus 3.0 Goes Multi-Platform



Powersoft has released ArmoníaPlus 3.0, a significant platform release for its system management software. Previously available exclusively for Windows on x64 hardware, ArmoníaPlus now also runs natively on macOS with Apple Silicon, making it a multi-platform application for the first time.

The interface, projects, file formats and streamlined workflow are shared across every supported platform, so a system designer drafting a project on a Mac can hand the file to a technician running Windows on site without conversion. For rental companies, integrators and touring crews, it means teams can standardise on the hardware that suits them and exchange projects freely across machines for a consistent experience.

Alongside running on macOS, version 3.0 also delivers extensive under-the-hood engineering on responsiveness. The optimisations made in this latest update target the operations most affected by system size, keeping ArmoníaPlus

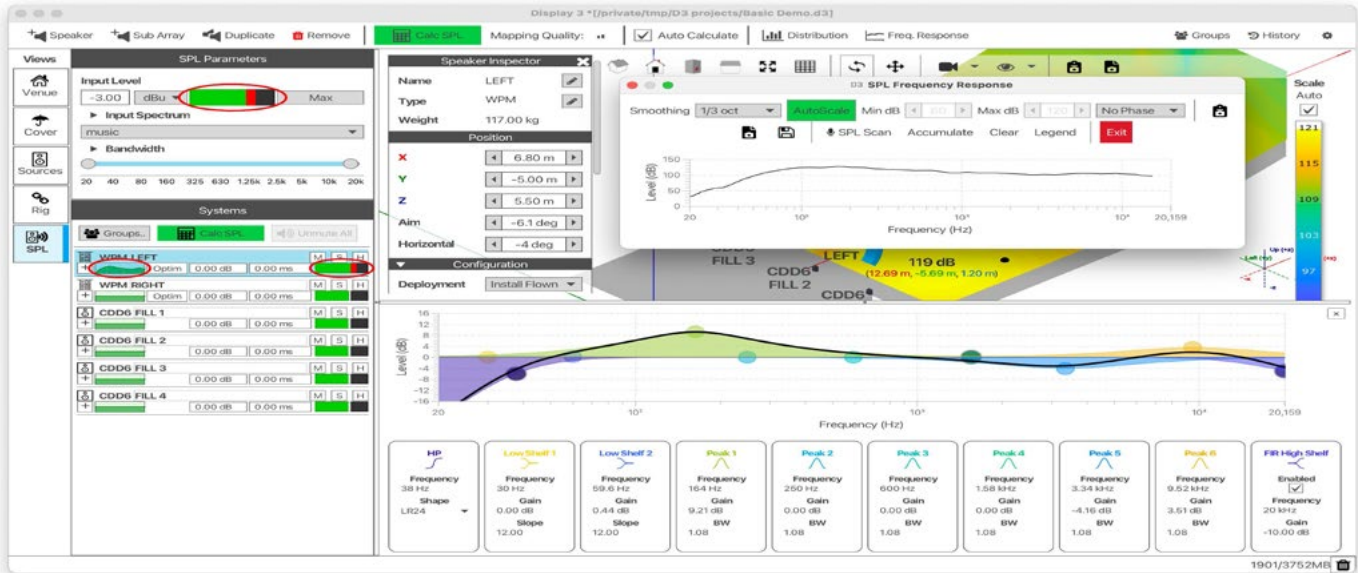


fast and responsive when working with many amplifiers, speakers and control elements. The result is reduced waiting times and a smoother experience when designing, configuring, tuning and operating complex installations and large touring rigs. Interactive Tuning has also been optimised in the same way, responding more quickly and keeping the tuning session fluid from start to finish.

ArmoníaPlus 3.0 is available to download now on the Powersoft website.

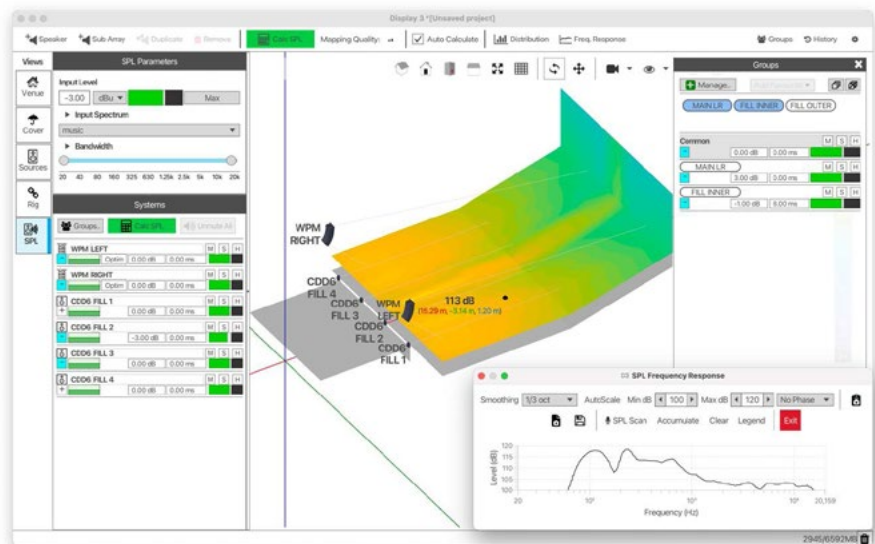
[Powersoft/ArmoníaPlus 3.0](#)

Martin Audio Speeds Up System Design with Next-Generation DISPLAY 3



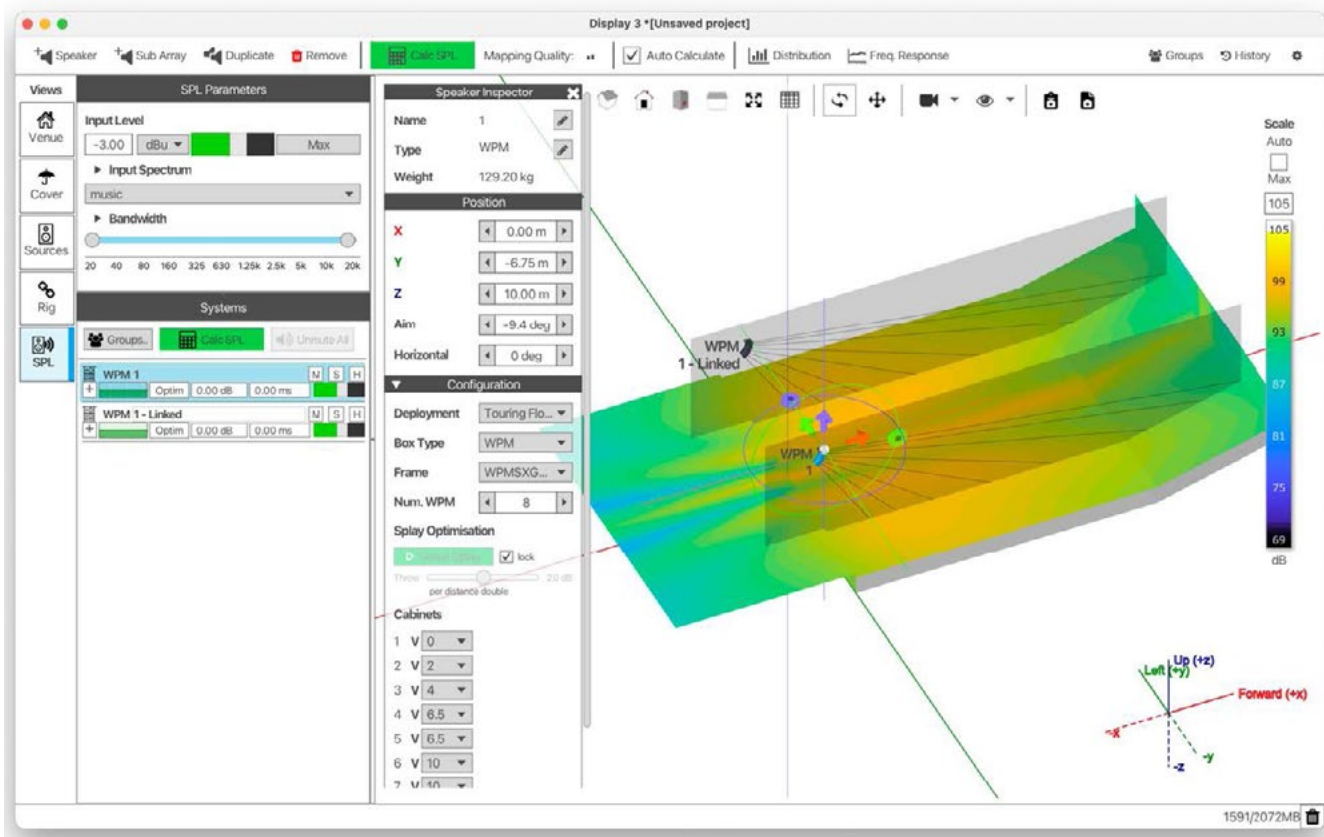
Martin Audio has released DISPLAY 3, its next-generation 3D audio prediction and optimisation software, following an extensive beta programme. The latest release is designed to speed up system design and optimisation, allowing engineers to test and refine complex venue models more quickly while maintaining prediction accuracy verified to within ± 1 dB of real-world performance.

For Wavefront Precision line array systems, DISPLAY 3 combines mechanical angle optimisation with advanced DSP filtering to automatically configure arrays against user-defined SPL and frequency response targets. Faster processing allows designers to iterate through multiple configurations, compare results and refine system performance for specific venues and spaces.



DISPLAY 3 Frequency Response.

The software also introduces enhanced voicing consistency across the Wavefront Precision range, maintaining a uniform tonal signature regardless of system configuration, scale or optimisation settings. Improvements to natural sound rejection behind and below the array further enhance control, while Martin Audio's Hard Avoid® feature can extend rejection by up to 30dB or apply targeted control to areas such



DISPLAY 3 SPL Heat Map.

as rear walls, sensitive boundaries and other zones requiring reduced sound levels.

DISPLAY 3 also introduces a new “Don’t Care” designation, which lets users mark areas of a model where coverage and SPL targets do not apply. The optimisation engine leaves those areas out of the DSP calculation and works only on the areas that matter. Users can also create and store multiple optimisation snapshots, so a single model can hold separate settings for different audience or environmental conditions.

Beyond optimisation, DISPLAY 3 provides system prediction across the wider Martin Audio portfolio and integrates with SketchUp for venue modelling. Configurations can be uploaded directly to iKON amplifiers via VU-NET™, while the dedicated subwoofer array design tool has been retained with additional configuration options.

The release also coincides with **VU-NET 2.3.5** which adds tools aimed at simplifying system verification and troubleshooting in large-scale deployments. LED Mode can illuminate Wavefront Precision cabinet LEDs sequentially or individually to confirm array order, while Mute Mode allows engineers to check audio routing cabinet by cabinet.

Engineers can also save a diagnostic file directly from any iKON amplifier on the network, capturing the unit’s stored internal state across fault and protection counters, configuration and performance history, which shortens the time spent tracing a fault. Performance improves significantly across ganging, metering, snapshot recall and large project trees.

DISPLAY 3 is available now as a free download for Mac and PC.

Martin Audio/DISPLAY 3

Smarter Audio and Video Comes to Barco Teams Rooms



Barco is bringing together three established meeting room technologies in a new ClickShare Hub Pro room system bundle, developed with Huddly and Shure and now Certified for Microsoft Teams.

Designed for medium-sized meeting spaces, the bundle combines Barco's ClickShare Hub Pro with the Huddly L1 AI-powered camera and Shure's MXA902 Ceiling Array Microphone and Loudspeaker, supported by the ANIUSB-MATRIX USB audio network interface.

The result is a meeting room system designed to address one of the persistent challenges of hybrid collaboration: making sure remote participants can clearly see and hear everyone in the room.

The Huddly L1 uses intelligent participant framing to keep people in view, while Shure's ceiling-mounted microphone and loudspeaker technology handles room audio without requiring participants to sit close to a desk

microphone. ClickShare Hub Pro adds wireless content sharing alongside the familiar Microsoft Teams Rooms experience, including one-touch meeting joining.

The modular approach also gives organisations scope to standardise their meeting room deployments while adapting the hardware configuration to individual spaces.

The new package also expands the range of certified room configurations available from Barco. The company now offers five ClickShare room system bundles certified for Microsoft Teams, giving customers options across different room sizes and AV requirements.

With the latest bundle, Barco is positioning ClickShare Hub Pro as part of a broader room technology ecosystem, combining wireless collaboration with intelligent video and networked audio rather than treating content sharing as a standalone function.

Barco/ClickShare Hub Pro

Nureva and AudioCodes Simplify Teams Rooms with MDEP



Nureva Inc. and AudioCodes have announced that their joint Android platform solution, powered by the Microsoft Device Ecosystem Platform (MDEP), has received Microsoft Teams Rooms certification for medium-sized spaces. The solution combines the Nureva HDL310 audio conferencing system with the AudioCodes dual-lens RXVCam70 PTZ Camera, RXV200-ES Android Intelligent AV Hub and RX-PAD-ES Meeting Room Controller to deliver a seamless, scalable and easy-to-manage conferencing experience.

This announcement comes amid growing demand for complete Android-based conferencing solutions for meeting and learning spaces. The joint solution from Nureva and AudioCodes offers plug-and-play simplicity without complex DSPs, custom programming, tabletop mics or ceiling microphones. Built on MDEP, the certified solution supports enterprise-grade security and compliance, giving IT teams the ability to manage devices through familiar Microsoft tools. It features full-room audio pickup enabled by Nureva's patented Microphone Mist technology, which creates a grid of thousands of virtual microphones for clear and consistent coverage throughout the space. With AI-powered camera

tracking, a Teams Room AV hub and a room controller from AudioCodes, the combined solution ensures natural conversations and inclusive meeting experiences for both in-room and remote participants.

The combination of the RX-PAD-ES controller and RXV200-ES hub simplifies management of the complete room experience, including the HDL310 system. Through the intuitive interface of the RX-PAD-ES controller, users can adjust settings such as volume, mute and microphone gain, prompt calibration, and run device updates – eliminating the need for a separate management application. The HDL310 audio system connects directly to the RXV200-ES hub through a USB cable, simplifying deployment with less cabling and fewer network devices to manage.

This joint solution is part of a broader collaboration between AudioCodes and Nureva to deliver best-of-breed room systems for today's hybrid working and learning environments. It also expands both companies' ecosystems of reference designs, certifications, platform integrations and management tools.

[Nureva's AudioCodes Ecosystem Page](#)

twoloox GmbH Marks Major Company Milestone with New Media Server Software



twoloox GmbH has released the highly anticipated Pandoras Box Version 10. The new version 10 heralds the beginning of an important new chapter for the young management team, who took the strategic decision to combine their award-winning Pandoras Box media server and their Widget Designer media control tools into a seamlessly integrated solution called the Infinity Suite.

Version 10 is the first company milestone since twoloox acquired the Pandoras Box product line in October 2025. The new twoloox Infinity Suite licensing model is based on a single, hardware-bound dongle, which gives full access to both a Pandoras Box and a Widget Designer license.

Up to 8 render outputs can be unlocked per dongle. The respective dongles can then be

combined to achieve the desired number of outputs needed to successfully realise a project.

Some of the new Pandoras Box feature highlights include hardware-independent show programming & free routing functionalities, as well as automated content versioning options and a vastly improved content tab with advanced filter and search functions for structuring even gargantuan projects.

The Widget Designer media control platform will benefit from a great number of newly integrated protocols, new UI theme and style options, as well as drastically shorter device integration cycles.

twoloox GmbH/V10 Features



When Worlds Unite at ISE 2027



Integrated Systems Europe (ISE) 2027 returns to Fira de Barcelona, Gran Via, from 2-5 February, built around a single idea: When Worlds Unite. As the lines between AV, IT, broadcast, live events, smart buildings and education continue to blur, the most valuable work increasingly happens when those worlds meet. Across eight halls, attendees will connect with the technologies, ideas and people shaping what comes next for the industry and play an active role in driving it forward.

The timing reflects an industry in growth. According to AVIXA's Industry Outlook and Trends Analysis (IOTA), the global Pro AV market is valued at more than \$330 billion in 2025 and forecast to exceed \$400 billion by 2030, driven by organisations across every sector investing in how they create, manage and deliver content and experiences.

A Show Reflecting the Full Spectrum of AV

ISE is far more than a trade show. It is where industries intersect, ideas accelerate and inspiration takes shape. Across eight halls and seven dedicated Technology Zones, attendees will encounter solutions spanning:

- * Unified Communications & Education Technology (Halls 1 & 2)
- * Residential & Smart Buildings (Halls 1 & 2)
- * Digital Signage & DoOH (Hall 4)
- * Audio (Halls 7, 8.0 & 8.1)
- * Lighting & Staging (Halls 6 & 8.1)
- * Broadcast AV (Hall 4)
- * Multi-Technology (Halls 3 & 5)

Whether attending as an integrator, designer, technologist or end-user, ISE offers an experience shaped around the diversity, energy and pace of the global AV market. Visitors can expect immersive demonstrations, hands-on product showcases and meaningful opportunities to connect with the people defining what comes next.

For 2027, ISE introduces a rich mix of features designed to spark creativity, collaboration and fresh thinking:

* **Innovation Park** (Congress Square): A launchpad for startups and entrepreneurs, featuring the Pitching Stage alongside sessions exploring investment, disruption and emerging opportunity.

* **Audio Demo Rooms & Outdoor Demo Area:** Expanded to over 20 rooms with a rotating outdoor programme, delivering a high-impact ProAV sound experience for visitors to hear, feel and compare.

* **ISE Hackathon:** Returning for 2027 following its success to date. Over two days at Fira de

Barcelona, student teams will collaborate intensively to tackle real-world challenges.

* **Spark:** Returning for ISE 2027, bringing together the creative and technology communities to examine how emerging tools are influencing the creative process (3-4 Feb, Fira de Barcelona, Montjuïc)

* **EdTech Congress:** A thriving event for all disciplines involved in the business of delivering education (3-4 Feb, Fira de Barcelona, Montjuïc)

The CEDIA Smart Home Technology Conference brings a dedicated programme for professionals working in the smart home sector, covering the technology, design and business trends shaping connected living, and sits alongside the Residential & Smart Buildings Technology Zone on the show floor. A free-to-attend CEDIA Smart Home Technology Stage adds a further platform for live demonstrations and discussion throughout the show.

When Worlds of Knowledge Unite



ISE 2027 also serves as a gateway to learning, networking and professional growth. Attendees can explore a content-rich programme, test tomorrow's tools and draw on the experience of peers and industry leaders. Produced by AVIXA, CEDIA and ISE, the content programme is set to be the most extensive in ISE's history, including:



* **Megatrends Sessions:** double the size of last year and lead by subject-matter experts, the bite-sized sessions across six business-critical themes: AI, Robotics/Machine Learning, Smart Spaces, Sustainability, TradeScape and Cybersecurity industry trends.

* **Summits:** half-day, market sector-led deep dives across three verticals: Digital Signage, Control Rooms and Cyber Security.

* **Business Forums:** including the European Latin American AV Forum (ELAF) and the Investor Forum, exploring cross-continental opportunity and investment strategy.

* **ISE's Open Content Programme:** all free to attend content sessions including ISE Keynotes Industry Insights and the Spanish-language Congreso AVIXA in CC4, alongside AVIXA Xchange LIVE, the ISE Broadcast Enterprise Studio powered by AVIXA TV, the Live Events Stage, CEDIA Smart Home Technology Stage and the Pitching Stage all on the show floor.

* **Tech Tours:** behind-the-scenes access to some of Barcelona's most innovative AV installations.

A single ISE 2027 badge opens more than the Gran Via halls. On Wednesday 3 and Thursday 4 February, it also gives access to the show floors

of two events at Fira de Barcelona, Montjuïc: the EdTech Congress, focused on technology in education, and Spark, where the creative industries and the creator economy come together. One free registration, three show floors, and a wider set of ideas to take home.

ISE 2027 is fully open from 10:00 to 18:00 Tuesday to Thursday, and 10:00 to 16:00 on Friday. Whether it is a first visit or a returning one, resources including the official show app, the ISE Daily and the live content programme make it straightforward to plan a route through everything on offer.

Last year's show welcomed more than 1,700 exhibitors and over 92,000 unique visitors from 181 countries. With organisers targeting even greater scale for 2027, registering now means securing a place at the show where the AV and systems integration industries come together to shape what happens next.

Systems Integration Asia readers can register for a FREE visitor badge using the code
systemsintegration

Find more information about the Multi-Technology Zone [here](#): Find more information about ISE here: www.iseurope.org

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The Bandwidth Equation:

How Leading AV Transport Platforms Are Evolving



As AV systems carry higher-resolution video, more audio channels and an expanding range of control and peripheral signals, bandwidth has become a central design consideration. Yet the number of gigabits a platform can carry tells only part of the story. Image and audio quality, latency, synchronisation, reliability, interoperability and the demands placed on the network all shape how a system performs in practice.

The leading transport platforms approach those requirements in different ways. Dante, SDVoE, IPMX, NDI and HDBaseT each bring a distinct architecture and set of strengths to professional AV. Some prioritise network flexibility and scale; others place particular emphasis on preserving signal quality, responsive switching or a predictable connection between devices. Their differences matter most when a project moves from a specification sheet to an operating environment.

In this feature, we examine what each platform was designed to solve, where it delivers the greatest value and how it is evolving as AV and IT become more closely connected. The aim is to help consultants and integrators look beyond bandwidth figures and choose the approach that best serves the experience, infrastructure and operational needs of each project.

Dante

Scaling AV Across the Network

By Kathryn Taub

Sr. Product Marketing Manager, Audinate



Dante began with a practical problem: professional audio systems needed a simpler way to carry large numbers of channels. By replacing bulky analogue snakes with a network cable, it reduced cabling while making distribution more flexible. Audio could be routed to multiple destinations and, as requirements changed, connections could be adjusted in software instead of by running new cables.

That foundation has taken Dante beyond live sound and into commercial installations, where network infrastructure is often already in place. Management and monitoring tools have since extended its role from signal transport to the oversight of AV systems across rooms, buildings and campuses.

Where Networking Makes the Difference

Dante's value is especially clear when a system needs to handle many channels, cover long distances or be managed centrally. In live production, networking reduces the cabling associated with high channel counts. In installed systems, it allows audio to move beyond a single room or across a campus.

Where administrators need ongoing oversight, monitoring and logging help them identify problems remotely.

Dante runs on standard, commercially available switches and does not require specialised AV networking hardware. Automatic addressing, device discovery and clocking make a simple Dante-only system straightforward to set up. The same standards-based approach allows larger deployments to use established enterprise network practices and existing infrastructure.

Balancing Bandwidth, Latency and Quality

Audio's relatively modest bandwidth requirements allow Dante to carry uncompressed audio across a range of sample rates. A single 1GbE link can carry up to 512×512 channels, with further scaling over 10GbE.

Latency can be configured on a link-by-link basis. A network can therefore support sub-millisecond paths for live monitoring alongside higher-latency paths that cross more switch hops or longer distances. Synchronisation uses automatically configured Precision Time Protocol (PTP): devices align their local audio clocks with a clock leader, while packets are buffered for playback at the correct sample time. In large or congested converged networks, switches with PTP boundary clocking can help limit delay variation across multiple hops.

Dante AV extends the platform to video, using compression to transport it over 1GbE. Its

options range from lower-bandwidth streams for conferencing and campus-wide distribution to visually lossless video suited to detailed content such as charts and spreadsheets.

Interoperability Across Systems

Dante-enabled products share the same underlying licensed technology, rather than relying on separate implementations built by each manufacturer. This has supported an ecosystem of thousands of products from hundreds of manufacturers. A free Dante Certification Program also gives specifiers, integrators and operators a common training route.

Where a project must connect beyond that ecosystem, support for AES67 and ST 2110-30 allows bridging to non-Dante devices and broadcast infrastructure. Dante's management tools also provide APIs and webhooks for custom monitoring, control and workflow integrations.

Security and System Oversight

As AV systems become more dependent on networks, administrators need to see what is happening and control who can make changes. Dante addresses security at the device, network and media levels. Secure boot and trusted firmware updates protect devices from unauthorised code. Dante Domain Manager and Dante Director provide device enrolment, user authentication, network segmentation and change logging.

Dante Media Encryption adds AES-256 protection for media in transit, with centralised key management and no added latency. Real-time diagnostics provide visibility into latency, clock status and device health. For systems requiring continuous operation, primary and secondary network paths provide redundancy with failover that is inaudible to the listener.

The Move Towards Software and Remote Management

High channel counts also make Dante useful for spatial and immersive audio, where many individually addressable channels must move across a system. Dante Virtual Soundcard Pro can turn a Mac or PC into a Dante-enabled device with up to 128 × 128 channels at 96kHz, supporting workflows that move between hardware and software.

Dante Director extends administration to the cloud, allowing managed service providers, IT teams and AV administrators to monitor, configure and secure devices remotely.

For consultants and integrators, an early conversation with the networking team remains important when specifying Dante on a converged enterprise network. The issue is how traffic will be managed within that environment. It is also worth recognising that Dante's scope now includes video: a project with both audio and video distribution requirements may be able to address them within the same platform.

Dante

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SDVoE

Why Bandwidth Headroom Matters for Real-Time AV

By **Stephane Tremblay**
SDVoE Alliance



SDVoE (Software Defined Video over Ethernet) was developed to answer a specific industry demand: professional AV applications that cannot tolerate compromise on image quality, latency or responsiveness just because a signal now travels over a network instead of a dedicated cable. That requirement hasn't gone away, and it's exactly where SDVoE delivers its strongest value today. The goal was never to find the smallest possible pipe for AV signals; it was to deliver a networked alternative to point-to-point HDMI that no one would ever notice was running over IP. While much of the AVoIP market has built itself around compression techniques designed to conserve bandwidth, SDVoE took the alternative approach: allocate more bandwidth per video channel, up to 10Gbps, to preserve every pixel and eliminate the processing overhead compression introduces. The result is unambiguous: when quality cannot be compromised, SDVoE is unquestionably the only standard built for the job.

That advantage shows up first in video quality. SDVoE transports video uncompressed, so there is no loss of detail, colour accuracy or motion fidelity, even at 4K60 4:4:4 and beyond.

But the more consequential benefit of that bandwidth is latency. With no compression to encode and decode, SDVoE delivers true zero-frame latency: transport indistinguishable from a direct cable connection. That is what matters most in applications where responsiveness is the product itself: control rooms, command centers, live production, and any environment where switching from one source or channel to another has to feel instant. Compressed systems introduce a perceptible lag on every switch; SDVoE does not.

This is where SDVoE's advantage becomes essential, not optional. Start with medical and healthcare environments, such as operating rooms and diagnostic imaging suites, where a compressed frame or a hint of latency is not a cosmetic flaw, it can affect a clinical decision made in real time. The same standard of performance is required in higher education campuses, corporate AV and UC deployments, command-and-control rooms, and live events, where dropped frames, visible artefacts or laggy switching are simply never acceptable, regardless of system size.

Bandwidth headroom pays off a second way that is often overlooked: it isn't only video that benefits. SDVoE's architecture reserves capacity not just for pixels but for the auxiliary data travelling with them, including USB, RS-232 and IR, all carried natively alongside video, in sync, without contention. This matters more every year as USB peripherals themselves grow more bandwidth-hungry. Modern USB PTZ and conferencing cameras now push higher-resolution streams over USB that

demand meaningfully more bandwidth than earlier generations. On a platform with limited headroom, that growth competes directly with the AV signal itself. Because SDVoE was engineered with bandwidth to spare, it handles these higher-demand USB devices without ever compromising the primary video path, a distinction that matters more with every camera generation.

None of this comes without infrastructure implications. SDVoE requires a 10G-capable network, a genuine consideration for specifiers weighing performance against cost. But it is a trade-off, not a compromise: SDVoE runs on standard, off-the-shelf switches, keeping the underlying infrastructure familiar to any IT team, and the same architecture scales from single-room installations to campus-wide deployments, letting integrators size the network to the project rather than the project to the network.

Interoperability is built into SDVoE's foundation, not added on top. Every SDVoE-enabled product, regardless of manufacturer, runs on the same underlying semiconductor platform and software stack, which the SDVoE Alliance's member companies rely on to guarantee that endpoints and switches from different vendors interoperate reliably out of the box. Open APIs give integrators and control-system developers direct access to that ecosystem, and a formal certification programme validates conformance before products reach the market.

On security and manageability, SDVoE endpoints support encryption, detailed diagnostics, redundant network paths, and remote monitoring and management through open APIs, giving integrators the operational visibility mission-critical deployments require.

Looking ahead, SDVoE keeps evolving alongside the demands it was built to meet: higher resolutions, HDR and spatial audio all draw directly on the same bandwidth philosophy that already sets SDVoE apart, while cloud-based management and software-defined control extend that advantage into more flexible, IT-aligned workflows.

For consultants and specifiers, the key is to evaluate AVoIP platforms on what they are actually built to deliver, not just the network they run on. A common misconception is that all AVoIP solutions perform comparably because they use similar infrastructure; in reality, how a platform uses its available bandwidth, for video quality, for latency, and for everything else riding alongside it, is what determines whether a system keeps performing as project demands, and peripheral devices, continue to grow. A related misconception treats SDVoE's higher bandwidth use as inefficiency rather than intent: that headroom is exactly what gives the platform its performance margin, for video and for every other signal sharing the network.

SDVoE

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IPMX

Bringing Broadcast-Grade AV Transport Within Reach of Pro AV

By Andrew Starks

AIMS Marketing Work Group Chair and Director of Product Marketing, Macnica



For years, Pro AV integrators choosing an AV-over-IP platform faced a trade-off. Proprietary systems offered plug-and-play simplicity but locked users into a single vendor, while open broadcast standards offered interoperability but carried engineering requirements designed for a different industry. IPMX, developed by the Alliance for IP Media Solutions (AIMS) with the Video Services Forum (VSF) and the Advanced Media Workflow Association (AMWA), was created to close that gap.

IPMX is built on SMPTE ST 2110, AES67, and AMWA NMOS, the standards that have underpinned broadcast media transport for nearly a decade and extends them to address requirements distinct to Pro AV: flexible timing models, simplified network setup, standardized HDCP and EDID handling, and HDMI compatibility. The result is a single, open framework for moving video, audio, and data over IP that works across vendors and does not lock users into any one manufacturer's ecosystem.

That framework scales from small installations to large live productions. IPMX is in use today as media routing infrastructure and in media processing applications, including live production. It is particularly valuable when an organization supports multiple workflows on one infrastructure rather than maintaining several incompatible systems. The common architecture allows systems to scale as channel counts and performance requirements grow.

IPMX's approach to bandwidth centers on JPEG XS, a low-latency, visually lossless codec transported using ST 2110-22. It can deliver 4K60 video over a single 1GbE connection — a meaningful advantage where 1GbE remains common in corporate, education, and event environments — while also supporting uncompressed transport when bandwidth permits. Timing is where IPMX diverges most from broadcast norms. Rather than requiring every source to lock to a Precision Time Protocol (PTP) grandmaster, IPMX supports PTP, NTP, or a no-timing model, depending on the deployment. These options lower the barrier to entry while preserving precise synchronization where it is needed.

Because IPMX runs on standard IT switching, integrators can size a network for the resolution and channel count required instead of overprovisioning for a worst case, then add capacity or precision timing as the deployment grows. Gateways allow existing SDI signals to enter and exit an IPMX system, supporting phased migration: Organizations can introduce

IPMX in new builds and expansions, then retire legacy segments as equipment reaches the end of its life.

Interoperability is where the standard has moved the most quickly. IPMX makes AMWA NMOS mandatory rather than optional, a departure from broadcast implementations, with every device required to support a baseline that includes IS-04 for discovery, IS-05 for connection management, and IS-08 for audio channel mapping. The first IPMX Product Testing and Certification Event, hosted by the European Broadcasting Union in Geneva, certified 48 products from 11 manufacturers. A second event expanded testing to include standardized security protocols and additional compression profiles. To date, 85 documented IPMX implementations are in place globally across education, corporate, and sports venue environments. The public IPMX Registry lets integrators verify the tested capabilities of certified products instead of assuming compatibility from a specification sheet.

That security work matters because transporting media over IP introduces risks largely absent from SDI: unauthorized network access, stream interception, and inconsistent device authentication. IPMX addresses these risks in layers. The Privacy Encryption Protocol (PEP) encrypts streams over multicast and unicast networks using pre-shared keys, providing an interoperable approach to content encryption across brands. The HDCP Key Exchange Protocol (HKEP) standardizes how products exchange HDCP keys. At the control plane, IPMX control traffic is ordinary HTTPS carrying NMOS APIs, and AMWA IS-10 adds OAuth 2.0 and JSON Web Tokens where an

organization requires authenticated, authorized control. AV security then answers to the same enterprise IT governance as everything else on the network.

Adoption in Asia Pacific is gaining momentum. Novastar and Panasonic already have IPMX Certified products, and a growing number of manufacturers in the region are adding NMOS support to AES67-capable products, increasing the flexibility with which AES67, ST 2110-30, and IPMX equipment can be used together. Premium display makers, including LED wall and projector manufacturers, are steadily adding native IP inputs alongside HDMI, DisplayPort, and SDI. This reflects adoption of ST 2110 and IPMX by media processing equipment earlier in the signal chain. Case studies from the region are beginning to emerge, and information about IPMX is available in many local languages.

Timing is where IPMX diverges most from broadcast norms. A Precision Time Protocol (PTP) grandmaster is optional rather than assumed. Without one, an IPMX sender runs its own clock and tells receivers how its timestamps relate to it, which keeps video and audio from that sender together. A grandmaster is what aligns flows from different senders.

For consultants and specifiers, the practical takeaway is to evaluate network readiness, plan for interoperability, specify IPMX Certified products, and verify their documented profiles in the public IPMX Registry rather than treat a specification sheet alone as proof of compatibility.

IPMX

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NDI

Building More Flexible AV Workflows Over IP

By Miguel Coutinho

Head of NDI



The professional AV industry has spent years moving toward IP, but the conversation around AV transport is evolving beyond the simple question of whether video can be moved over a network. Today, the more important question is what that network enables.

Modern AV environments need to move high-quality media in real time while supporting more sources, more destinations and increasingly distributed workflows. They also need to accommodate different levels of network capacity without forcing integrators to compromise unnecessarily on quality, latency or flexibility.

This is the environment NDI was designed for. From the beginning, our focus has been on making professional video and audio available as native network resources, allowing devices and software to communicate over standard IP infrastructure. That approach becomes increasingly valuable as AV and IT environments continue to converge.

There is no single bandwidth requirement for every professional AV workflow. A live production environment may prioritize

maximum image quality and ultra-low latency, while a distributed installation may need to make more efficient use of available network capacity. NDI supports both approaches through different transport formats.

NDI High Bandwidth provides high-quality, low-latency video using the SpeedHQ codec, while NDI HX3 uses H.264 and H.265 compression to deliver high-quality video at substantially lower bitrates. This gives system designers the ability to make decisions based on the requirements of the application rather than treating bandwidth as a fixed constraint. NDI supports workflows from lower resolutions through 4K60, while also supporting HDR and other capabilities required by modern production environments.

That flexibility is particularly important as AV systems grow. Designing an environment with dozens or hundreds of sources and destinations requires careful consideration of network architecture, multicast, switching capacity and traffic management. NDI is designed to operate within standard IP networks and can use multicast to distribute a source efficiently to multiple receivers. Proxy streams can also help systems work with the appropriate level of media quality when full-resolution video is not necessary.

The result is a different way of thinking about AV infrastructure. Instead of designing a system around fixed point-to-point connections, integrators can build a network in which sources become available to the applications and devices that need them. That can reduce

physical complexity while making systems easier to expand, reconfigure and adapt as requirements change.

Interoperability is central to that model. An IP-based workflow is only as useful as the ecosystem that supports it. NDI has therefore invested heavily in developer tools, APIs and certification designed to help products from different manufacturers work together consistently. The NDI Certified program tests devices for interoperability, latency, image quality, supported formats and other performance characteristics, giving integrators another way to evaluate whether products will behave as expected within a larger workflow.

The ecosystem is also increasingly about more than transporting video. NDI can carry multichannel audio, metadata and control information, including PTZ commands and tally. APIs for AV synchronization and genlock allow developers to address the requirements of more demanding production environments. This is an important distinction as networked AV moves from simply distributing content toward coordinating entire workflows.

The same principle applies beyond the local network. Production is becoming increasingly distributed, with teams, facilities and audiences often located in different places. NDI Bridge extends NDI workflows across WAN connections, allowing video, audio and metadata to move between remote environments. It also incorporates encryption and bandwidth-management capabilities designed for these distributed workflows.

Looking ahead, the convergence of AV and IT will only accelerate. Higher resolutions, HDR, software-defined production, remote collaboration and AI-enabled media workflows

are all increasing the amount and variety of media that networks need to support. AI is particularly interesting because many emerging applications depend on access to real-time video, metadata and other media resources. The network increasingly becomes the connective layer that allows those capabilities to operate at scale.

For consultants and integrators, this means evaluating AV transport based on the entire workflow rather than a single specification. Resolution and bandwidth remain important, but so are latency, synchronization, network architecture, interoperability, device management, security and the ability to evolve the system over time.

One misconception worth addressing is that moving professional AV onto IP necessarily means accepting a compromise in performance. The more useful perspective is that IP gives designers a broader set of tools for balancing performance, efficiency and flexibility. The right architecture can use different transport profiles for different requirements while keeping those workflows within a common networked environment.

The future of AV transport will not be defined by bandwidth alone. It will be defined by how effectively networks can connect people, devices, software and media in real time. As AV becomes increasingly software-driven and distributed, that flexibility will be essential to building systems that are not only capable of meeting today's requirements but can adapt to what comes next.

NDI

HDBaseT

Why Deterministic System Performance Matters More than Ever in Pro AV

By Effi Goldstein

President, HDBaseT Alliance



As professional AV systems take on higher-resolution video, advanced video formats like HDR+, interactive applications and more connected devices, the conversation around transport should go beyond just how much bandwidth we need.

For integrators, the real challenge is balancing image quality, latency, reliability, cabling, system complexity and cost. A transport platform may offer plenty of capacity, but that does not necessarily mean it is the right fit for every application.

HDBaseT was developed with that broader challenge in mind: moving high-quality AV and control over long distances, using familiar category cabling, while keeping the signal path predictable and with a plug-and-play nature.

Built Around Predictable Performance

One of the defining characteristics of HDBaseT is that the AV signal does not depend on the facility's IP network.

The connection is established directly between devices (P2P). That means the AV does not

compete with other network traffic and does not rely on VLANs, multicast settings or network-switch configuration to keep video moving.

That distinction matters in environments where the system simply needs to work the same way every time, regardless of what is happening elsewhere on the network.

HDBaseT also carries more than video. Audio, control signals such as RS-232, IR and CEC, Power, as well as USB and Ethernet functionality, can all travel over the same infrastructure. For system designers, that simplifies installations that would otherwise require several separate links.

Preserving Quality, Security, and Responsiveness

HDBaseT Spec 3.0 supports video formats equivalent to an 18 Gbps HDMI signal, including 4K60 4:4:4 and HDR. Because the video is transported without decoding and re-encoding the HDMI content, it preserves the original color depth, dynamic range, detail and metadata.

And latency is negligible. Over 100 metres, HDBaseT introduces around 10 microseconds of latency, making it well suited to interactive applications such as presentations, control systems, medical environments and gaming.

Since the video payload does not run on the IT network, it is immune to security breaches. As such, many HDBaseT devices are NIAP-approved for use in sensitive installations.

Where HDBaseT Fits Best

There is no single connectivity architecture that suits every project, and HDBaseT is no exception.

The starting point should always be the application. How many endpoints are involved? What distances need to be covered? How important are image quality and latency? How much IT involvement does the project require, both upon commissioning and throughout the installation's lifecycle? HDBaseT is particularly well suited to installations where predictable performance and operational simplicity are priorities. Typical examples include corporate meeting spaces, hospitality venues, classrooms and lecture halls, retail, medical environments, control rooms, eSports applications and high-end residential systems.

Scaling with HDBaseT

For most commercial deployments, HDBaseT matrix architectures are a natural fit for systems of up to around 64 endpoints, covering the majority of single-building applications without adding network-layer complexity. But that is not a hard ceiling. Where the project calls for it, HDBaseT systems can be pushed further through stacked or cascaded matrix architectures, extending the same deterministic, hardware-based approach to larger deployments.

For example, a premium electronics showroom in Dallas uses HDBaseT to distribute high-bitrate content to 72 displays, with image quality and ease of operation as key design priorities. The system uses nine matrix units in a stacked configuration, demonstrating how HDBaseT can support larger deployments while maintaining a straightforward distribution architecture that is easy to maintain on site without a dedicated AV specialist or IT support.

Interoperability Matters

HDBaseT is an established global standard with a mature multi-vendor ecosystem. Through

the HDBaseT Alliance, which boasts around 200 member companies, the technology has been widely adopted across displays, projectors, switchers, extenders and other professional AV equipment. That matters because it allows professional AV integrators to combine equipment from multiple vendors. HDBaseT products can interoperate according to the features supported by their respective implementations, giving integrators more flexibility when designing systems.

The technology can also be built directly into displays, projectors, cameras and other endpoints. When that happens, there is no need for an external extender box at that point in the system, which can reduce hardware and simplify the installation. We see this with projectors, and increasingly in the development of other systems such as touch controllers, video bars, video conferencing compute units, and even e/PTZ cameras.

AV and IT can Still Work Together

Network independence should not be confused with isolation from modern management tools.

The AV transport itself does not need an IP identity, but HDBaseT products can still offer network connectivity for remote monitoring, web interfaces, firmware updates and third-party control. That gives integrators an important middle ground: the ability to manage AV systems remotely while keeping the core media path independent from the enterprise network.

As AV systems continue to evolve, that balance will become increasingly important. The bandwidth equation is no longer just about how many gigabits a technology can carry. It is about what kind of experience those bits ultimately deliver — and how reliably, responsively and simply the system can deliver it.

For more information about HDBaseT technology in Commercial AV, read our new [HDBaseT whitepaper](#).

HDBaseT

UAE

Abu Dhabi Hospitality Academy Builds a Future-Ready AV Environment

From podcast production to boardroom collaboration, WyreStorm helps support a new generation of hospitality education in Abu Dhabi



Abu Dhabi Hospitality Academy – Les Roches opened in September 2024 through a partnership between the Department of Culture and Tourism – Abu Dhabi and Les Roches. The academy combines Swiss hospitality education with Emirati heritage, with a focus on developing the next generation of hospitality leaders.

Located in Abu Dhabi, the academy occupies a newly developed four-story building dedicated entirely to hospitality education. The technology environment had to be designed from the ground up as part of a wider development.

Advanced Integration Technologies (AIT) a leading ProAV integrator in the UAE, was responsible for delivering a variety of integrated and interconnected technologies across the building, with WyreStorm selected for key areas where reliability, ease of use and long-term flexibility were especially important.

The Challenge

As a brand-new development, the academy had no existing AV infrastructure in place. AIT therefore had to design and deliver the system from the ground up, working within a tight

FACT FILE

Project Name: Abu Dhabi Hospitality Academy – Les Roche

Project Location: Abu Dhabi, UAE

Project Segment: Education

Systems Designers and Integrators: Advanced Integration Technologies

AV Highlight: To provide outdoor intelligible, immersive and full-coverage audio without spilling to the neighbours

Key AV Brand: WyreStorm



timeline and with very little room for trial and error.

The technology needed to be reliable from day one, easy for users to operate, and flexible enough to support very different environments.

The podcast studio needed dependable infrastructure for interviews and curriculum-based content creation, while the boardrooms and meeting rooms required a much simpler experience: users needed to be able to walk in, connect and start presenting without downloading software or dealing with a

complicated setup. The challenge was to create the right experience for each space while keeping reliability and ease of use consistent throughout.

The Solution

AIT approached the project by looking at how each space would be used rather than applying the same AV setup everywhere.

Podcast Studio

One of the key areas was the academy's podcast studio, which was designed to support



interviews and curriculum-related content creation by both students and teaching staff.

The studio includes Canon cameras, Shure microphones and other professional production equipment, with WyreStorm extension and matrix switching technology forming part of the supporting AV infrastructure. Reliability was especially important in this space. During recording or production, the technology needed to work consistently in the background without interrupting the session or slowing users down.

WyreStorm's role was therefore focused on providing a dependable signal path and switching infrastructure behind the production environment.

Meeting Spaces

In the academy's boardrooms and meeting spaces, the priority was simplicity. Employees and executives wanted a plug-and-play experience without downloading software or going through a complicated setup process before a meeting could begin.

WyreStorm presentation switching, wireless presentation and video collaboration solutions were integrated with the Crestron control system and room cameras to create a more straightforward user experience. The aim was simple: users should be able to enter the room, connect and start working without needing technical support in a fully integrated futuristic AV space. For a busy

education and corporate environment, that ease of use was just as important as the underlying technical capability.

The Result

The completed installation gives Abu Dhabi Hospitality Academy – Les Roches a modern AV environment built around the way its key production and collaboration spaces are actually used. Students and educators have access to a dedicated podcast studio for interviews and curriculum-based content creation, supported by the reliable AV infrastructure needed behind the production workflow.

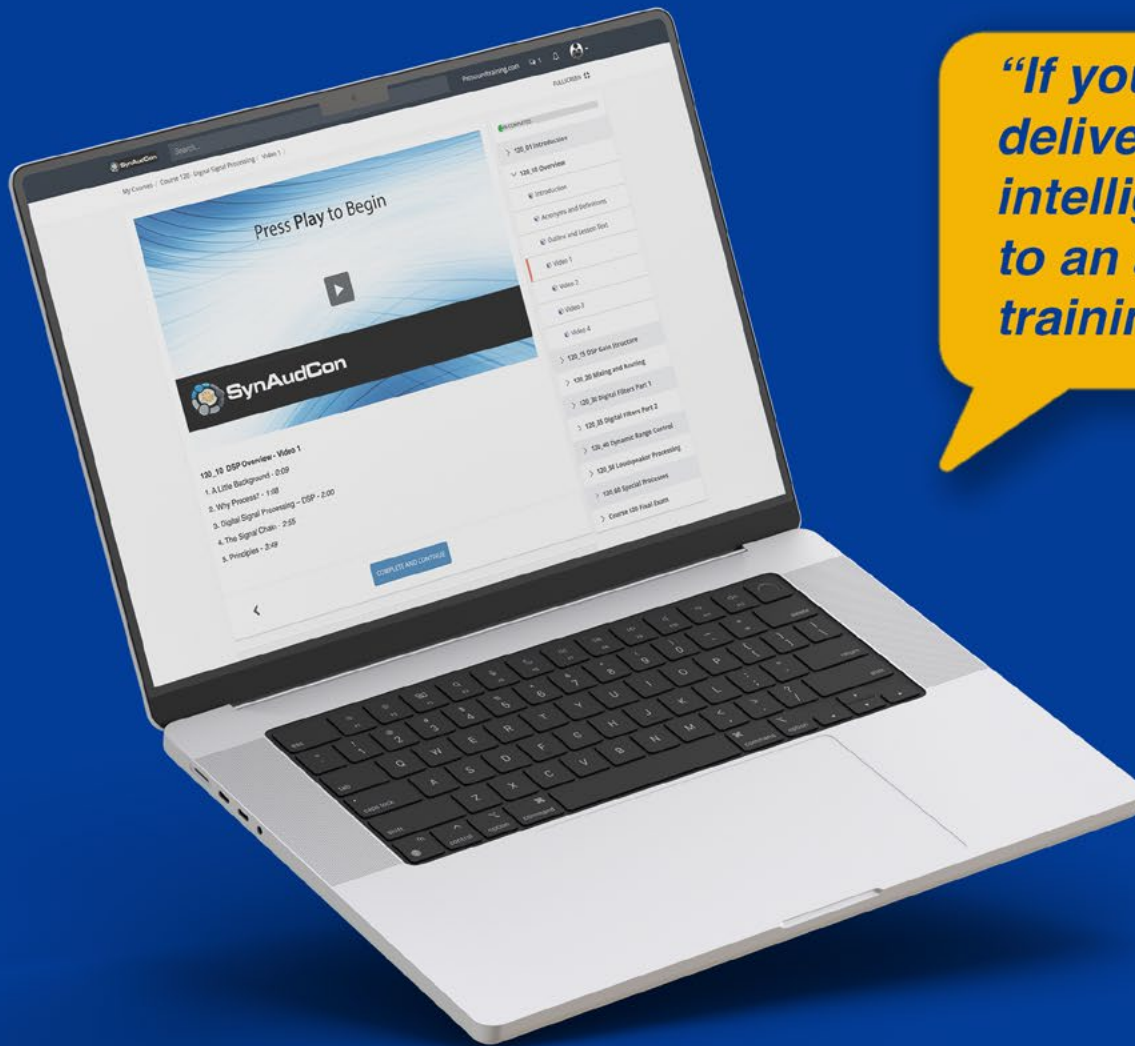
In the boardrooms and meeting spaces, the experience is deliberately simpler. Users can connect, present and collaborate without having to think about the technology behind the room.

For AIT, that balance between dependable infrastructure and straightforward everyday use was an important measure of success. "We had a very clear requirement on this project: the technology had to be reliable, easy to use and ready from day one. The solution gave us the confidence to deliver that across very different spaces, from the podcast studio to the boardrooms and meeting areas. The overall result has been excellent, and we are extremely satisfied with how the solution has performed," said Sayed Yammine, General Manager, Advanced Integration Technologies.

The success of the project comes down to matching the technology to the way each space is actually used. In the podcast studio, that meant dependable infrastructure behind the production workflow. In the meeting spaces, it meant making presentation and collaboration as straightforward as possible. For the academy, the result is technology that supports the work happening in each room without getting in the way of it.

WyreStorm

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