

REVOLUTIONIZING AV SOLUTIONS: RKJ Electric and Wesco Anixter Set New Standards at IRDAI Auditorium, Hyderabad

With every progressing step taken by the pro AV industry, corporate and education sectors are also benefiting from state-of-the-art AV solutions and building more opportunities for the industry enthusiasts. AV-ICN Expo Magazine team gets in touch with **Rohan Kumar Shaw**, Sales Manager, Wesco Anixter, Pro AV vertical, bringing one of the latest AV installations in IRDAI Auditorium, India.

Insurance Regulatory and Development Authority of India (IRDAI), Hyderabad is an autonomous and statutory body under the jurisdiction of the Ministry of Finance, Government of India, constituted by the Insurance Regulatory and Development Authority Act, 1999, an Act of Parliament passed by the Government of India. IRDAI is tasked with regulating and licensing the insurance and re-insurance industries in India. The IRDAI Hyderabad

campus, spanning 5 acres, serves as its headquarters and is led by Chairman, **Debasish Panda**, where its guidelines and policies are formulated to ensure fairness, stability, and protection for insurers and policyholders. It serves as a hub for monitoring the insurance sector, fostering innovation, and maintaining regulatory standards to uphold the integrity and trustworthiness of the industry.

Debasish likely envisioned the auditori-

um as a modern, functional space offering an immersive audiovisual experience. By attentively listening to his requirements and meticulously executing the project, the teams achieved a remarkable transformation that surpassed his expectations, showcasing their dedication to quality and client satisfaction.

Wesco Anixter and RKJ Electric deploy audio and AV solutions at the IRDAI auditorium providing a breathtaking visual

impact and immersive quality

Introducing the facility

The IRDAI auditorium, 'Manthan' is a notable feature of the campus. This well-equipped facility serves as a venue for various events, seminars, and conferences related to the insurance and re-insurance sectors. With modern amenities and a spacious layout, the auditorium provides a conducive environment for gatherings

of industry professionals, policymakers, and stakeholders. It plays a crucial role in facilitating discussions, knowledge sharing, and networking opportunities within the insurance industry. Under the guidance of IRDAI's leadership, the auditorium contributes to the organization's mission of promoting transparency, collaboration, and growth in the insurance sector.

While the existing building was built in 2001, IRDAI's auditorium needed a revamp.

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Therefore, the upgraded auditorium, with the team's dedication, boasts state-of-the-art audiovisual equipment, advanced lighting systems, and ergonomic seating arrangements to ensure optimal comfort and engagement for attendees. Additionally, technological enhancements such as high-speed internet connectivity and video conferencing capabilities enable seamless virtual participation in events. Furthermore, the renovation includes improve-



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ments to accessibility features, sustainability measures, and aesthetics, creating a welcoming and inclusive environment for all participants. With these upgrades, the IRDAI auditorium reaffirms its role as a premier venue for industry gatherings, seminars, workshops, and conferences, fostering collaboration, innovation, and knowledge sharing within the insurance community.

The newly redesigned auditorium has a seating capacity of 200 guests, spanning an impressive size of 30m x 14m and holds a double ceiling hall with two VIP lounge areas. The seating of the auditorium is also flexible as it can be converted into a seminar hall or a conference hall simultaneously.

For audio reinforcement, **Bose Professional ArenaMatch Utility AMU208 loudspeakers** were installed as the main Front of House (FOH) speakers, complemented by **AMS115 subwoofers** and **ArenaMatch Utility AMU105 loudspeakers**

Addressing the challenges

Issues with the projector setup were affecting the quality of visual presentations, and the audio system lacked the required clarity and depth for an immersive experience. Additionally, the lighting was insufficient in creating the desired ambience for various events. Recognizing the potential for improvement, RKJ Electric focused on addressing these deficiencies by proposing upgrades to the projector setups, implementing active LED walls for

enhanced visual impact, and overhauling the lighting infrastructure to cater to different occasions.

Through a systematic approach to identify and resolve these issues, RKJ Electric aimed at presenting a comprehensive plan for rejuvenating the auditorium. With strategic planning and collaborative efforts, the goal was to deliver an audiovisual experience that would surpass the expectations of both the client and the audience.

The client emphasized on the importance of enhancing the overall audio-visual experience to captivate and engage the audience effectively. The team sought professional-grade audio solutions for crystal-clear sound reproduction throughout the venue, along with AV equipment to facilitate seamless presentations, performances, and multimedia displays. Additionally, customization, reliability, and user training were highlighted to tailor the setup to specific event needs, ensure longevity,

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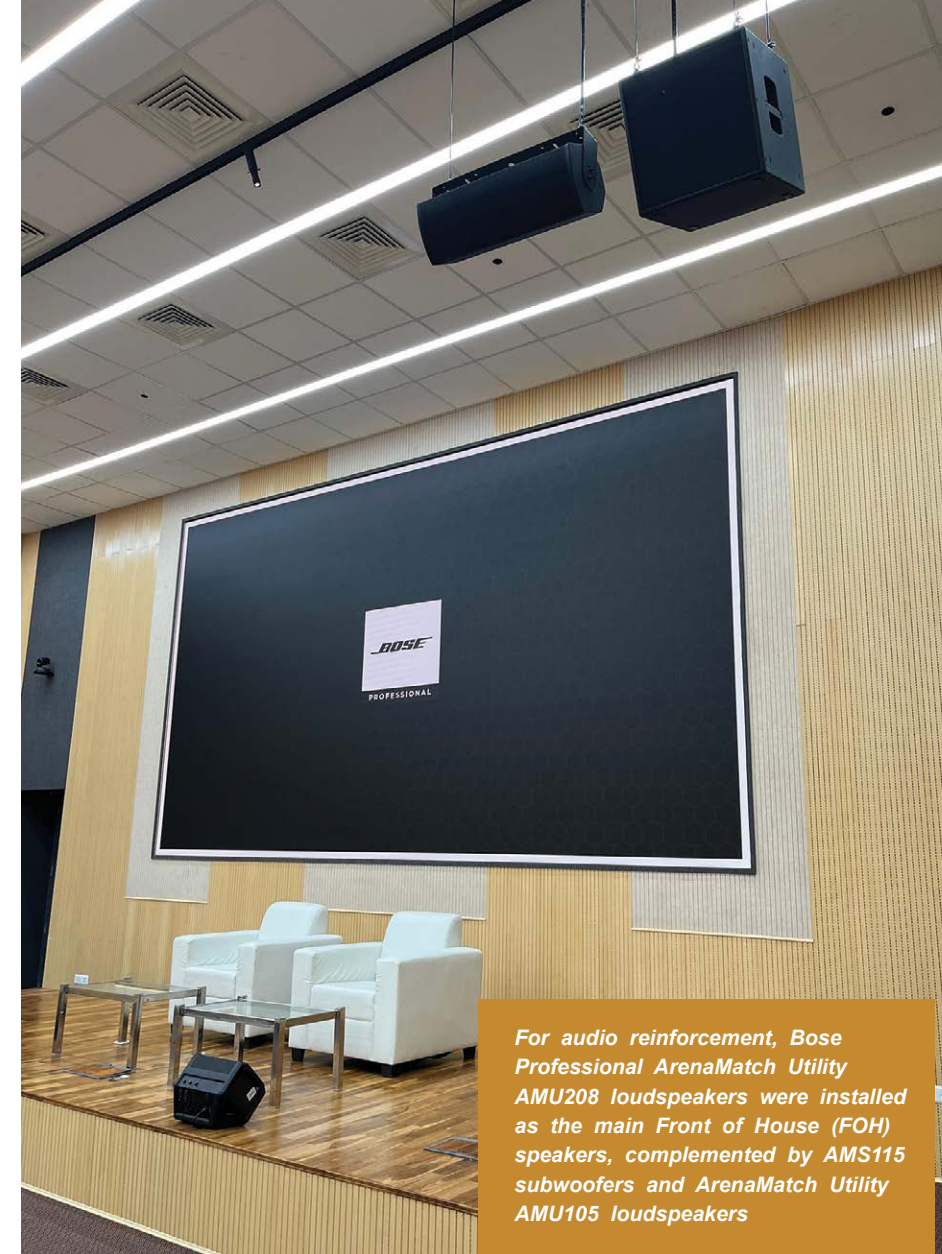
— Rohan Kumar Shaw, Sales Manager, Wesco Anixter, Pro AV vertical

minimize downtime, and empower venue staff to operate the systems proficiently.

Throughout the project, the teams claim to have encountered several challenges that demanded careful navigation and problem-solving. **Rohan Kumar Shaw**, Sales Manager, Wesco Anixter, Pro AV vertical, states, “Initially, determining the most suitable audio-video and lighting solution for the IRDAI auditorium posed difficulties, but Wesco Anixter, representing brands like Bose Professional, Liberty AV, Christie Digital, Vaddio, Screenbeam, and Aniston Technologies provided invaluable assistance. When the client requested simultaneous presentation and video conferencing for live discussions with international CEOs of listed insurance companies, RKJ Electric proposed an audio solution by Bose Professionals and a video solution featuring Vaddio 4K cameras, and an active LED wall by Christie. This ensured seamless communication and engagement during the events.” He adds, “Despite these obstacles, our team remained dedicated and resilient, persevering through the complexities to deliver a final product that not only met but exceeded the recommended standards. Our commitment to excellence and meticulous attention to detail enabled us to overcome these challenges and successfully complete the project within the specified timeframe.”

Integrating AV solutions

Since the initiation of this project, **Nitin Jindal**, Owner of RKJ Electric, has been



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committed to pioneering cutting-edge AV technology. With the assistance of Rohan Kumar Shaw, both worked diligently to bring the conceptual solution to life. Embarking on a mission to maximize the potential of the auditorium, RKJ Electric and Wesco Anixter teams approached the task with determination and optimism. While initial site assessments highlighted areas for improvement, such as outdated audio and projector systems, as well as inadequate lighting arrangements, RKJ Electric viewed these as opportunities for transformation rather than obstacles.

In response to the diverse requirements, the solution comprised a carefully selected combination of audio, video, lighting, and presentation equipment. For audio reinforcement, Bose Professional ArenaMatch Utility AMU208 loudspeakers were installed as the main Front of House (FOH) speakers, complemented by AMS115 subwoofers for enhanced bass response. ArenaMatch Utility AMU105 loudspeakers were deployed as fill speakers, ensuring

uniform sound coverage throughout the venue. In the VIP lounge areas, Design Max DM5C ceiling loudspeakers were installed, all powered by Bose Professional PowerMatch PM8500N amplifiers.

To address video needs, Liberty IPEX5000 series AvolP solution was implemented, providing a versatile matrix of 25 x 15 for seamless video routing. Control of all video inputs and outputs is managed through the Liberty Arranger software.

For illumination, a combination of Aniston, Great White, and Havells lights was selected to meet the auditorium’s diverse lighting requirements.

Video conferencing capabilities were facilitated by Vaddio Roboshot 40UHD and Roboshot 30 cameras, capturing both presenters on stage and audience members during video conferences and live streams.

For wireless presentations, ScreenBeam Inc. 1000EDU was chosen to enable seamless connectivity and collaboration.

Lastly, the stage features an active LED display by Christie Digital Systems, utilizing

Core III technology with a pixel pitch of 1.5mm and a diagonal size of 272 inches, delivering a stunning 4K display experience in the auditorium.

Designing the space

Designing an auditorium involves careful consideration of various elements to create a space that meets the needs of its users while providing a comfortable and engaging environment. Here’s an elaboration on the entire design of the auditorium:

Architectural Layout: The auditorium is designed with a double-height ceiling to accommodate the multiple applications it serves, including seminars, cultural events, and conferences with video conferencing. The layout is optimized for acoustics, with considerations for sound reflection, absorption, and diffusion to minimize reverberation and ensure clear audio throughout the space.

Audio System: The heart of the auditorium’s design lies in its audio system. Bose Professional ArenaMatch Utility AMU208 loudspeakers are strategically positioned as Front of House (FOH) speakers, delivering crisp and powerful sound to the entire audience area. AMS115 subwoofers complement the AMU208s, providing deep bass reinforcement for a more immersive experience. ArenaMatch Utility AMU105 loudspeakers serve as fill speakers, ensuring consistent sound coverage in every corner of the auditorium. In VIP lounge areas, Design Max DM5C ceiling loudspeakers offer premium audio quality.

Video System: The auditorium’s video system is designed for versatility and clarity. The Liberty IPEX5000 series AvolP solution provides a robust matrix for seamless video routing, controlled by Liberty Arranger software. Vaddio Roboshot 40UHD and Roboshot 30 cameras capture presenters on stage and audience members during video conferences and live streams. An active LED display by Christie Digital Systems, featuring Core III technology with a pixel pitch of 1.5mm, offers a stunning 4K display experience on the stage.

Lighting System: Aniston, Great White, and Havells lights are strategically placed to meet the auditorium’s illumination needs. The lighting design enhances the ambience of the space while providing adequate visibility for different events and performances.

Presentation and Connectivity: Seamless wireless presentation is facilitated by ScreenBeam Inc. 1000EDU, allowing presenters to connect and collaborate

effortlessly. This ensures smooth transitions between presentations and enhances audience engagement.

Integration and Collaboration: The entire design of the auditorium is the result of teamwork between RKJ Electric's and Wesco Anixter's design teams, leveraging their expertise and access to premium audio solutions from Bose Professional. This collaboration ensures the seamless integration of audio equipment and guarantees an immersive audio experience that exceeds client expectations. Wesco Anixter's Rohan Shaw worked closely with IRDAI Management for the past year to ensure every detail of the design met the customer's requirements. Most of the complex design was also formulated from a single point: Wesco Anixter's design team, which reduced chances of error, avoiding multiple contact points for clarifications.

Wrapping Up

Debasish, on the successful deployment, patted the teams' backs for their exceptional proficiency in execution, particularly commending the comprehensive 3D

diagram of the auditorium. The client also expressed admiration for the emerging and innovative lighting solutions sourced from Aniston. These solutions were lauded for their ability to set the perfect ambience, seamlessly enhancing the mood and atmosphere of every event hosted in the auditorium.

Additionally, the seamless transition from projectors to the transcendent video wall by Christie received praise for its breathtaking visual impact and immersive quality, exceeding the client's expectations. Moreover, Bose Professionals audio system garnered high acclaim for its crystal-clear sound reproduction and immersive surround sound capabilities, elevating the auditory experience to new heights. Overall, the client expressed gratitude for seamless integration of these cutting-edge technologies, which collectively transformed the venue into a premier destination for unforgettable events and presentations. Rohan Kumar Shaw, sharing his joy, conveys, "As the curtains close on our journey with the IRDAI auditorium project, we take pride in delivering state-of-the-art audio-video solutions that not only meet but exceed expectations.

From immersive sound experiences to seamless visual presentations, the team has elevated the auditorium's capabilities, setting a new standard for excellence. We look forward to continuing our commitment to innovation and excellence in every project we undertake."

Inventory list:

- Bose Professional's Speakers and Amplifiers – 12 units
- Vaddio Legrand AV's PTZ Camera – 4 units
- ScreenBeam Inc.'s Wireless Presentation – 1 unit
- Liberty AV's AVoIP solution – 37 units
- LIBERTY AV's Cables – 40 units
- BOSE Professional's DSP – 2 units
- Christie Digital System's Active LED – 1 unit
- Aniston Technologies' Lighting
- AKG's Microphones
- LG and Samsung's OLED TV
- ATEN's Web streaming
- CRESTRON's Control Automation