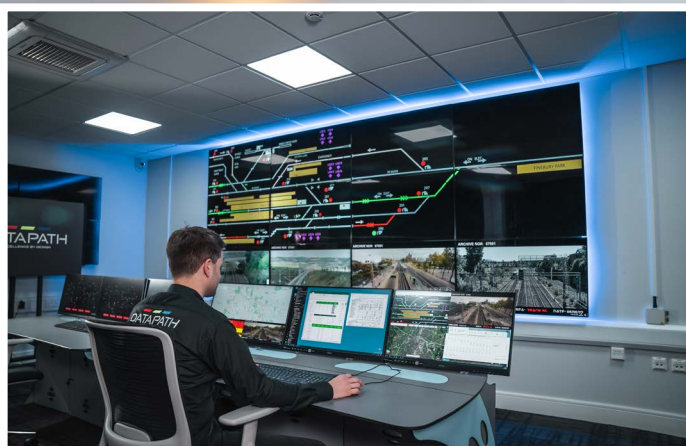


SIIA

REVELLING IN 'N' REWARDING AV EXCELLENCE



Rethinking Control Rooms in India



Shamlaji Temple Shines in 3D Projection Mapping

Designed to Collaborate. Built to Perform.



Room Connectivity



Display Mounts



Collaboration Tables



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From the Publisher

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Welcome to our InfoComm India 2025 Special Edition!

We are delighted to once again host the SI India Awards 2025 on the very first evening of InfoComm India. Now in its 7th edition, the Awards continue to grow in stature, drawing fresh energy and new partnerships. This year, we proudly welcome five new partners to the fold, a testament to the industry's faith in the platform.

The response has been overwhelming, with over 60 project entries, each reflecting the creativity, innovation, and drive that define India's AV industry. True to its vision, the SIIA continues to spotlight emerging trends that are shaping the Indian AV landscape—bringing them center stage for the community to celebrate, reflect upon, and be inspired by.

In this special edition, you'll also hear from established global brands on their business outlook in India, the opportunities they see, and the trends steering the market. We showcase some remarkable projects that highlight the depth and dynamism of AV integration across the country.

Here's to an exciting read—and to the spirit of innovation that keeps our industry moving forward.

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Source: Futuresource Quarterly Market Insight Report, FY2023. ^ Colour brightness (colour light output) in brightest mode, measured by a third-party lab in accordance with IDMS 15.4. Colour brightness will vary depending on usage conditions. Top-selling Epson 3LCD projectors versus top-selling 1-chip DLP projectors based on NPD sales data for May 2017 – April 2018. * 3 years or 20,000 hours, whichever is earlier.

SIIA: Revelling in 'n' Rewarding AV Excellence

Indian AV's prideful awards event scaling up the stakes



SYSTEMS INTEGRATION INDIA AWARDS 2025
Where Outstanding AV Experiences Take Centre Stage

Audio Conferencing Category Partner	Corporate Category Partner	Education Category Partner
		
Government Category Partner	Projection Mapping Category Partner	AV Professional of the Year Award Partner
		
Awards Evening Sound Partner	Partners	
		
		

Systems Integration India Awards, or SIIA in short. For anyone involved with Indian AV industry, this doesn't need an introduction. A brand in itself, Indian AV's most prided and celebrated event is calling the industry for the seventh time. Set for the evening of 9 September, in Mumbai, the event is rearing to scale up the stakes and further the dynamic it characterizes.

Over 60 project nominations vie for Awards from seven Categories

*** Two segments of the Awards have joint winners as a result of tied scores.**

*** For the first time, one SI has won three Awards***

SIIA – an ambitiously attributed synonym for excellence by Indian AV – is calling: for the seventh time, for the industry to congregate with its best project pool, and celebrate the rewarding performances.

Riding on the incredibly successful SIIA 2024 held last year, this year's event has already set the tone for what it had been characterizing- furtherance of excellence.

For a very snappy reckoning, consider this:

With the new dynamism characterizing the industry activism, SIIA has FIVE new Partners for the 2025 Edition:

- HARMAN PROFESSIONAL (INDIA) SOLUTIONS – as the AV Professional of the Year Award Partner
- Televic Conference – as the first (newly constituted) Audio Conferencing Category Partner
- NTECK SYSTEMS – as the new Corporate Category Partner
- LOGIC AV – as the new Education Category Partner
- ROSS VIDEO – as new Partner

Having started the People's Award as a much demanded extension to the Awards' platform in 2023, SIIA got its most coveted Individual Award, the AV Professional of the Year Award partnered by Harman (India) Professional Solutions.

HARMAN, which had been one of SIIA's Founding Partners for the Hospitality Segment earlier, took its pole position again this year 2025 but with a more expressive statement- as the Partner for AV Professional of the Year Award.

"At HARMAN, we are deeply committed to advancing innovation and excellence within the professional audiovisual industry; partnering with SIIA to sponsor the AV Professional of the Year

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Award was a natural extension of that commitment," says **Vinayak Kamath**, Head of Marketing, Harman (India)

Professional Solutions. "This award not only recognizes the incredible talent and leadership shaping the future of AV, but also aligns with our mission to empower professionals who are driving meaningful change through technology and creativity."

"The AV industry is evolving rapidly, and it's the passion and ingenuity of its professionals that keep pushing boundaries," Vinayak asserts. "We believe in celebrating those who lead with vision, deliver exceptional experiences, and set new benchmarks in the field. By supporting this award, we're investing in the future of AV—honoring today's trailblazers and inspiring the next generation of innovators."

New Category: Audio Conferencing

As the AV industry continues to expand with galactic pace to widen its ambit with new segments emerging as independent domains of their own- SIIA added this Audio Conferencing as the new, seventh Category elevate the six-category Award's celebration.

And, the category instantly found its taker- Televic Conference, with the Belgian audio communications major making a rapid and huge growth in India in a quick span.

"We had been watching the SI India Awards for the past few years; we realize quality contribution and value the Awards had been brining to the industry," states



"At Televic Conference, our mission has always been to facilitate clear communication and create better understanding

through our technology; the SI India Awards share a similar vision by recognizing the individuals and organizations that make this possible through exceptional system integration work," said **Mohan Hamal**, Vice-President

of Sales at Televic Conference (India). "Since integrators are instrumental in turning technology into real-world solutions that foster better collaboration and understanding, partnering with SI India Awards was a natural and meaningful choice for us."

NTeck Systems, the new Corporate Category Partner

The Corporate Category – the one demanded take of the SI Awards – found a new partner this year with NTeck Systems claiming the pole position. A very dynamically growing AV distribution major that it has been, the Bengaluru-based NTeck Systems – in a sort of *seize the opportunity* move, took up the Partnership role for the Corporate Category as the first shot at it.



Nataraju Upputuri, Managing Director of NTeck Systems. "This alliance is built on shared values and complementary strengths," he

declares. "SI India Awards celebrates the skill and innovation of integrators, NTeck brings high-quality, innovative and reliable AV gear to the industry to enhance the AV experience as a whole.

LOGIC AV – The new Education Category Partner

The Education Category – another big take of the SI India Awards – is taken by the Bengaluru-based Logic AV Systems, a big, prideful statement of make-in-India initiative of Indian AV dynamism. Having set up India's largest LED display devices manufacturing plant with truly indigenous expertise, Logic had been going places from strength to strength with predominant presence in segments like Education, Corporate, Government, and Hospitality.

"We have seen, and reckon that SI India Awards are built on high credentials; like exactly what Logic is built on," says



Pankaj Ballad, Director at Online Instruments, the Promoting Company of Logic. "Associating with SIIA is

like working with a shared vision of contributing to excellence in AV," he explains. "At Logic, being the largest IFPD solutions player in India, and beyond – with the country's first CKD interactive display manufacturers – we, at Logic, are driven by passion and mission to promote experiential excellence in LED display business."

As Education segment is one rapidly expanding domain with exponential adoption of display solutions, it is in the fitness of things for us to partner with SIIA for the Education Category," asserts Pankaj. "Together, we hope to contribute to rising the bar of excellence while adopting display solutions across the wider arrays of Education segment."

ROSS VIDEO – New Partner

Adding to the growing interest in the awards, Ross Video has come on board as a new partner. With an established presence in India and a reputation for powering live productions through its suite of solutions, Ross Video is using this opportunity to connect with the AV industry.

SIIA continues to explore and track the emerging trends in AV industry that are relevant to India and brings them to the celebration dais for everyone to reckon and revel.

SIIA, of course, deeply appreciates the continued support of our long-time partners—Ansata, Epson, Kramer, EDS, and Sennheiser—who have steadfastly believed in our mission.

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Kramer AV Shaping Smarter, Adaptable Future- Ready Workspaces



Bharath Kumar

President, Asia Pacific
Kramer

SI Asia caught up with Bharat Kumar, President, Asia Pacific at Kramer, to discuss the company's latest innovations, the business opportunities on the horizon, and his take on where the AV industry in India stands today.

Transformative Growth with Strategic Acquisitions

Kramer has undergone transformative growth with the strategic acquisitions of Ashton Bentley, a leading UK-based provider of collaboration spaces, and ZeeVee Inc., a trailblazer in AVoIP technology. These pivotal moves have strengthened our standing as an industry leader by expanding our expertise in Unified Communication and Collaboration (UCC). The integration of Ashton Bentley's innovative space design and ZeeVee's cutting-edge AVoIP solutions is reshaping our approach, enabling us to deliver more advanced, integrated, and future-ready AV and IT solutions that enhance connectivity and collaboration across diverse environments.

Robust Growth in India

Kramer has experienced robust business growth in India, fuelled by heightened brand recognition and a

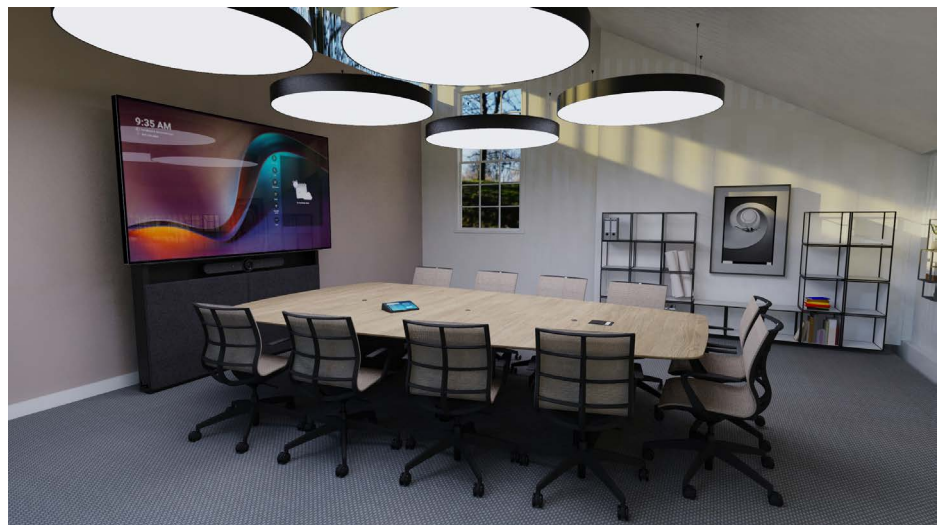
rising demand for our advanced audio-visual collaboration solutions. Key vertical segments offering significant growth opportunities include Enterprise, Education, Healthcare, and Government sectors. In the Enterprise segment, our focus on innovative solutions like USB-C connectivity and AVoIP with JPEG2000 SDVoE technology has met the needs of dynamic workplaces, particularly in Knox Centres and monitoring solutions. The Education sector benefits from our scalable collaboration tools, enhancing interactive learning environments. In Healthcare, we are addressing specialised requirements with tailored AV solutions for remote applications and management. The Government sector sees value in our secure, integrated systems for public infrastructure.

Our acquisition of Ashton Bentley has opened new avenues by introducing collaboration space expertise, a domain previously untapped in the AV industry, enabling us to offer comprehensive meeting room solutions that combine furniture, mounts, and connectivity. Additionally, Panta Rhei has revolutionized remote application and management, allowing seamless operations across distributed networks.

Dynamic Shift Towards Integrated and Innovative Solutions

The current state of the AV industry in India reflects a dynamic shift toward integrated and innovative solutions, and I am optimistic about its immediate future. At Kramer, we are focused on advancing hybrid and collaborative meeting experiences, enabling seamless communication and productivity across distributed teams. Our emphasis on remote management and monitoring solutions ensures efficient oversight of AV systems, enhancing operational reliability. We are also tailoring solutions for learning spaces to foster interactive education, while addressing healthcare needs with specialized AV setups for telemedicine and patient care. Additionally, our experience centres are designed to showcase these capabilities, providing hands-on demonstrations to inspire adoption. These efforts align with the growing demand for adaptable, future-ready workspaces, positioning the industry for sustained growth and innovation.

www.kramerav.com



Ashton Bentley: Ashton Bentley, now part of Kramer, redefines collaboration with seamless and intuitive meeting room solutions. Their integrated systems combine advanced technology, sleek design, and effortless installation to transform workspaces. From simplified deployment to unparalleled user experience, Ashton Bentley solutions ensure productivity, connectivity, and innovation for modern businesses worldwide.

Despite Challenges, Opportunities Abound for HARMAN Professional Solutions in India



Ashish Bajaj

Sales, India & SAARC,
HARMAN Professional Solutions

Delivering Robust and Easy to Deploy Solutions

Over the past year, HARMAN Professional has accelerated its innovation pipeline, averaging the launch of seven to eight new SKUs each month across our family of brands. A highlight is the introduction of AMX MUSE, our new control platform that redefines simplicity in programming with seamless support for High-Code, Low-Code, and No-Code environments, including Python, Groovy, JavaScript and Node-Red. With the addition of FLUX::, our product line presents a wide range of products for Immersive Audio, Audio Analysis and Audio Processing, delivering 16, 32 and 64-channel solutions not only for fixed installs but also for live performance environments. The Indian market has embraced these offerings with enthusiasm, and with a strong product pipeline ahead, we are optimistic about continued growth.

Talent Challenge and Nurturing

At HARMAN, we view talent not as a challenge but as one of our greatest opportunities. The AV industry is evolving rapidly, and the next generation of professionals brings fresh energy and

curiosity to this space. Our focus is on identifying individuals with the right mindset and equipping them with the tools, mentorship and stage to grow into future leaders. By fostering a culture of innovation and collaboration, we ensure that our teams are not only retained but also empowered to thrive. On the market front, while shifting economic and political dynamics have impacted the timing of certain projects, our strong nationwide reach and diverse portfolio enable us to uncover new opportunities and keep advancing alongside our partners and customers.

Plethora of Solution Options Help Navigate Market Challenges

Despite market challenges, HARMAN has continued to grow by leveraging our stability, scale, and unmatched product range. Our ability to support everything from small-scale audio requirements to highly complex solutions for auditoriums and live arenas makes us a trusted partner across verticals. Innovation is at the heart of this success. For example, FLUX:: has created significant excitement among sound designers and consultants exploring immersive audio. Our open-standard software and applications also foster inclusivity and adaptability, creating new opportunities across enterprise, education, hospitality, and live entertainment segments.

Reaching Beyond Metro Cities

While metro cities such as Delhi, Bangalore and Mumbai continue to drive consistent growth, we are seeing notable success in Tier-3 and Tier-4 markets where customers deeply value reliable products and accessible service support. States including Madhya Pradesh, Sikkim, Punjab, Arunachal Pradesh and Kerala have shown exceptional growth, reflecting the increasing demand for high-quality AV solutions beyond traditional metropolitan hubs.

Sound & Light Shows a Boost for Harman

One of the most impactful initiatives has been our contribution to Sound & Light shows across India. With strong government support, HARMAN has delivered 17–20 installations in recent years, helping transform these venues into major attractions for local communities and tourists alike. These projects bring history and culture to life through immersive storytelling, powered by our audio and lighting technologies, and have significantly increased footfall at heritage and cultural sites.

Shift in Consumption Patterns Augurs Well for Harman

India's AV industry is undergoing a major transformation, with purpose-built spaces driving demand for advanced technologies across verticals. Collaboration and immersive experiences are at the forefront, shaping how enterprises, educational institutions, entertainment venues and public spaces evolve. At HARMAN, we are innovating with simplicity and user experience in mind - whether in audio, control, or lighting solutions. The growing openness to high-quality lighting has also created strong opportunities for our Martin portfolio. We believe the pace of innovation will accelerate as collaboration deepens across the industry, and we look forward to playing a central role in shaping the next wave of AV experiences in India.

<https://pro.harman.com>



HARMAN Professional Solutions at the Moxy Mumbai Hotel.

Epson India Powers Growth with Innovation and Custom Solutions



A.K. Harish

Senior General Manager
Visual Products
Epson India

Establishing Solution Centres for Customers to Experience Cutting-Edge Technologies

Epson India has made several strategic advancements. We inaugurated Epson's first manufacturing facility for ink tank printers in India, reinforcing our commitment to local production and the "Make in India" initiative. In the AV domain, we launched multiple new projector models catering to diverse applications—from high brightness installations to mobile projection solutions. We also established Solution Centres in Bengaluru, Delhi, and Chennai, where customers can experience Epson's cutting-edge projection technologies including edge blending, surface mapping, and simulation setups, in addition to printing and Robotics solutions. These developments reflect our focus on innovation, customer experience, and market expansion.

Shaping the Future of AV with Technology

At Epson, our focus is on advancing projection technologies to meet the evolving demands of diverse sectors—from immersive retail and education to

simulation and collaborative workspaces. Rather than viewing market shifts as challenges, we see them as opportunities to innovate. We're enhancing customer experience through cutting-edge solutions, a robust service network, and hands-on engagement at our Solution Centres. Sustainability remains a core priority, and we are expanding the adoption of our energy-efficient 3LCD laser projectors, which deliver exceptional brightness with reduced environmental impact. Additionally, we are strengthening our global manufacturing and R&D capabilities to ensure agility, reliability, and responsiveness. These efforts reflect our commitment to shaping the future of AV with technology that is smart, sustainable, and customer centric.

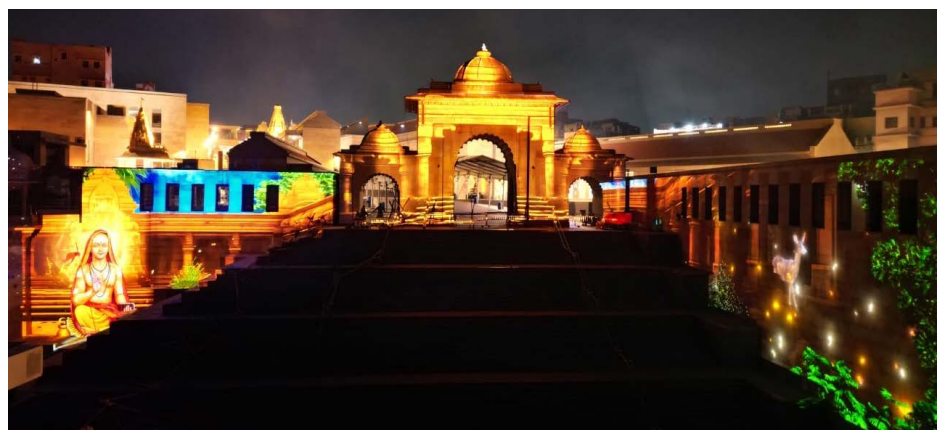
Innovation at the Heart of Business Growth

Navigating a complex market environment, Epson India registered robust sales in 2024–2025, led by increasing demand for immersive and adaptable projection solutions across critical industries. In the corporate space, the shift toward hybrid work models has driven adoption of high brightness projectors and edge blending solutions for seamless, collaborative meeting room experiences. Education segment remained a focus area, with institutions adopting projection technologies to enable interactive and immersive learning environments. Retail and experiential marketing is an emerging growth area, while government and other institutions

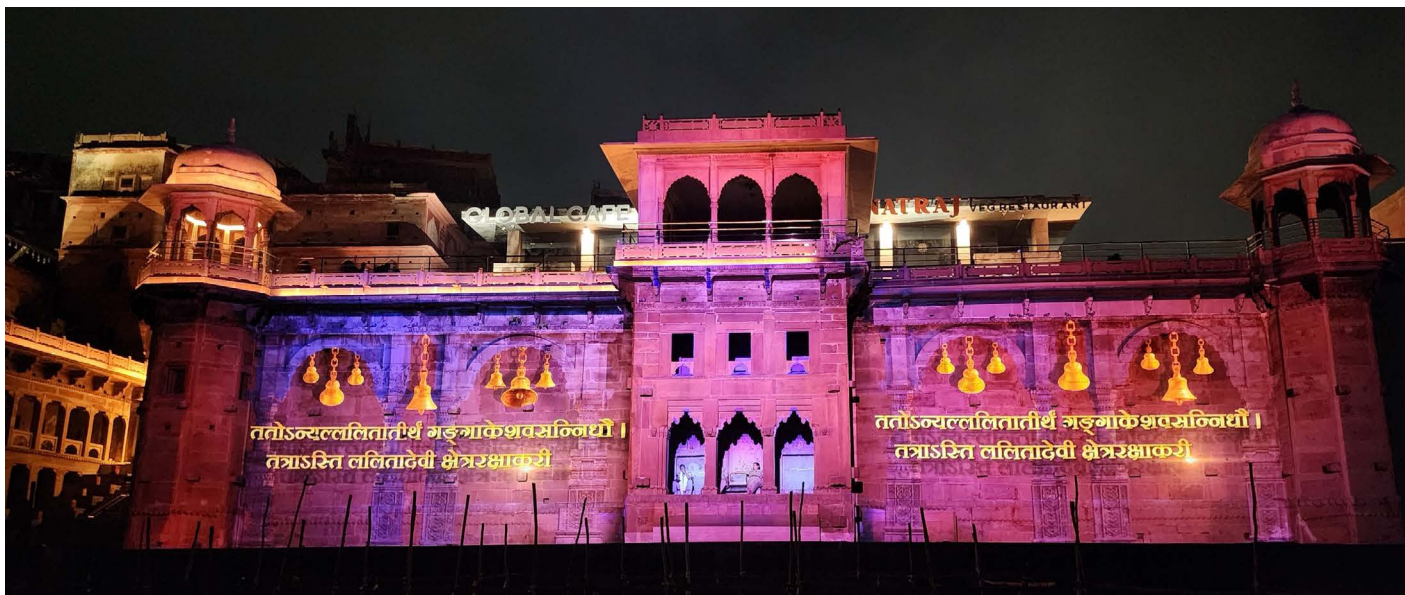
are leveraging large scale projection mapping solutions. Simulation-based applications—such as golf simulators and architectural blueprint projections—are also emerging, showcasing the versatility and precision of Epson's AV solutions. Home Theatre Projectors continue to penetrate households looking for a large screen theatre-like experience. Epson continued to lead the Indian projector market, retaining its No.1 position (for over a decade), with a commanding 48% market share in FY24. Globally, we've held the No.1 rank for 23 consecutive years. Our sustained leadership is driven by continuous innovation, including advancements in double stacking for enhanced brightness, compact mobile units, and energy-efficient 3LCD laser technology—each designed to meet evolving customer needs and unlock new business opportunities.

Reaching Wider Audiences with Tailored Solutions

We have witnessed consistent growth across the country, driven more by evolving applications than by geography. The increasing adoption of immersive display technologies, projection mapping, and simulation-based solutions has opened up new opportunities across sectors. Education continues to be a strong contributor, with institutions embracing projection for interactive and immersive learning. Similarly, demand for hybrid meeting room setups and experiential retail environments is fuelling growth in corporate and commercial



Kashi Ghat, next to Lalita Ghat, Varanasi.



Lalita Ghat, Varanasi.

segments. Our focus on delivering versatile, high-brightness solutions tailored to these applications—along with hands-on experiences at our Solution Centres—is helping us reach a wider audience and unlock new markets.

Exceptional Traction with Epson's High Brightness Projectors

Our high brightness projectors with edge blending and mapping capabilities are seeing exceptional traction. We have seen robust sales for our Home Theatre Projectors too. We have executed marque projects like Isha Foundation Adi Yogi (Coimbatore & Bangalore), Kanha Shanti Vanam, Kashi Ghat Varanasi & Valluvar Kottam Chariot and Solutions like golf simulation, house blueprint projection, and meeting room setups are emerging and interesting prospects due to their versatility, ease of integration, and immersive impact.

Empowering the AV Ecosystem in India

Epson has played a pivotal role in advancing the AV industry by consistently pushing the boundaries of projection technology. Our proprietary 3LCD laser light source technology has set new benchmarks in brightness, durability, energy efficiency, and visual clarity—enabling high-performance solutions that are both sustainable and impactful. We offer one of the widest ranges of projectors across categories, catering to diverse applications such as immersive displays, projection mapping, education, simulation, and corporate environments.



Kanha Shanti Vanam, Hyderabad.

Beyond technology, Epson has contributed through the successful execution of complex, large-scale projects across sectors, demonstrating the reliability and adaptability of our solutions. Our Solution Centres in key cities serve as experiential hubs where customers, partners, and integrators can test, explore, and co-create AV solutions tailored to their needs. These centres also play a vital role in knowledge sharing and skill development, helping elevate industry standards. Through innovation, accessibility, and hands-on engagement, Epson continues to empower the AV ecosystem in India—driving growth, enabling creativity, and fostering a future-ready industry.

India Seeing Dynamic Transformation

India's AV industry is undergoing a dynamic transformation, driven by the growing demand for immersive experiences, flexible display solutions, and application-specific innovations. The increasing adoption of technologies

like projection mapping, simulation, and interactive education tools is reshaping how visual communication is delivered across sectors. Epson sees this evolution as a powerful opportunity to contribute meaningfully through advanced solutions built on our 3LCD laser light source technology—offering high brightness, energy efficiency, and long-term reliability.

Epson laser light source projectors can project up to 20000 hrs without maintenance. As applications become more complex and diverse, we believe the industry must focus on delivering integrated, scalable, and sustainable solutions. Our hope for the future is a more collaborative and innovation-led ecosystem, where manufacturers, integrators, and end-users work together to push creative boundaries. We envision an AV industry that is not only technologically advanced but also inclusive, experience-driven, and environmentally conscious.

www.epson.co.in

Ansata Achieves Several Milestones



Leslie Lean

CEO, Ansata

We have achieved several milestones that reflect our expanding impact across different verticals. Some of the most prominent ones are in the Performance venues and education segment.

The **Christ University's 2,000-seater auditorium** in Bangalore and **Kumaran School's 500-seater auditorium** have become benchmarks for institutional audio excellence catering to their needs ranging from Speech to Live Performances. In hospitality, Indian Craft Brewery in Bangalore received a solution that balances energy with clarity.

Expanding into Cinema, we completed projects like 5.1 Dolby setup in a private amphitheatre in Hyderabad and the **NCPA Preview Theatre** in Mumbai. In the corporate space, installs such as **Deloitte Soundscape** and **Amazon** have elevated workplace collaboration through advanced audio solutions. On the Projection mapping front, our work at **Thiba Palace** in Ratnagiri and **Ambazari Gardens** in Nagpur showcased AV's transformative role in tourism.

Technologically, we have expanded our portfolio to meet the growing demands of diverse performance environments. The introduction of the Avid E6LX-256 engine brings uncompromising power and flexibility for orchestra-level productions and large-scale venues.

Complementing this is the Waves LV1 Classic digital mixing console—a compact yet remarkably powerful solution perfectly suited for performance spaces, houses of worship, and multipurpose venues. Spottune is another innovative brand with 360 degree Omni Sound catering to Hospitality and Retail markets.

To further refine the listening experience, we have also integrated Trinnov's advanced room correction technology for studios and medium-sized venues, ensuring precise acoustic optimization. Together, these innovations reinforce our commitment to delivering future-ready AV solutions while strengthening our presence across every vertical we serve.

Proactive Measures Overcome Current Hurdles

Our portfolio features highly specialized professional brands such as d&b audiotechnik, DPA, Avid, and RME, renowned within the industry but not widely recognized among end customers, unlike brands that also cater to the home and personal use segments. This is where the role of consultants and system integrators becomes crucial, helping bridge the knowledge gap and guiding clients toward the right solutions.

The growing presence of our systems at landmark venues like the **Nita Mukesh Ambani Cultural Centre (NMACC)**, as well as their use by global icons such as **Coldplay** and **Ed Sheeran** during their performances in India, has significantly enhanced awareness. More and more end customers are now discovering the value and reputation of our brands through these world-class associations.

Another challenge is keeping pace with rapidly evolving technology while ensuring clients are educated and confident in adopting new solutions. We have countered this by investing in training programs, product demos, and showing them Electro-acoustic designs (real-time system simulations) that help clients visualize performance outcomes before finalizing projects. These proactive measures not only help us overcome current hurdles but also position us to respond swiftly to market changes and client demands in the future.

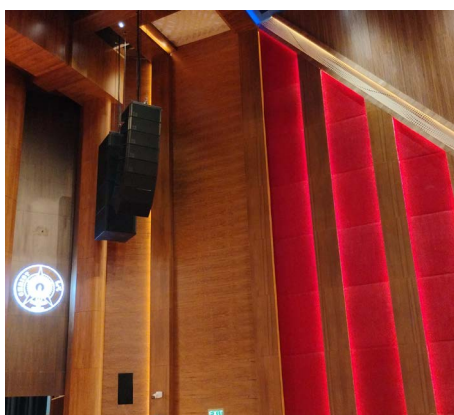
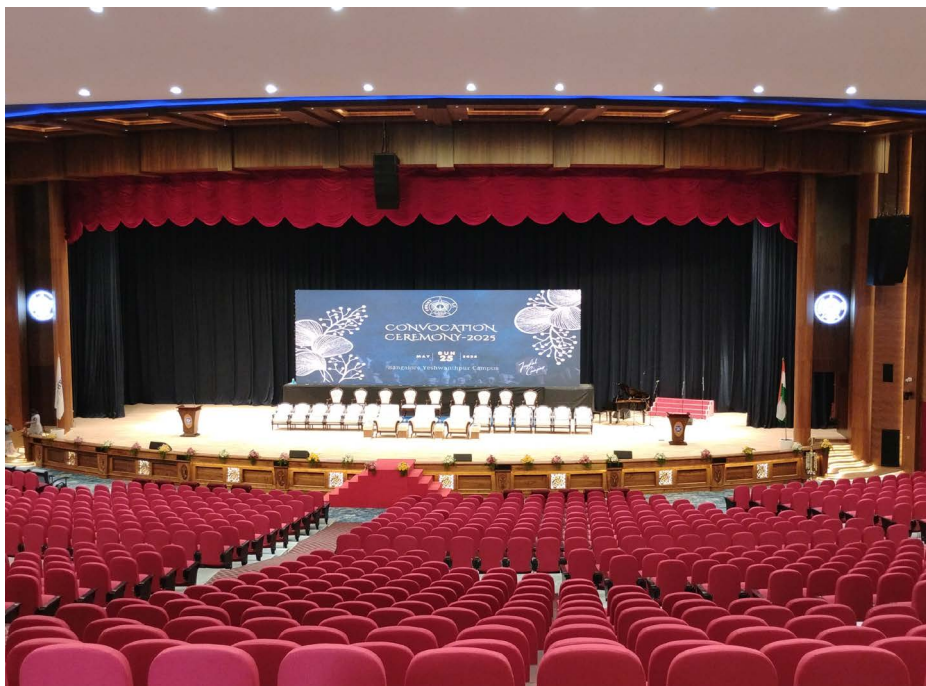
Convergence and Innovative AV Technologies Help Ansata with Steady Growth

The 2024–2025 period has brought steady growth across multiple verticals, driven largely by the convergence of audio, video, and control systems into more integrated solutions. Performance venues remain a key opportunity and high-profile installs like the Nita Mukesh Ambani Cultural Centre (NMACC) and Christ University Auditorium reinforces our credibility in delivering exceptional large-format audio experiences. The education sector is another strong growth area, exemplified by projects like Nita Mukesh Ambani Junior School (NMAJS), where audio quality has been elevated to world-class standards. Corporate environments are increasingly seeking high-quality AV solutions for hybrid work, creating demand for scalable, future-ready systems. Innovation is central to this growth — our adoption of Milan AVB protocol and immersive audio solutions has opened new creative possibilities for clients. With more venues and institutions seeking to create engaging, technologically advanced environments, our role as technology partner has expanded, positioning us strongly in the evolving AV landscape.

The 2024–2025 period also saw some ground-breaking technological innovations from our brands. The new CCL (Compact Cardioid Line Array) from d&b caters to smaller spaces and features directional sound, providing the perfect solution for a noise sensitive country like India. Immersive sound has become an easy, simple to set up experience with Soundscape from d&b. Core+ from DPA uses cutting-edge microphone design and technology to deliver a more dynamic range with almost negligible distortion. In network audio, we saw Dante bringing in install-specific adapters and the power of Milan AVB protocol to integrate RME, d&b, and the S6L from Avid with ease, enabling communication between the devices using ethernet cables.

Flagship Installation Featuring d&b audiotechnik

A flagship installation which has seen outstanding results is the Christ University



Christ University Installation.

2,000-seater auditorium in Bangalore, which now stands as a benchmark for AV excellence in the education sector. The venue, known for hosting everything from convocation ceremonies to large-scale cultural performances, required a system capable of delivering pristine sound across all use cases.

We deployed a d&b audiotechnik XSL line array system with 22 loudspeakers (8 per side, 6 centre), supported by 8 XSL SUBs and 2 SL-SUBs for powerful, controlled low end. For precision in the front rows, 9 d&b 44S compact fills were installed, alongside 2 Vi10Ps for image fill and CCL8/CCL-SUB side fills for on-stage depth. Performers benefit from 12 M4 monitors, ensuring consistent clarity on stage. Control is powered by an Avid S6L 24D console, paired with DPA microphones for detailed capture. This solution delivers even coverage, exceptional speech intelligibility, and

immersive musical performance, all while maintaining the venue's visual elegance. Its success reinforces our ability to design systems that inspire both audiences and performers, setting new standards for institutional AV installations.

Soundscape: Our install at the Deloitte office in Hyderabad features Soundscape from d&b, an immersive sound technology setup utilising EnSpace (Acoustic Emulation) and EnScene (Object-based mixing). These features allow you to change the acoustic character of the venue at will, turning a dry studio-like space into a lush cathedral, or a concert hall into an intimate chamber.

The 360 degree setup of the speakers along with the DS100 engine and a tracker, enables the movement of sound along with that of the person speaking, reproducing the sound with transparency and spatial accuracy.

NMACC had its first ever immersive sound experience with "Parampara: The Joy of Music", a concert series by Shankar Mahadevan in July this year.

Exciting Crossroads Ahead for the AV Industry in India

The AV industry in India is at an exciting crossroads, with technology adoption accelerating across sectors. There's a clear shift toward integrated solutions that merge audio, video, lighting, and control into unified ecosystems, making the user experience more seamless and immersive. Corporate demand for hybrid collaboration tools remains high, while performance venues, education institutions, and cultural spaces are increasingly investing in premium AV to attract audiences and enhance engagement.

However, the industry still faces challenges around standardisation, and consistent quality benchmarks. We believe the future will be defined by greater emphasis on interoperability — protocols like Milan AVB are just the beginning — and deeper adoption of immersive and AI-driven technologies. Our hope for the immediate future is that the AV sector continues to embrace innovation while strengthening training and certification frameworks, ensuring India's AV capabilities meet global standards.

As we see massive AI adoption with respect to post-production and music creation, we see a shift from the studio-specific market. However, we strongly feel that the install and touring market are both in for a boom; something way bigger than what is being projected.

We can see signs of this live in action year-on-year, as internationally renowned names like Ed Sheeran, Green Day, Coldplay, are including India in their touring roster.

The install market is also seeing a cascading shift from price-sensitiveness to demand for quality. We at Ansata, keep quality and delivery of design at the forefront.

When it comes to the install process, our OEM trained pool of designers & technicians with specific vertical focus help us deliver that quality with precision.

www.ansata.net

Sennheiser is Well-positioned to Capitalise on Emerging Market Opportunities



Naveen Sridhara

Director - Sale of Business
Communication
Sennheiser Electronics India

Sennheiser India as a Key Enabler of Advanced Communication Solutions

Since September 2024, we have significantly strengthened our foothold in the Indian business communications market. A key highlight was the showcase of our flagship TeamConnect Family at InfoComm 2024, which features unified communication solutions tailored for meeting rooms and lecture spaces of varying sizes. This innovation supports smarter collaboration and reflects our commitment to addressing evolving communication needs amid rapid transformations in remote work, AI, and cloud technologies.

Furthermore, the deployment of advanced features like TruVoicelift and the enhanced speech intelligibility of the TeamConnect Ceiling 2 microphones have notably improved user experiences. These innovations have dramatically elevated audio clarity in educational environments, enabling instructors and students to engage seamlessly, whether physically present or remote. Feedback from users confirm that the precise, clear sound quality creates a near-physical classroom experience, boosting focus and interaction without disruptions.

Looking ahead, we are excited about several initiatives around expanding our digital services and market presence. Our strategy is aligned with the growing demand for data-driven decision-making, personalised experiences, and deeper collaboration, positioning Sennheiser India as a key enabler of advanced communication solutions in the evolving AV landscape.

Strategic Initiatives to Navigate the Dynamic Market

We are deeply committed to advancing the professional audio and business communications landscape across the country. The fast-evolving technology environment, characterised by AI integration, cloud solutions, and hybrid work models, continues to drive rapid change. Rather than viewing these dynamics as challenges, we see them as opportunities to innovate and lead.

We invest heavily in research and development, delivering smarter, reliable AI-enabled audio products tailored to the specific needs of our customers. We have also strengthened our nationwide support network to ensure seamless service and timely response across India's diverse geographies.

We deploy ready-to-use solutions that save integrator's time and improve client satisfaction. We combine digital engagement with personal relationships to enhance the overall customer experience. Continuous upskilling and training of our teams ensure agility and responsiveness to evolving market demands.

Through these strategic initiatives, Sennheiser India confidently navigates the dynamic market landscape, reinforcing its leadership while actively contributing to the growth and development of India's AV and business communications sectors. This proactive approach enables us to meet emerging market needs and position ourselves for sustained growth.

Growing Demand for Advanced Audio and UC Offer Robust Business Opportunities

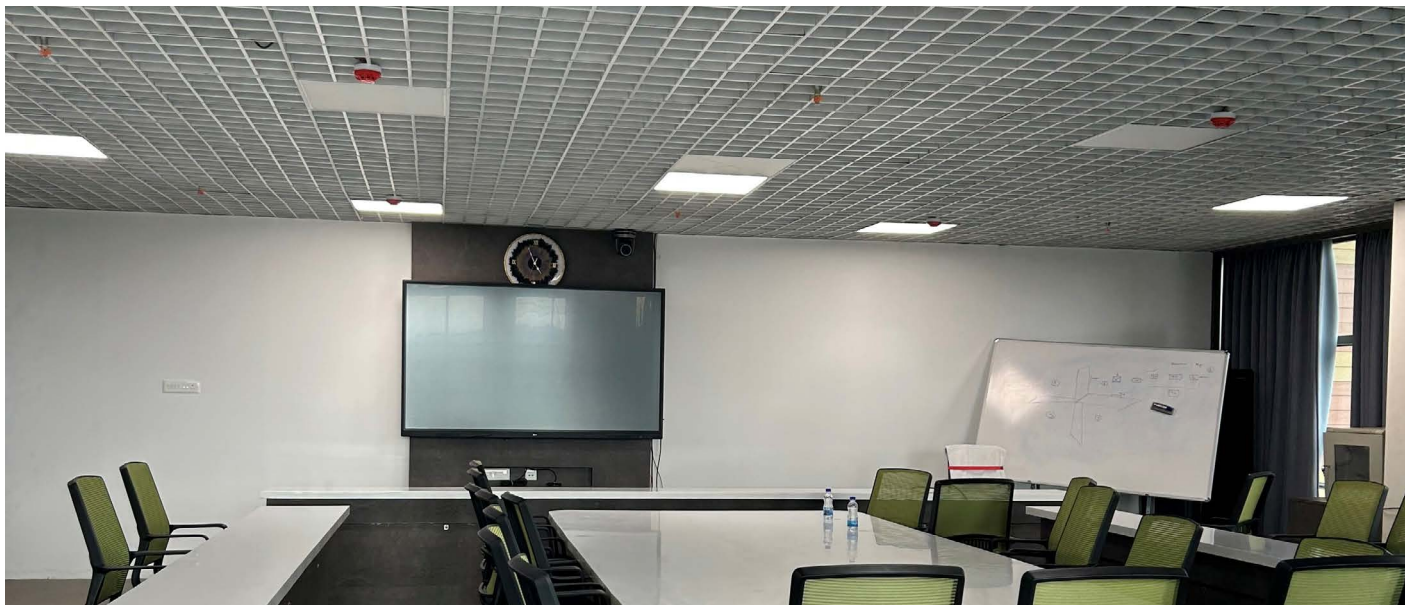
Over the 2024-2025 period, Sennheiser India has witnessed robust business opportunities driven by growing demand for advanced audio and unified communication solutions across multiple sectors. Our focus on delivering innovative, reliable products has helped us cater effectively to the evolving communication needs of a diverse clientele. From education and government to corporate environments, organizations increasingly seek solutions that enhance collaboration, remote connectivity, and sound clarity—areas where Sennheiser's expertise is highly valued.

Innovation and technology continue to be at the core of the company's growth story. The TeamConnect Family, along with AI-enabled features like TruVoicelift and enhanced microphone speech intelligibility, have significantly improved user experience. Additionally, software-upgradable platforms ensure customers can adapt quickly to emerging trends like hybrid work and cloud-based deployments. These innovations empower organizations to foster smarter collaboration and data-driven decision-making.

Looking ahead, Sennheiser India remains committed to expanding its presence and digital services to meet the rising demands across industries. By focusing on customer-centric solutions and strengthening its partner ecosystem, the company is well-positioned to capitalize on emerging market opportunities and reinforce its leadership in India's dynamic AV and business communications landscape.

Sennheiser's TeamConnect Transforms Collaboration Across India

Sennheiser India's TeamConnect Family of unified communication solutions has been seeing outstanding results, particularly due to its adaptability and advanced features tailored for diverse meeting rooms and lecture spaces. The



range supports smarter collaboration by integrating AI-enabled functionalities that enhance speech intelligibility and user experience, making it highly effective for hybrid work and remote communication environments.

Notably, the TruVoicelift functionality and the advanced microphones of the TeamConnect Ceiling 2 model have significantly improved audio clarity and speech intelligibility, especially in educational settings. This has created seamless learning experiences where instructors and students, feel connected as if they were talking one-to-one even in large auditoriums. Positive user feedback highlights how this clear, disruption-free audio boosts engagement, focus, and interaction.

The success of these solutions lies in their ability to meet evolving communication needs by combining innovation with ease of use, ensuring

reliable performance across various environments. This positions Sennheiser India as a trusted partner in delivering superior audio and unified communication technologies that drive smarter, more effective collaboration.

Indian AV Market Remains Highly Promising

The Indian AV industry is experiencing robust growth driven primarily by rapid digital transformation and evolving business models. The professional AV market in India is expanding due to factors such as rising disposable incomes, growing corporate infrastructure, government investment in smart city projects, and the widespread adoption of hybrid work environments. With the market valued at over USD 101 million in 2024 and expected to grow at a CAGR of approximately 12% through the next decade, India leads the Asia-Pacific region in Pro AV growth

rates. This optimism is underpinned by India's ongoing digital initiatives, smart urban development, and the surging need for advanced communication and collaboration technologies.

The growth is notably supported by increasing adoption of AI-enabled, cloud-based unified communication solutions that enhance remote collaboration, speech intelligibility, and user experience across corporate, educational, and governmental sectors. India's focus on digital infrastructure development and the widespread shift towards hybrid work and learning models have driven strong demand for high-quality, reliable AV solutions. Video conferencing and smart collaboration tools have become essential as organizations prioritize productivity, flexibility, and cost-efficiency in their communication strategies.

Looking ahead, the outlook for the Indian AV market remains highly promising. Continued innovation, such as AI-driven audio technologies and scalable, software-upgradable platforms, will drive the next phase of growth. Opportunities abound in education, government, and corporate verticals as they increasingly invest in smarter, data-driven AV solutions. The industry's evolution is bolstered by supportive government policies, increasing digital literacy, and the presence of skilled professionals delivering quality AV projects within India and beyond. This dynamic, opportunity-rich environment positions India as a rising global hub for professional AV technologies in the immediate future.

www.sennheiserindia.com

Government Sector Primary Driver of Growth for Televic



Mohan Hamal

Vice-President of Sales at
Televic Conference (India)

New Growth Regions and Emerging Opportunities

Televic has now a fully established office in India, New Delhi, to provide direct technical and sales support to our customers. Additionally, we have appointed dedicated Regional Sales Managers for South India and East India, as well as a Business Development Manager focusing on the Government segment. During 2024–2025, East and South India have shown significant growth for our organisation. These regions were not traditionally our strongest markets, but with the successful execution of a few major projects, we were able to establish a strong presence and build credibility. This has not only delivered immediate business impact but has also created momentum, with several large-scale projects now in the pipeline for the coming years.



Central Vigilance Commission, Delhi.

Over the 2024–2025 period, our organisation also experienced strong business opportunities, achieving a growth of 55% compared to the previous financial year (2023–2024). The government segment continues to dominate as the primary driver of this growth, with increasing demand for advanced communication and collaboration solutions.

Beyond government, we also see emerging opportunities across corporate, education, and institutional segments where hybrid meeting solutions are becoming integral to operations. Innovation and technology have played a pivotal role in creating these opportunities. To support equitable participation in hybrid meetings, Televic has introduced flexible video display configurations. Traditionally, remote participants only viewed the last in-room speaker. Now, alternatives are available:

- **Displaying a set of in-room participants in a multi-stream window, or**
- **Treating each local participant as an individual meeting participant.**

These innovations ensure that all participants whether remote or in-room are represented equitably, enhancing inclusivity and collaboration. This forward-looking approach has strengthened our value proposition and is opening new opportunities across multiple verticals.

A Standout Solution from Televic that is the Driving Business

One of our standout solutions has been our USB-based compact microphone, which is only 100mm (less than 4 inches) in height. This product has been exceptionally well-received in the market due to its superior audio quality combined with its discreet and space-saving design. We have successfully completed more than 20 projects using this solution, and customer feedback has been overwhelmingly positive, particularly highlighting the clarity and reliability of the audio performance. Its ease of

integration and user-friendly design make it a preferred choice for modern meeting environments.

Bringing About Clearer Communication and Stronger Collaboration

Televic has contributed to the industry's betterment by fostering clearer communication and stronger collaboration—one meeting at a time.

Through our innovative solutions, we help create better understanding among participants, ensuring that every voice is heard and every perspective is valued. By driving inclusivity and equity in meetings, we are not only improving day-to-day interactions but also contributing to the long-term growth and professionalism of the industry.

Televic has consistently pushed technological boundaries balancing innovation, practicality, and impact to enhance critical communication across industries

Rapid Pace of Infrastructure Development and Increasing Scale of Projects will Drive India's AV Industry

The AV industry in India is currently experiencing remarkable growth, driven by the rapid pace of infrastructure development and the increasing scale of projects across the country. The demand for advanced audio-visual solutions has risen significantly as organizations and institutions seek to modernize their communication and collaboration capabilities.

Looking ahead, we are confident that the future of the AV industry in India will be even stronger than in many other markets globally. With continuous technological advancements and innovations shaping the industry, we expect to see a profound impact on both the scale and quality of solutions delivered. Our hope is that the industry will continue to set new benchmarks in creating inclusive, technology-driven environments that support the evolving needs of customers.

www.televic.com

televic



Creating better understanding



Get in touch with our India team



www.televic.com/conference

Significant Developments Over the Last Year for NTECK Systems



Nataraju Upputuri

Founder & CEO
NTECK Systems

Over the past year, we have seen several exciting developments that have reshaped our business direction. A larger office, stronger leadership, a renewed team, and fresh business opportunities—all powered by a shared vision—have helped us move forward with confidence.

Firstly, we recently moved into a larger, more professional office space in Bengaluru. The facility features dedicated product demo areas designed to give customers hands-on experience, enabling them to make quicker and more informed decisions. This not only accelerates transactions but also drives faster growth.

Secondly, we expanded our presence in high-potential business zones across India. A strong example is our initiative in North India, where our friend and seasoned professional, **Naman Ashdhir**, joined NTECK Systems. He brings a valuable blend of experience and expertise to promote our solutions.

At the same time, we took steps to delegate and empower our internal teams with higher responsibilities, aligning them with emerging business opportunities and fueling organizational growth.

Over the last six to eight months, we have also invested in strengthening our portfolio both vertically and horizontally, adding new solutions through strategic partnerships.

Unleashing the Magic of Collaboration to Meet Challenges

Organizational challenges are often more complex than sales challenges. At Nteck Systems, we welcome such hurdles as opportunities to test ourselves, innovate, and grow. With dedication and commitment, we continue to find new ways to create positive outcomes—and the results have been rewarding.

Our success formula is simple: unleash the power of collaboration. Through team-building exercises that foster trust, camaraderie, and open communication, we have strengthened the bond between our sales and marketing teams. By combining their skills and tackling obstacles together, they experience the strength of unity and emerge as an unstoppable force.

We have also clearly defined our vision and goals, ensuring every team member understands their role and contribution. By showcasing milestones and highlighting collective impact, we keep motivation high.

Celebrating achievements is another core principle. Recognizing excellent work not only motivates but also creates an environment of purpose and passion. For us, passion means working as one unified team, while purpose lies in fostering a culture that ignites the spirit of collaboration.

As I often say: Together, we can turn any challenge into a small hurdle on the road to success—outsmarting obstacles one step at a time.

Reaching Goals Despite Challenges

Despite 2024 being an election year in major countries such as India, the USA, and Germany, our teams consistently demonstrated dedication and commitment, enabling us to achieve our goals. We recorded strong growth in the enterprise and corporate sectors, followed by the public sector and government organizations.

Our success is underpinned by the superior quality of our products—their platform-agnostic nature, ease of use,

robust design, and trusted origins (Made in USA/Canada). This, combined with our team's hard work, has built strong trust among customers. Importantly, we don't just deliver products; we deliver innovative technologies backed by reliable service. We are also witnessing aggressive growth potential in five major Indian markets—Bengaluru, Mumbai, Hyderabad, Chennai, and the National Capital Region. These hubs are home to large enterprises, corporates, and financial institutions, as well as key decision-makers. Their openness and adaptability to new technologies make them fertile grounds for growth.

Meeting Latest Trends with INOGENI's Collaboration Switching Solution

One of the latest trends in the UC market is the Collaboration Switching Solution. Many organizations today rely on multiple UC platforms for internal and external communication and require seamless switching between them.

Globally, only a few OEMs offer such solutions, and INOGENI stands out as one of the most innovative players. We are proud to represent INOGENI, a brand recognized for its exceptional quality and forward-thinking solutions.

India's Vision 2047 Will Offer Robust Growth Opportunities

Today's market is characterized by a wide array of solutions from multiple providers, often with overlapping applications. While this gives customers greater choice and even customization, it also creates intense competition and greater bargaining power for buyers—challenges that smaller players may find difficult to withstand.

That said, the AV industry, as part of India's larger macro-economic framework under Vision 2047, is poised for strong growth. This growth is powered by Digital India initiatives, increased government spending on technology, and rising demand among people for richer technology experiences.

www.ntecksystems.com

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Pankaj Bellad

Director
Online Instruments

Achieving a Milestone with Largest CKD Interactive Flat Panel Display Manufacturing Plant

Our organisation commissioned India's largest CKD Interactive Flat Panel Display (IFPD) manufacturing plant in Dabaspet near the last quarter of 2024. This modern, fully automated facility uses robotics to ensure precision manufacturing at scale. It marks a major step forward in our focus on innovation, quality, and self-reliance, positioning us strongly in the IFPD market in India. This milestone was made possible through the collective efforts of our team, working towards the targets set by our management committee.

Addressing Challenges Head On

Despite global supply chain fluctuations, rising demand, and the increasing complexity of integrated AV solutions, we have strengthened our supplier network, increased localisation of components, and expanded our CKD manufacturing operations in Dabaspet. We have also improved our online instrumentation processes to maintain consistent quality and on-time delivery. These steps are helping us address challenges while continuing to raise our standards in the IFPD segment.



Online Instruments CKD Interactive Flat Panel Display manufacturing plant in Dabaspet, India.

Innovation and Technology Central to Growth Strategy

During 2024–2025, we have seen strong business growth in education, enterprise, government, retail, healthcare, and public spaces, driven by greater demand for immersive visual communication and integrated AV solutions. LOGIC's portfolio, including interactive displays, LED walls, digital signage, and AV accessories allows us to meet varied needs, from smart classrooms to command centres and experiential retail environments.

Innovation and technology remain central to our growth strategy. Our range of products, from intuitive panels and kiosks to connectivity solutions, and mounting systems enables customers to create dynamic, engaging spaces. Leveraging the expertise of our parent company, Online Instruments, in AV system integration further strengthens our ability to deliver customised and high impact solutions for each sector.

The Indian Cities Embracing Digital Transformation

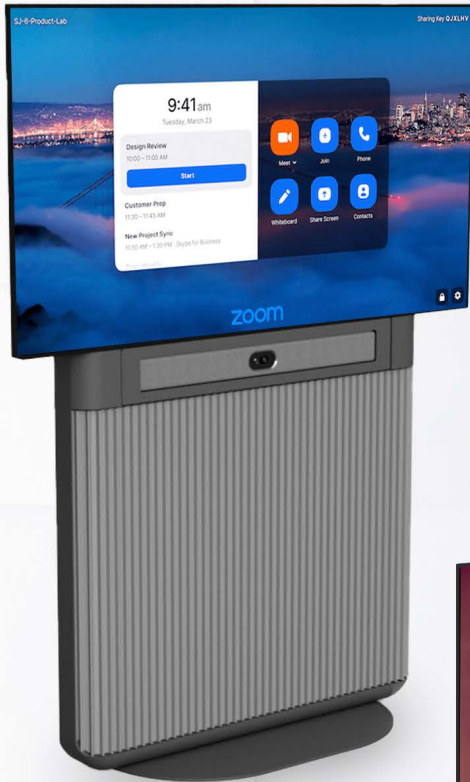
Over 2024–2025, LOGIC has seen strong growth in Karnataka, Maharashtra, Delhi NCR, Tamil Nadu, and Telangana, regions that have actively embraced digital transformation. Government-backed smart classroom programs, enterprise collaboration hubs, and digital signage rollouts have driven adoption of advanced AV and interactive display solutions. These results reflect both strong market demand and the success of our approach in delivering tailored, future-ready solutions.



IFPDs, LOGIC PODS and LED Walls Lead the Way

Our Interactive Flat Panel Displays (IFPDs), LOGIC PODS all-in-one collaboration systems, and large-format LED display solutions are performing exceptionally well in education, enterprise, and government projects. In education, pairing LOGIC IFPDs with AI-powered tools like NEO AI has helped create more interactive and engaging classrooms, improving learning outcomes. In enterprise and government settings, LOGIC PODS and LED walls support impactful presentations, real-time data display, and hybrid collaboration. We attribute this success to our ability to deliver complete, high-quality solutions from design to installation and support backed by strong engineering and an understanding of client needs.

www.onlineinstruments.co.in



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EDS Thrives on Creating Cutting-Edge Experiential Environments



Madhulika Sharma

Director, EDS

Immersive Experiences Drive Growth

The 2024–2025 period has been a high-growth phase for EDS, driven by demand for immersive experiences in museums, cultural venues, themed attractions, and corporate spaces. Heritage tourism, experiential retail, and premium exhibitions are emerging as key growth areas. Leveraging advanced projection mapping, Unreal Engine real-time rendering, AI-driven content personalisation, and large-scale interactive installations, EDS is redefining audience engagement. These innovations deliver measurable value for clients while creating unforgettable experiences. By combining cutting-edge technology with creative storytelling, EDS has positioned itself as a go-to partner for next-generation experiential environments, unlocking fresh opportunities in the evolving immersive media space.

In 2024–2025, EDS recorded strong growth in Maharashtra, Bihar, Uttar Pradesh, Rajasthan, and Hyderabad, with cultural hubs like Varanasi and Jaipur leading the way. Metro regions drive demand through corporate projects, retail experiences, and premium exhibitions, while heritage cities invest in immersive

storytelling to boost tourism. Backed by government and private sectors. Cultural initiatives, museum upgrades, and private sector interest, these regions have become prime markets for EDS innovative immersive media and projection mapping solutions.

Our solutions stand out for their ability to transform spaces, tell compelling stories, and deliver measurable impact in visitor engagement and satisfaction, making them a preferred choice for clients seeking cutting-edge experiential environments.

Meeting Challenges with R&D and In-house Training Programs

One of our continued challenges is keeping pace with the rapid evolution of immersive media technologies and ensuring timely access to cutting-edge hardware in the face of global supply chain fluctuations. Additionally, the niche nature of our industry means that finding and retaining highly skilled professionals in areas like spatial storytelling, Unreal Engine development, and advanced AV integration can be demanding. To address these challenges, we are investing in continuous R&D, building in-house training programs to upskill our team, and strengthening relationships with international technology partners to secure priority access to new solutions. We are also developing a robust talent pipeline by collaborating with design schools, AV institutes, and creative communities across India.

The Vision for the Indian AV Industry

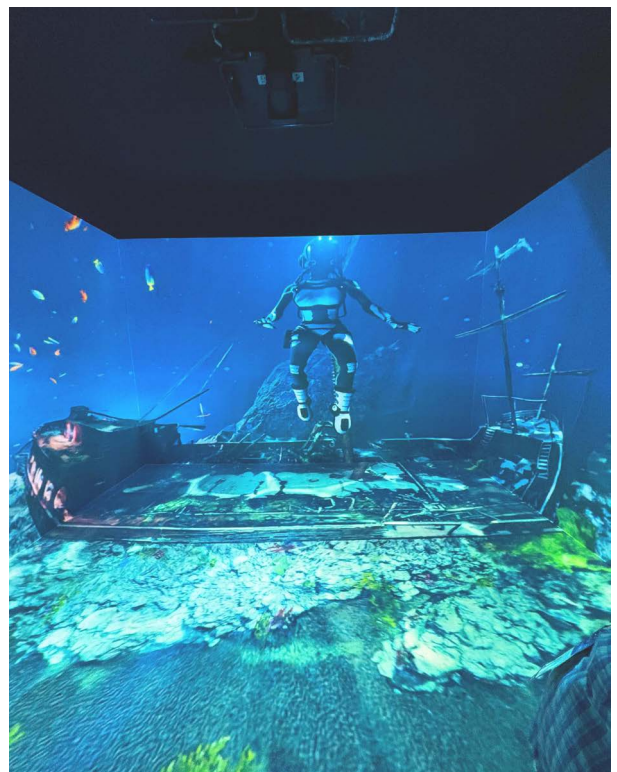
While we have seen rapid adoption of advanced display technologies, immersive experiences, and integrated control systems across sectors

like corporate, retail, hospitality, and heritage tourism, there is still significant untapped potential. Clients today are more aware of AV's role in storytelling, efficiency, and engagement, which is driving demand for smarter, more interactive solutions.

However, the industry faces challenges—such as the need for better skill development, faster technology adoption in Tier-2 and Tier-3 markets, and greater standardization in installations. With government initiatives promoting digital infrastructure and smart city projects, we hope to see accelerated collaboration between solution providers, integrators, and content creators.

Our vision for the immediate future is an AV ecosystem that is more integrated, sustainable, and India-centric—solutions designed for local needs but matching global standards. By combining innovation with robust service delivery, the Indian AV industry can position itself as a global leader in delivering impactful, future-ready experiences.

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Ross Video Builds a Strong Foothold in India



Bhaskar Majumdar

General Manager – SAARC,
Ross Video

Ross Video Marks Milestone with Incorporation of India Office

A major milestone was achieved in March 2025 with the successful incorporation of Ross Video India, marking a significant step forward in strengthening our local operations.

As part of this expansion, we are establishing a regional office in New Delhi and setting up a dedicated warehouse to strengthen logistics for our growing customer base. We are also actively investing in talent, with plans to hire new team members across functions including sales, technical support, logistics, and marketing - building a high-performing local team.

India remains a strategic growth market for Ross Video, and we are committed to aligning with the region's evolving industry trends and delivering greater value to our partners and customers on the ground.

Growth Sectors in India

From a Pro AV perspective, we've observed strong growth in both the technology and banking, financial services, and insurance (BFSI) sectors across India in 2024–2025. The technology segment, particularly Global Capability Centres (GCCs), continues to thrive in South India, with key hubs in Bangalore, Hyderabad, and Chennai driving demand for advanced AV and broadcast solutions. At the same time, the BFSI sector – traditionally concentrated around Mumbai, is also growing as institutions invest in infrastructure upgrades and digital transformation initiatives.

Ross Video's HyperConverged Solutions Deliver Outstanding Results Globally

Our Hyperconverged solutions are delivering outstanding results globally. By combining video processing, switching, and real-time graphics into a single, scalable platform, we're helping broadcasters and live production teams reduce complexity, increase operational efficiency, and adapt faster to changing production needs. The ability to centralise workflows without compromising flexibility is resonating strongly with customers looking to modernise their infrastructure.

India Entering Transformative Phase that Offers Significant Opportunity

India's AV industry is entering a transformative phase, driven by rising demand for immersive experiences, hybrid work and learning environments, and digital-first content strategies across verticals. We're seeing strong momentum in sectors like government, education and enterprise - all seeking more integrated, scalable, and intelligent AV solutions.

At Ross Video, we view this as a moment of significant opportunity. The industry is maturing rapidly, with a growing emphasis on interoperability, automation, and IP-based workflows. At the same time, there's a real hunger for upskilling and knowledge-sharing – which we believe is critical to unlocking the full potential of next-gen AV solutions.

Our hope is that the ecosystem continues to embrace innovation, while strengthening collaboration between manufacturers, system integrators, and end users. With a more connected, well-supported ecosystem, India has the potential to become one of the most dynamic AV markets globally – and Ross is excited to be part of that journey.

www.rossvideo.com





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HYPERCONVERGED
A small icon consisting of three overlapping circles.

ROSS
The Ross Video logo, featuring the word 'ROSS' in a bold, sans-serif font with a horizontal line underneath.

Shamlaji Temple Shines in 3D Projection Mapping

Rhino Engineers, Magical Theatre, and Star Dimensions Come Together to Create Spellbinding Visual

by Ram Bhavanashi



Shamlaji Temple – one of the most famous and ancient holy shrines in Gujarat – is shining in three-dimensional glow, in all its brilliance, with riveting visuals and captivating storytelling. The recent commissioning of laser sound and light show at the temple has made it the latest focal point of the country's '3D projection map.'

The minds that moulded the antique rock temple into an immersive, AV-powered spiritual manifestation – Rhino Engineers, Star Dimensions and Magical Theatre – brought to place not only a masterly artful work, but dedication and teamwork.

Shamlaji Temple – located on the banks of Meshvo river in Aravali district of Gujarat, some 135 km north of State capital Ahmedabad – is one of the most ancient and holy Vaishnavite temples in the region. Dedicated to Lord Vishnu, worshipped here as Gadhadhar Shamlaji, the temple's history is steeped in antiquity of at least 600 years, though it does show some traces of much earlier temple building.

While its architectural style hint at its origins in the 11th century in Chaulukya style, the present structure dates to roughly 15th century. Understandably, it underwent several renovations and expansions over the centuries.

Given the rich heritage, historicity, as also the revered place the temple occupies in the minds of people, the Gujarat Pavitra Yatradham Vikas Board (GPYVB) – the governing body of pilgrimages in the State – decided to promote the spiritual tourism potential of the place by installing a permanent laser sound and light show by means of 3D projection mapping on the temple.

Due diligence of the measures initiated for the purpose saw three reputed domain expertise teams coming together to bring the intended vision to reality: Rhino Engineers as the Project Management and Design Consultant, Magical Theatre

as the Content Developer, and Star Dimensions as the Systems Integrator.

The PMC's job included – besides AV&L concept and design – supply, installation, commissioning, operation and maintenance for five years of the 3D projection mapping system. According to Rhino, they also worked on 7.1 audio system, projection system, and solar power installations.

Characteristic Structure posing Challenges:

Shamlaji temple – built in hard, white sandstone and brick – is characterized

FACTFILE

Project Name: Shamlaji Temple Sound and Light Show
Project Location: Gambhoi - Bhiloda Road, Samalaji, Gujarat
Project Segment: Infotainment
Project Owner: Gujarat Pavitra Yatradham Vikas Board, Government of Gujarat
Project AV Cost: ₹6.5 crore approx
Project Commencement: July 2023
Project Commission: July 2024
Project Management Consultant: Rhino Engineers Pvt Ltd
Project Design Consultants: Rhino Engineers Pvt Ltd
Project SYSTEMS INTEGRATORS: Star Dimensions Pvt Ltd
Project Content Developers: Magical Theatre
Project Highlight: India's first fully sustainable AV Install. Entire AV&L show running on fully green-energy/solar power systems, with zero electricity costs

AV Systems of the Install:

Projection: Five units of Barco UDM22 3-Chip DLP Laser Projectors
Media Server: One unit of Dataton
Show controller Server: One unit of Barco
Audio System: Turbosound 7.1 Surround Sound
Laser Light Projection: Two units of (3x3 mm beam) Kwant)
440 W Moving Head Lights: One set of Clay Paky
200W RGBW LED Light Fixture: 40 units of Aura
100W RGBW LED Light Fixture: 15 units of Aura
24 watt WW LED Linear Wall Wash: 200 units of Aura
20W RGBW LED Light fixture: 130 units of Aura Wall Washer
14W RGBW LED Light fixture: 48 units of Aura Wall Washer
12 watt WW Linear luminaire (facade Lighting): 450 units of Aura
700-900 lm./mtr. Dot free LED Flexible Linear Light: 600 Mtrs of Aura
200W LED Light for General Lighting: Four units of Aura
DMX Controller System: Two units of Aura
120KW Solar Power Panels: 220 panels of 545 Watt Saatvik



by rows of pillars and canopy of rock arches built in two rows above an expansive pedestal, and is surrounded by a compound wall with a gateway.

Profusely carved with episodes from the Ramayana and Mahabharata engraved on the outer walls, the temple surfaces feature numerous stone carvings of gods, nymphs, musicians, and celestial dancers.

All that made the projection surface of 90ft x 85ft area much more challenging for design and installation of suitable systems.

"It is the first of its kind to integrate such a spectacular combination of projection mapping and RGB dynamic lighting



Consultant of Rhino Engineers.

synchronization on ancient temple architecture," informs

Narendra Naidu,
Managing
Director/
Principal

"Designing the projection façade and viewing gallery posed significant challenges," Naidu reveals. "Selecting an appropriate location for the viewing gallery was difficult due to the site conditions," he explains. "The temple has four entry gates with constant pilgrim movement, so we had

to opt for a back right-angle area. We then selected a projection façade area that covers a quarter of the temple's surface." The typical nature of sculptural surfaces, and their heritage value also made the installing of electrical wiring and lighting fixtures more challenging.

"We used special mounting arrangements and created stone-based housings for speakers both for alignment and protection from tampering.

That the site is around 140 km away, taking about two-and-half hours of road journey, shipping the equipment without any damage was also challenging.

"Integrating the lighting and audio systems was also a major challenge," recalls Naidu. "As pilgrims move all around the temple area during parikrama, we designed light fixtures close to the base of the structure," he explains. "The front-of-house and base speakers were installed near the edge of the temple podium, while the surround speakers were placed on the rampart, forming 90-degree L shapes."

An air-conditioned control cabin, made from a container, was installed on the rooftop of the rampart to house five projectors, UPS, and audio/video hardware and software, protecting them from dust, heat, and rain.

According to Jay Mathuria, Founder-Director of Star Dimensions, the site



also posed a very potential challenge of monkey menace. The extensive movement of the primates across the premises made it extremely challenging for protecting the cables and even projection systems too.



"They kept tampering with the cabling even while the install work was going on," Mathuria recalls. "We had to devise special

protective cabinets for each of the projectors, and make special provision for AC conduits to prevent tampering by the monkeys."

That handling such challenging environments was a kind of routine for them, the Integrator maintains, they addressed every challenge, and came out with trumps.

"The design specs were there for us; we had to fit in the systems as per that," Mathuria asserts. He, however, maintains that they took liberty at some areas of specifications, suggested alternative

systems that best suited the situations, and upon approval from the client and consultant, installed the AV- much to their admiration.

"It's the first fully sustainable AV&L install in the country," declares Mathuria. "The entire show runs on environmentally friendly and green energy-based power systems," he reveals. "This particular measure enabled the install to be a zero-electricity-cost project for the client."

Content – the heart of the matter

The show's content is rich and vibrant, featuring narration by Harish Bhimani and music by the band Indian Ocean. The 28-minute show, presented in Gujarati, Hindi, and English, narrates a rich history that is understandably unfamiliar to most people.



According to **Aman Arora**, Proprietor and Creative Head at Magical Theatre, who was entrusted with the task of content

development, 'the client wanted a show that highlights the rich legacy behind the

Shamlaji Temple. It had to present the historical facts and personalities who had contributed to its development.

"The central theme of the show revolves around the Shamlaji Temple itself, with the temple serving as the hero," Arora explains. "It is a celebration of Sanatan Dharma, Shree Shamlaji viewed through the eyes of devout followers of the Lord," he elaborates. "It had to emphasize the temple's beauty, significance, and the deep reverence it inspires."

Such an intense effort – that has bearing on people's beliefs and faith, needed a very careful and guided approach to the subject matter.



"The project presented several challenges," admits **Asha Kiran**, Project Manager for the install. "One of the main

challenges was verifying the authenticity of the legends, facts, and visuals, as many references were not readily available," she reveals.

"We conducted extensive research; we interacted with academicians and the temple's pundits," Asha explains. "We explored various historical texts, visited several sites related to Shamlaji. We delved deep into books that detailed the geography surrounding the temple."

According to her, the temple trust was instrumental in providing valuable data and references, helping them create a comprehensive and accurate narrative.

"Among the many great projects we did, this one stands out," says the Magical Theatre exec. "It's like a truly magical theatre unfolding in front of the audiences; a true testament to the magic of storytelling through technology and art. For the sheer architectural beauty brought to life in vibrant colours and content, immersing the audiences like a magical spell."

www.rhinoengineers.in

www.stardimensionsindia.com

www.magicaltheatre.in

Thiruvalluvar Statue Glows in Audio-Visual Exponence

AV Triumvirate Christie, MSS World, Knownsense Studios Takes the Honour for the Prideful Son et Lumière at the 'Statue of Wisdom'



Thiruvalluvar, one of the earliest Tamil poet-philosophers from ancient India, is spreading his message in the most modern of the communication means. The 'Statue of Wisdom' – that the 133-feet high sculpture of his standing top near Kanyakumari is called – is disseminating that wisdom through a captivating projection mapping of sound and light show created as part of the statue's silver jubilee celebrations.

SI Asia presents a snapshot:

The statue of Thiruvalluvar, sculpted in stone, scaling 133 feet, was erected on a small island near Kanyakumari on the first of January, 2000 near Kanyakumari, as a tribute to the great poet-philosopher who authored the famous Thirukkural, the ancient Tamil text on morality, consisting of 1330 short couplets.

Sculpted by famous sculptor Ganapathi Sthapathi, the statue actually measures 95 feet, with a 38-feet pedestal forming its base. Together, they make up 133 feet denoting the same number of chapters of the three-book composition. While the 38-feet pedestal denotes the first book of 38 chapters on human virtues, the

actual statue of Thiruvalluvar, scaling 95 feet, denotes second and third books on composed on wealth and love.

The right hand of the statue with three fingers pointing skywards signifies the three cantos of the book- *Aram*, *Porul*, and *Inbam* (Virtue, Wealth, and Love, respectively). The 7000-ton monolith is regarded as a grand cultural fusion, owing to its juxtaposition beside the famous Vivekananda Rock Memorial.

Having installed the statue with a fusion of grand parameters, the government of Tamil Nadu decided to celebrate the silver jubilee in even grand fashion, with a fusion of audio-visual technology.

Thus came on board the New Delhi-based systems integrator MSS World, along with Ahmedabad-based content creator Knownsense Studios, and Christie, bringing their masterly creative work to life by means of seven pure laser projectors.

This remarkable installation, inaugurated by Tamil Nadu Chief Minister M.K. Stalin, combines state-of-the-art technologies with cultural storytelling to create an unforgettable experience for visitors.

The nightly laser projection show celebrates the teachings of Tamil poet *Thiruvalluvar* through his literary masterpiece, *Thirukkural*, with narration

FACTFILE

Project Name: The Statue of Wisdom

Project Location: Kanyakumari, India

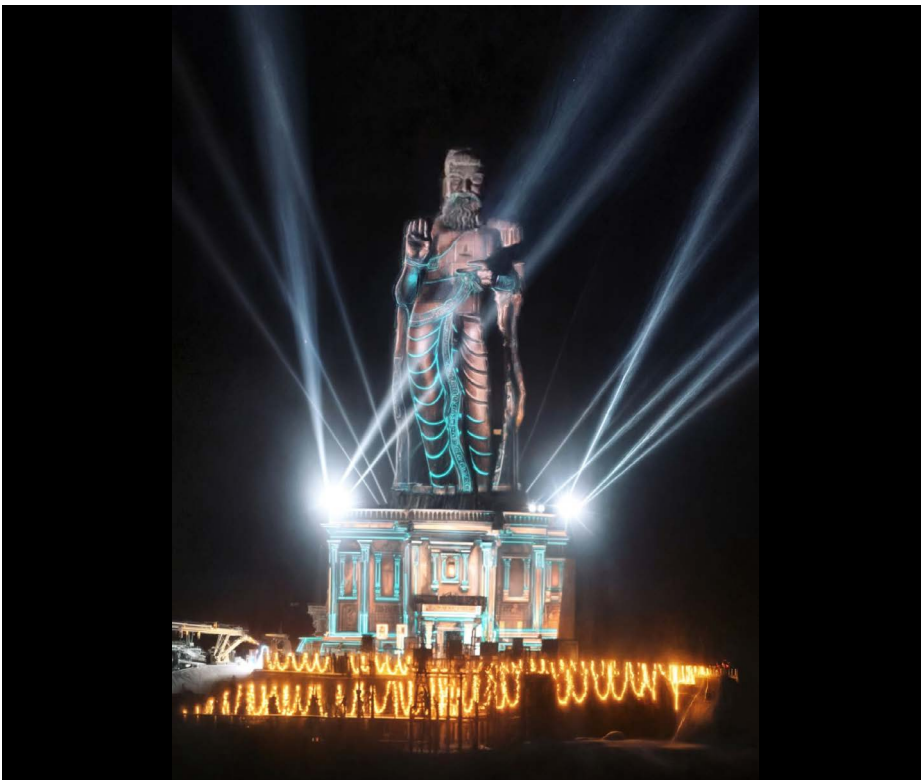
Project Segment: Education

Systems Integrator: MSS World

Content Creator: Knownsense Studios

AV Highlight: Cultural storytelling through state-of-the-art AV technologies to create an unforgettable experience for visitors

Key AV Brand: Christie



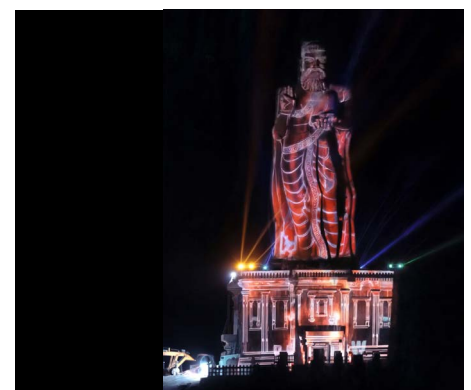
in both Tamil and English. Designed to captivate audiences and instill timeless values, the project elevates the cultural and educational appeal of this iconic heritage site, which is one of the must-visit spots in Tamil Nadu.

"We selected Christie RGB pure laser projectors for their unparalleled performance and durability in large-scale outdoor installations," said Pratik Wadhwa, CEO, MSS World. "The Griffyn Series' RGB pure laser illumination provides exceptional color vibrancy, while its rugged yet compact footprint allowed us to overcome various onsite challenges and deliver stunning imagery and seamless operation."

The project faced significant challenges stemming from the demanding coastal

environment. Positioned 650 meters (2,133 feet) away, the source required marine-grade cables to transmit content across the sea to the projectors mounted on a rocky outcrop near the statue. The long throw distance of 420 meters (1,377 feet) further necessitated the use of custom-designed enclosures to protect the projectors and precise calibration to achieve optimal image quality. Despite these complexities, MSS World, in collaboration with content creation firm Knownsense Studios, delivered a seamless and visually captivating experience.

The Griffyn 4K35-RGB projectors, renowned for their wide color gamut and ultra-sharp 4K resolution, enabled vivid imagery and seamless storytelling on the Thiruvalluvar Statue, even against its textured dark stone surface.



The integration of advanced display technology and cultural narratives has drawn rave reviews from visitors, who described the experience as "spectacular" and "mesmerizing." Even those who watched the show on a large screen powered by the M 4K25 RGB projector were equally impressed, praising the experience as "wonderful."

"The Thiruvalluvar Statue light and sound show exemplifies how modern projection technology can breathe new life into cultural heritage sites," added Wadhwa. "This initiative not only enhances the site's appeal but also underscores the role of technology in making cultural experiences more accessible and engaging."

Rishubh Nayar, Christie's sales director for India, commented, "The Griffyn Series and M 4K RGB Series exemplify excellence in experiential installations, and this project highlights their transformative potential. With eight out of 10 large-scale projection mapping projects in India utilizing Christie solutions, we are proud to redefine immersive shared experiences, making them both memorable and enduring."

www.mssworld.com

www.knownsense.com

www.christiedigital.com

Experiential Kore AV at Moxy Hotels

Harman Professional, Kore AV Solution Blend Expertise to Redefine Hospitality



Moxy Hotels Mumbai – part of global hospitality giant Marriott Bonvoy's portfolio – is the newest marvel in India's commercial metropolis, redefining hospitality décor and delights. A veritably harmonious blend of structure and texture, the hotel is also a statement of experiential AV- carefully curated by Kore AV Solution LLP, in association with Harman Professional India.

An SIA exclusive:

AV Brands that made Moxy Mumbai

JBL	BSS
AMX	AKG
EPSON	LG
SAMSUNG	

The Opportunity

If making a bold statement through unconventional hospitality were a competition, Moxy Hotels in Mumbai would wear the crown with effortless flair. Channeling the vivacious spirit of the City of Dreams, Moxy Hotels, part of Marriott Bonvoy's renowned global portfolio, radiates the playful, social charm of an alluring metropolis. It attracts both the young and the young-at-heart with its dynamic guest offerings and spirited service, every corner draped in whimsical and eclectic tributes to the joy and glamour of the entertainment capital of India.

To complement an energetic yet warmly inviting ambiance, the hotel sought an immersive sensory experience that wove a dance of sound and music across every inch of its luxurious oasis. Be it the fun lobby, the vibrant bar, the soothing lounge, or the opulent in-house restaurant, there was a need for an interoperable and scalable entertainment ecosystem.

The Solution

Tasked by the **Landmark Group India** to deliver crystal-clear sound and pulsating energy across diverse spaces, **KORE AV SOLUTION LLP** and Harman engineered an innovative solution that would harmonise with the hotel's spirited ambiance and modern aesthetics.

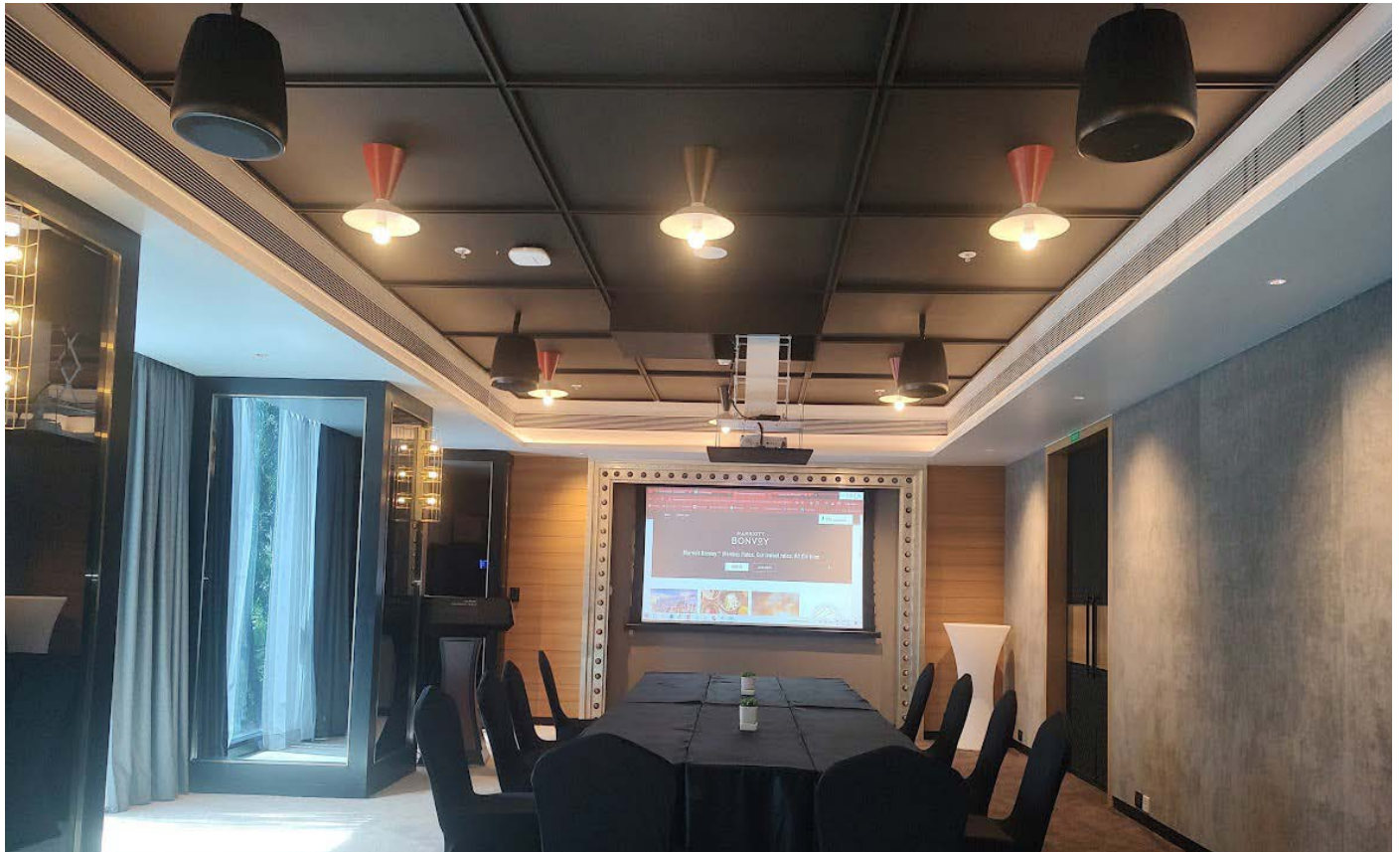
Setting the stage for a welcoming and engaging experience, Harman implemented a premium background music system throughout the public areas, including the lobby, lounge, bar, restaurants, and outdoor spaces. This

setup featured a combination of JBL Control 47CT in-ceiling loudspeakers, which gave consistent coverage and extended bass performance, along with JBL Control 26CT ceiling speakers, which are known for their high-performance audio output and broad distribution.

To support these systems, ultra-compact JBL Control 42C satellite loudspeakers paired with Control 40CS/T subwoofers were strategically positioned to provide powerful, natural sound with minimal visual impact **in the GYM**. Additional **JBL 26CT** full-range in-ceiling loudspeakers were installed for high-sensitivity sound reproduction in **all day dining & private dining** areas and cafes, while JBL AWC62 all-weather compact loudspeakers ensured robust sound in outdoor areas.

With a view to achieving simplified adjustment and signal management across all audio zones, the hotel deployed **Apart EVOL 120** volume controls equipped with 24V priority relays,

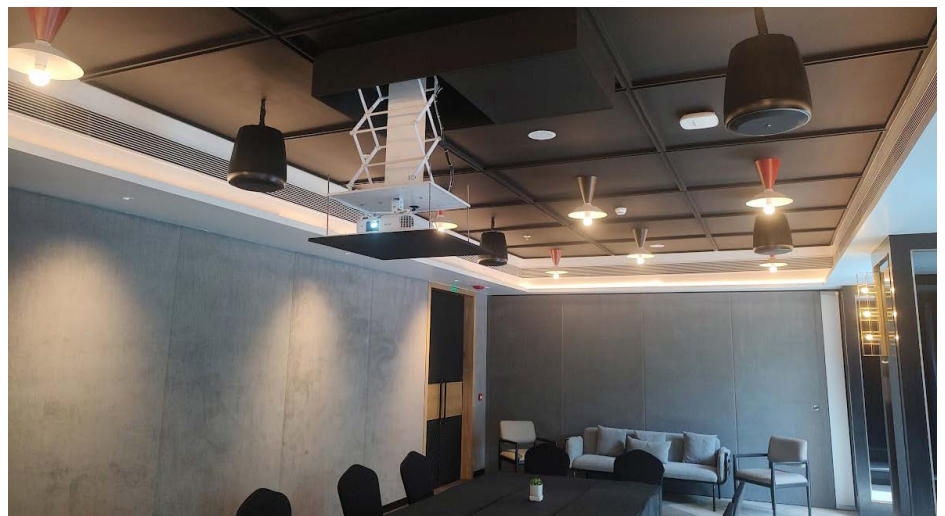
INSTALLATION



guaranteeing that microphone calls were broadcast at the optimal volume. Building upon this foundation, BSS EC-4BV Ethernet wall controllers and the BSS BLU 100 signal processors were utilised for configurable and reliable digital audio distribution, enhancing both efficiency and user-friendliness. Further ensuring robust sound distribution throughout the public spaces, JBL CSA 240Z, CSA 140Z, and CSA 1300Z amplifiers featuring DriveCore Technology were employed to complete the integration of the entire audio system.

Beyond background music, Moxy's banquet hall required a more dynamic and adaptable sound system capable of handling everything from corporate presentations to high-energy celebrations. The arrangement featured JBL Control 67P/T pendant speakers, driven by a robust JBL CSA 1300Z amplifier to maintain uniform, high-quality sound.

For live speeches and performances, AKG WMS470 Presenter Set and AKG WMS470 Vocal Set D5 microphones were chosen for their clear, interference-free wireless audio. To maximise signal strength and ensure a sophisticated experience across large events, the system also included



AKG APS 4-EU and AKG RA4000 B/EW antennas, allowing for stable and efficient signal transmission without dropouts.

Meeting Room Sophistication

This sophistication carried over to the meeting rooms, which were carefully designed with flexibility and user-friendliness in mind. JBL Control 26CT ceiling speakers, along with JBL CSA 140Z amplifiers, supplied pristine audio output suitable for presentations and discussions.

To optimise the space's multimedia capabilities, AMX ACR5100 Acendo Core Meeting Space Collaboration System offered cohesive integration with various web conferencing platforms, document sharing, and scheduling tools. The room's video distribution was powered by AMX PR-0402 Precis 4x2 4K60 HDMI Switcher, guaranteeing uninterrupted routing of ultra-high-definition video signals across multiple screens, including LG 65UM3E and 55UM3E commercial displays, and Samsung QB65B and QB55B displays.



Efficient multimedia connectivity was also upgraded by AMX DX-TX-WP and DXL-RX-4K60 wallplate transmitters and receivers, which offered reliable 4K and UHD video transmission over extended distances. Furthermore, the AMX MD-702 Modero G5 Wall Mount Touch Panel and AMX NX-1200 NetLinx Integrated Controller provided intuitive control over all AV settings, simplifying space management for both guests and staff.

For those souls wanting to rewind themselves, after a hectic day of business, there is a purposefully designed entertainment zone. DJs and live performance areas equipped with a JBL PRX One all-in-one powered column PA system, featuring a 7-channel digital mixer, DSP, Bluetooth connectivity, and app control for best-in-class acoustic performance create a truly refreshing experience.

To ensure high-quality, professional-grade audio processing, BSS BLU 100 signal processors were added, while AKG WMS 470 Vocal Set D5 wireless microphones provided crisp, powerful sound for performers and speakers alike.

For large-scale visual entertainment, an Integrator MTTSHG106 motorised projection screen was installed, featuring a 100" matte white surface for exceptional image clarity. Paired with an Epson EBFH-06 Full HD projector in the **Banquet area**, this setup ensured sharp, vibrant visuals, even in well-lit spaces.

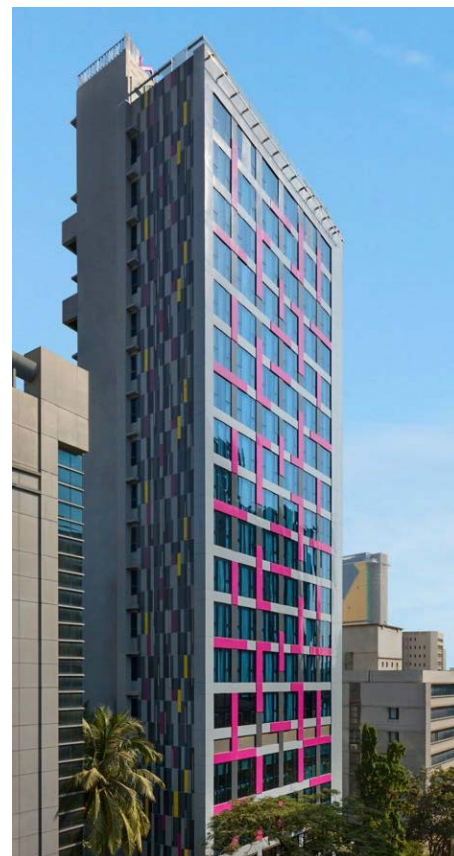
Another feather in the cap was an addition of Live DJ solution in the open terrace to match the vibrancy of Moxy Hotel. JBL AWC595 and AWC159 delivered best sound power by Crown DCI4|1250N Amps and high base through ASB6118-WRX Sub-woofer. Pioneer DJ Console XDJ-RR and BSS BLU-50 did the signal management and mixing to lit up the evening mood.

It was this bold and unconventional spirit that Moxy Hotel, Mumbai West, sought to amplify, where guests could experience a seamless fusion of technology and ambiance that matched the hotel's dynamic personality. That's why they turned to a cutting-edge AV solution, ensuring that every space, from the lively social zones to the high-energy event venues, delivered a rich, immersive audio-visual experience tailored to the pulse of the city.

The Impact

Sachin Karekar, KORE AVS, reflects on the project's success: "The project's success underscores our commitment to delivering innovative solutions that exceed client expectations."

By implementing a scalable and future-ready AV infrastructure, KORE AVS and Harman have ensured that Moxy Hotel, Mumbai West remains at the forefront of modern hospitality experiences. The adaptable system not only meets the hotel's current entertainment and operational needs but also allows for



simplified integration of future upgrades, making it a long-term investment in both style and functionality.

Sagar Galani, Landmark Group India, commends the execution: "The KORE AVS team has worked tirelessly to achieve this final solution, and we're proud to announce our output surpasses all expectations."

This successful project exemplifies how sophisticated technology can be harnessed to create inspiring environments that authentically reflect a hotel's unique character. Through innovative design and precise execution, the hotel has emerged as a vibrant, tech-enhanced destination that elevates guest experiences to new heights.

<https://pro.harman.com>

www.amx.com

www.koreavs.com

Rethinking Control Rooms in India: Why the Status Quo Isn't Enough



In 2025, control rooms across India are more critical than ever. They are the command hubs that underpin modern life, ensuring energy reaches homes, trains run safely, cities remain secure, and industries continue to produce. A quick snapshot of India shows the top 100 operational Integrated Command & Control Centres (ICCCs), developed under the large and significant Smart Cities Mission, with huge scale investment occurring across the country. Meanwhile, Indian Railways continues its modernisation drive, and utilities increasingly depend on SCADA systems, a market projected to grow from USD 766.5 million in 2024 to nearly USD 1.3 billion by 2033. All of this demonstrates that huge investment and activities being undertaken in the country right now.

But all of this comes with hidden costs. As new systems are added to handle surveillance, analytics, and critical infrastructure monitoring, control rooms risk becoming weighed down

by complexity. The result of this are environments that make life harder for those tasked with ensuring operations run smoothly.

The Operator's Challenge: Information Overload and Disjointed Workflows

Operators are the human interface of India's control rooms. Put simply, operators' main role is to spot patterns, identify risks, and act quickly when issues arise. In 2025, too many operators work in conditions that hinder rather than help.

- **Information overload:** ICCCs in major cities now monitor thousands of CCTV feeds alongside real-time analytics, traffic flows, and emergency service dispatch. Power distribution control rooms receive constant updates from grid sensors, while industrial SCADA systems push alerts across multiple dashboards. Operators face dealing with huge amounts of data, leading to what many describe as "alert fatigue."

- **Disjointed systems:** Many facilities still rely on a mixture of legacy technologies. Separate systems for CCTV, access control, SCADA, and video walls often don't integrate seamlessly. This forces operators into bouncing between screens and platforms to piece together a full picture.

- **Stress and fatigue:** Long shifts in high-stakes environments demand intense focus. When interfaces are unintuitive or systems unreliable, operators take on the strain. Mistakes aren't just costly; they can be dangerous.

These issues are not unique to India, but the scale of the country's urbanisation and infrastructure growth magnifies them. The result is a stretched workforce, with technology adding complexity instead of clarity.

How Datapath Helps Operators

Datapath's experience in mission-critical environments across the world, from

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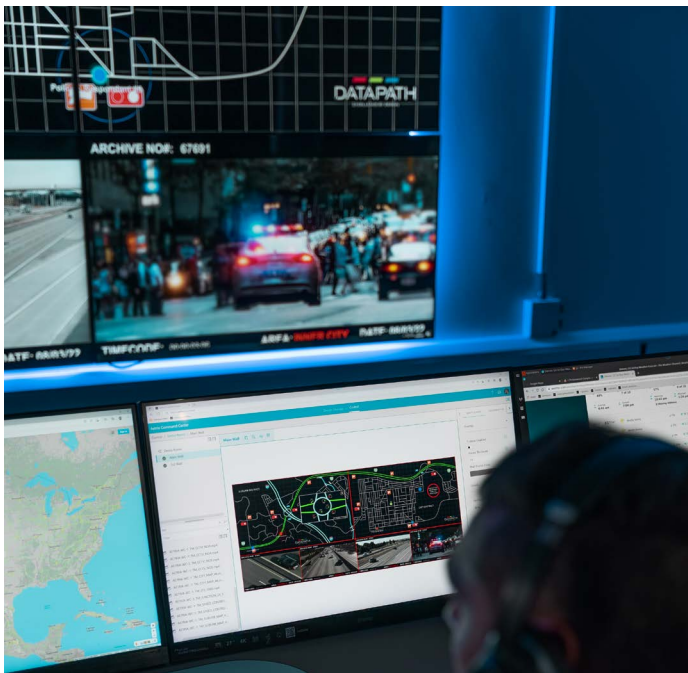
September 16-18, 2026
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July 15-17, 2026
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European transport networks to Middle Eastern racetracks, has developed solutions that directly address operator issues and challenges. In India, Datapath has worked on projects where fragmented systems were brought together into a single, consolidated view. Instead of overwhelming operators with dozens of feeds, Datapath's technology helps filter and present information in ways that highlight what matters most. By simplifying the operator's interface and ensuring video walls and displays remain reliable around the clock, Datapath reduce cognitive load and restore focus. When operators can see clearly, they can act decisively.

The Control Room Manager's Challenge: Accountability Without Confidence

If operators are overwhelmed by complexity, managers face the equally heavy burden of accountability. They are judged on uptime, response times, compliance with regulations, and the overall resilience of their control rooms. In 2025, these demands are intensifying:

- **Performance pressure:** Whether it's a city commissioner overseeing an ICCC or a utility executive managing grid operations, managers are expected to deliver faster incident responses, smoother service, and more reliable outcomes.

- **Aging infrastructure:** While budgets are directed toward new systems, many organisations still rely on older, harder-to-maintain technologies. This creates a fragile environment where managers worry about unexpected failures.

- **Limited visibility:** Managers often lack real-time oversight of what's happening on the control room floor. If operators are struggling with cluttered systems, managers may not know until a critical incident escalates.

- **Strategic constraints:** Instead of focusing on long-term planning, managers are frequently pulled into battling issues, troubleshooting integration issues, or defending performance against unrealistic expectations.

Put simply, control room managers are accountable for outcomes without always having the tools or transparency they need to lead effectively.

How Datapath Supports Managers

By delivering integrated, resilient control room technology, Datapath can provide managers with the confidence that operations will perform consistently. Their solutions are designed to scale, irrespective on the type of control room, size and structure. In India, this has meant helping public agencies and industrial operators move away from fragile, siloed systems towards platforms built for reliability. For managers, the result is a

shift from constantly reacting to issues and more to forward planning.

There is Another Way

Looking ahead; India's control rooms cannot continue to shoulder ever-increasing demands using systems not designed for the complexity of 2025. Urbanisation, industrial expansion, and growing security risks will only increase the burden on both operators and managers. Without change, information overload, fatigue, and accountability gaps will remain barriers to efficiency and safety.

Datapath believe there is another way to do things. Control rooms can be reimagined around simplicity, and reliability and then clarity. Operators can work in environments where data is processed to them in a streamlined approach, ensuring it isn't overwhelming. Managers can oversee operations knowing their teams are supported by intuitive, dependable systems. This vision is not speculative; it is already being delivered by Datapath in projects across India and around the globe.

The future of India's control rooms lies in moving beyond complexity toward simplicity, beyond simply reacting to issues and more towards confidence. There is another way to manage control rooms.

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