

PALM EXPO 2019 EXPANDS EXPONENTIALLY WITH DEDICATED PRO AV EXPO - AV-ICNx 2019

Indian AV industry affirms AV-ICNx platform initiatives

Riding high on the success of the 2018 edition, the 2019 edition of the PALM expo, which took place at the Bombay Exhibition Centre (BEC) from May 30 – June 1, 2019, scaled new heights with an improved show and an expansion into a dedicated hall for Pro AV. The inaugural edition of the AV-ICNx expo was launched concurrently with the PALM expo in Hall No. 3 of the BEC.

The AV-ICNx opened to warm and appreciative reception from the AV industry spread across India. However, unlike in previous editions wherein never-ending queue for registration at Gate 2 is a common sight at PALM, the first day opened to a relatively slow start but then gradually picked up momentum towards the latter half of the day.



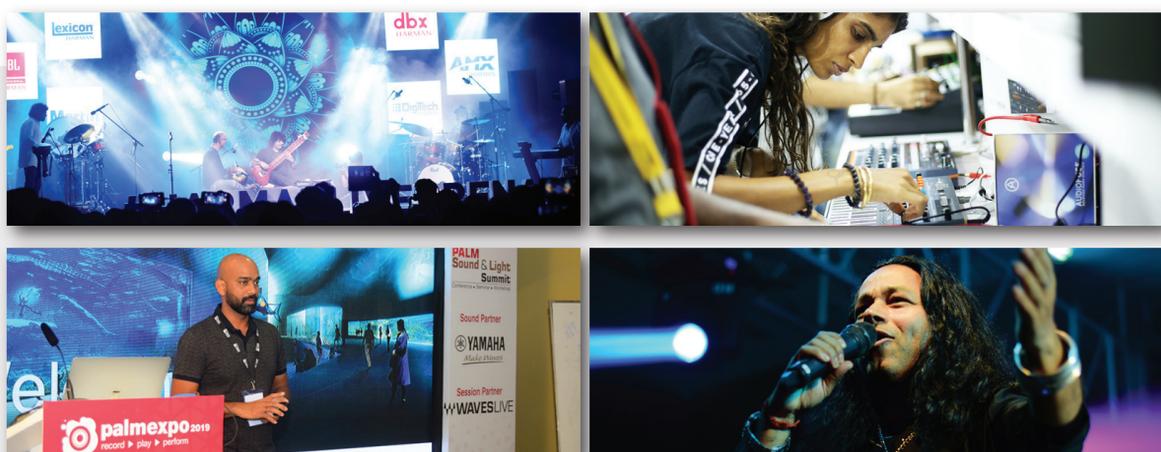
The event scaled a new high with **311 exhibitors** who included the region's top distributors and dealers, international exhibitors and brands, covering five exhibit halls and five Demo Qubes across the show grounds. **Lighting accounted for 21% of PALM on the exhibit floor, Stage Sound accounted for 41%, Install Sound for 30% and Studio/Audio Recording & production for 8% of all exhibits.**

Total footfall across the three days reached a staggering **30,949** of which **23,241** accounted for unique visitors. Day one clocked **8168 visitors**, day two registered **8,464 unique visitors**, while day three boasted of **6,609 unique visitors**.

"India's market in stadia as well as install across solutions in entertainment, hospitality, and retail are witnessing a marked growth, adoption of premier brands, fuelled by an economy growing at **8%** annually. PALM felt this surge of integrators at the show, delivering more professionals and decision makers, rather than "visitors with interest", said **Anil Chopra, Founder Director, PALM Expo**.

Joining the marquee list of exhibitors at PALM were leading AV technology brands participating in AV-ICNx 2019. Focus product segments include Video Projection & Display, Digital Signage, Large Display, interactive Display, Unified communications, Education technology, Audio Processing, Digital Cinema, Cabling, Connectors and signal management, Conference and collaboration, IP & Network distribution.

"The dramatic expansion of PALM with AV-ICNx establishing in its very first year, is truly amazing. PALM now has gained the depth as a solution provider with the inclusion of display and audio video integration technology," said **Ramesh Chetwani, Exhibition Director, PALM Expo**.



New offerings at the AV-ICNx expo, which included AV Specialist Certification by **Ranjit Singh**, industry leaders such as **Kelvin Ashby King, Narendra Naidu, Rajeev Arora, A.R.Chandrashekhar** to name just a few, leading the entourage at the AV Summit three day conference and the IPBaseT AV Education and Training Program by **Aurora Multimedia**, won favour with leading AV Consultants and System Integrators. A total of **40 CAVS certificates** were handed out and 25 attendees were awarded the title of authorised IPBaseT Technology Specialist.

Other highlights included the Project Gallery Walk of Fame, which was a dedicated demo space on the exhibition floor for AV Consultants and Systems Integrators to showcase their projects.

PALM highlight features which included the PALM Summit Conference & Seminar Programme, PALM Soundscape Conference Programme, Lighting Design Showcase, DJ Championship and IRAA Awards were once again a tremendous success delivering business, education and interactive exchange of ideas and knowledge across the three days of the expo.

All in all the latest edition of the PALM Expo and AV-ICNx expo held concurrently at the Bombay Exhibition Centre, Mumbai, was a resounding success, exemplifying the unrivalled energy of the global Pro sound, light and AV industry. "While we have been relentlessly trying to make the PALM show stay focused, we will continue our efforts to compliment the AV segment," says **Anil Chopra**.

Contributing to the success of PALM Expo 2019 was **Yamaha** as the Platinum and Sound Partner for PALM Conference & Seminar, **Harman Live Arena** the Live Arena Partner, **Spectrum** as the Display Partner for PALM Expo, **XMLITE** the Lanyard Partner and **d&b audiotechnik** the Sound Partner for PALM Soundscape & DJ Championship.

Playing a crucial role at the launch edition of AV-ICNx were **JBL & AKG** as Sound Partner for AV Summit & CAVS, **Global Communication & LYLED** contributing as AV-ICNx Display Partners, **Pulz** as AV-ICNx Badge Partner and **Epson & Lumina** as AV Projection Demo Partners.

