

AV-ICN EXPO

MAGAZINE

AV INTEGRATION COMMUNICATION
NETWORKING



ESTABLISHING A STRONG INDIAN AV TECHNOLOGY IDENTITY INNOVATION MEETS INTEGRATION AT AV-ICN EXPO 2025



AllWave AV

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- **HARMAN** Treats **Movie Magic Theatre** with Impactful Acoustics
- Mumbai Witnesses World-Class LEDs with **Xtrime Media**
- **Lumina Screens** Enhances **Chennai Home Theatre**
- Empowering Connectivity with **EYTE's** Seamless Integration of **NABARD**



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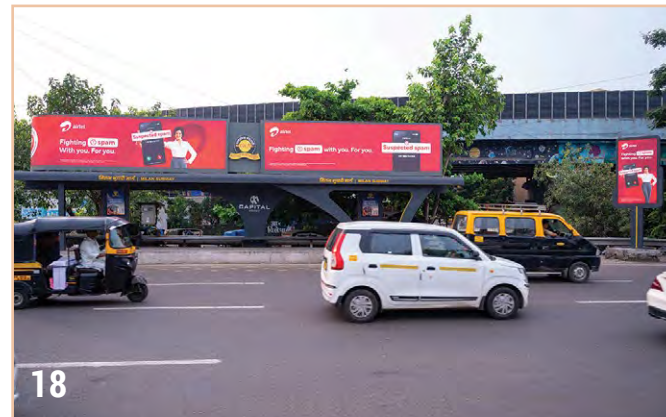
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30 Ceiling Microphones: Audio-Technica ATND1061 Beamforming Ceiling Array Microphone; Cisco Ceiling Microphone Pro; PeopleLink's Dante Based Ceiling Microphone; Sennheiser TeamConnect Ceiling Medium; Shure MXA901 Conferencing Ceiling Array Microphone; Wyrestorm APO-SKY-MIC



Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience at AV-ICN Expo 2024

EMPOWERING CONNECTIVITY: NABARD'S JOURNEY TO SMARTER COMMUNICATION AND SEAMLESS COLLABORATION



EYTE Technologies integrates NABARD'S conference room with state-of-the-art AV solutions to modernise meeting spaces

*EYTE Technologies Pvt Ltd., a premier AV, IT, IoT, and acoustic consulting firm recognised for delivering cutting-edge, tailored solutions across industries, recently accomplished the transformation of **National Bank for Agriculture and Rural Development (NABARD)**, headquartered in Mumbai, India. At the helm of this AV consultancy, is **Abdul Waheed**, a visionary leader and CTS-I certified AV expert with over two decades of industry mastery. Mr. Waheed shares this brief case study with **AV-ICN Expo Magazine** to address the strategic upgrade that aimed to enhance communication efficiency and support critical discussions on agricultural policies and rural development.*

An AV infrastructure upgrade is crucial for improving communication by enhancing collaboration, supporting modern technology, and ensuring clearer audio and visuals. It leads to more efficient meetings, better productivity, and future-proofing the organisation for new communication tools. This project with NABARD catered to finding cutting-edge AV solutions for improved communications in the meeting environment.

PROJECT OVERVIEW

Agriculture is a cornerstone of India's economy, employing over 45% of the workforce and contributing significantly to both rural and national development. Recognising NABARD's crucial role in advancing agricultural initiatives, the need for



N-LABS

U1 v2



50mV
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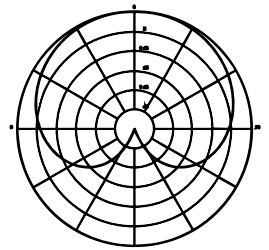
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CHANNELS



U7



50 MV
RF POWER

DUAL
CHANNEL

ETA
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100 M
RANGE

UHF
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enhanced communication infrastructure became increasingly evident. In response, NABARD launched a comprehensive AV upgrade across its key meeting spaces, including a 46-person conference room, boardrooms, and various collaboration areas, to facilitate more efficient and effective communication.

The existing AV infrastructure at NABARD had become obsolete, hindering effective communication and collaboration. Several devices were no longer supported, and key features were experiencing malfunctions. Acknowledging these challenges, **Abdul Waheed** along with the EYTE team carried out a comprehensive assessment to develop a tailored solution that would provide state-of-the-art capabilities while ensuring long-term reliability and performance.

Abdul Waheed, Managing Director, EYTE Technologies, commented, "In terms of the vision of modernising communication across NABARD's offices, our goal was to design a futureproof system that meets

ARD's current requirements while ensuring scalability to accommodate future growth and technological advancements."

INNOVATIVE SOLUTIONS FOR MODERN COLLABORATION

EYTE Technologies team conducted an in-depth assessment of NABARD's AV infrastructure to identify key challenges. Based on their findings, they designed a solution that integrates advanced technologies to enhance communication and collaboration. The solution was carefully crafted to not only address current needs but also ensure long-term sustainability and performance, supporting NABARD's future growth.

At the core of the AV transformation was the 46-person conference room, a vital space for high-level discussions involving senior management and government representatives. The upgraded room now features a state-of-the-art setup that inte-



A state-of-the-art boardroom setup that integrates advanced display, audio, and video technologies for seamless collaboration

NABARD's immediate needs while offering scalability for future advancements."

UNDERSTANDING THE NEED FOR CHANGE AND INTEGRATED FUTURE COMPATIBLE SOLUTION

The old infrastructure had become outdated, limiting the effectiveness of communication and collaboration. Many devices were no longer supported, and critical features were malfunctioning. Adding to such limitations, Abdul Waheed stated, "Technology evolves at a rapid pace, requiring organisations to regularly update their systems to remain competitive. Our objective was to develop a robust, future-proof solution that addresses NAB-

grades advanced display, audio, and video technologies for seamless collaboration.

KEY POINTS:

Display and Presentation Systems:

- Four ceiling-mounted LG display screens provide 360-degree visibility, ensuring all participants have clear access to presented content.
- A 110-inch LED display serves as the primary screen, enhancing the visual experience for in-room and remote attendees.
- Wireless presentation capabilities powered by the **Wolfvision Cynap Pro** enable participants to share content effortlessly from personal devices.

Video Conferencing:

- The **Poly G7500 system**, combined with SCT camera extension kits, facilitates high-quality video conferencing for seamless remote communication.
- A centrally mounted ceiling camera captures all participants, ensuring comprehensive coverage during hybrid meetings.

Audio Systems:

- The **Q-SYS 110f** processor forms the backbone of the audio infrastructure, delivering crystal-clear sound across the room.
- QSC ceiling-mounted and column loudspeakers provide even sound distribution and directional reinforcement, powered by **QSC SPA4-60 amplifiers**.
- Participants utilize **Televic** push-to-talk microphones for effective voice capture and smooth discussions.

Digital Signage:

- **LG 55-inch portrait displays**, paired with **BrightSign** media players, deliver dynamic digital signage, replacing outdated static systems.
- An interactive LG digital board allows users to annotate and collaborate directly on the screen.

EXPANSION TO OTHER AREAS

In addition to the primary conference room, NABARD's boardroom and 15-person conference space also underwent comprehensive AV enhancements. These upgrades ensured a consistent user experience and upheld high technological standards across all collaboration areas.

The boardroom now features a **136-inch Planar LED videowall**, delivering exceptional visuals for presentations and remote meetings. Albiral's 17-inch HD retractable monitors provide individual content access, while **Kramer AV-over-IP encoders** efficiently manage video distribution. Wireless presentation and video conferencing capabilities are enabled through **Wolfvision Cynap** systems and **Poly kits**.

In the 15-person conference room, an 85-inch 4K display with wide viewing angles offers superior image quality. Structural adjustments and reinforced walls were implemented to seamlessly integrate the new technology.

OVERCOMING CHALLENGES

Executing the AV overhaul at NABARD's fully operational headquarters presented



Photo credit: EYTE Technologies Pvt. Ltd. (15 PAX image after installation)

unique challenges. Strict project timelines, limited working hours, and structural constraints required innovative problem-solving and meticulous planning.

The project had to be executed within NABARD's operational hours, with most installations taking place during nights and weekends to avoid disruptions. Despite these constraints, the team remained focused on delivering a seamless and high-quality implementation.

Additionally, navigating NABARD's stringent IT infrastructure and government regulations posed another challenge. Ensuring compliance while integrating

advanced AV solutions necessitated close collaboration and extensive testing to meet all requirements.

"One of the key challenges we faced was working within NABARD's operational hours," remarked Waheed. "To minimize disruptions, we had to conduct most of the installations during nights and weekends. Despite these constraints, our team remained dedicated to ensuring a smooth and high-quality implementation."

FUTUREPROOFING COMMUNICATION INFRASTRUCTURE

The AV upgrade at NABARD reflects

the commitment to future-ready communication and collaboration. By selecting advanced, reliable technologies with flexibility for future innovations, the system was designed to remain effective for the next five to ten years. This modernisation not only enhanced NABARD's infrastructure but also set a benchmark for future government-led AV initiatives, strengthening its support for India's agricultural and rural development goals.

CONCLUSION

The AV transformation at NABARD exemplifies how strategic technology investments can elevate organisational communication and operational efficiency. With EYTE Technologies at the helm, the project successfully delivered a robust, futureproof system that meets the evolving needs of NABARD's critical workspaces.

"This project is a testament to how thoughtful design and advanced technology can transform communication experiences," concluded Waheed. "We are proud to have played a key role in enabling NABARD to continue its vital mission with cutting-edge AV capabilities."

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VIEWSONIC ANNOUNCES THE LAUNCH OF IN02 SERIES: A STREAMLINED TECHNOLOGY FOR EDUCATORS AND STUDENTS

ViewSonic, one of the leading global visual solutions providers, announced its latest Google Certified EDLA Interactive Display – IN02 Series, for educational



Google Certified EDLA ViewBoard 65" 4K Interactive Display – IN6502 for simplified collaboration

purposes. The IN02 series by ViewSonic is designed to facilitate engaging, effective, and enjoyable learning experiences.

The ViewBoard IN6502 interactive flat panel, powered by the Android Enterprise Device License Agreement (EDLA), integrates Android 14 and Google Play Store access for secure and enriched learning experiences. It features 4K UHD resolution with advanced bonding technology for vibrant colours and reduced glare. The 40-point Ultra Fine Touch touchscreen enables intuitive collaboration with fingers or dual-tip pens, while built-in speakers and two USB-C ports enhance user convenience.

Powered by the Android 14 OS,

the IN02 Series delivers powerful performance with its quad-core CPU while keeping your data secure. Designed for demanding applications, it ensures seamless operation and brings the latest advancements in efficiency, features, and security to keep you ahead of the curve.

Key features of this compelling interactive flat panel include:

- Google certified EDLA with access to Google apps on Android 14
- Advanced security controls and compliance standards that safeguard users' data
- Quick data transfer and power delivery with two USB-C ports
- Expandable micro-SD storage options for superior performance and flexibility

LOGIC'S GOOGLE EDLA-CERTIFIED HX SERIES REDEFINES INTERACTIVE DISPLAYS FOR EDUCATION, BUSINESS, AND BEYOND

LOGIC, one of the leading solution providers in the AV industry and a sub-brand of **Online Instruments India Pvt. Ltd.**, announced the launch of its groundbreaking **HX Series** of Interactive Flat Panels. Certified by Google EDLA, the HX Series seamlessly integrates with Google's ecosystem, offering a transformative experience across education, business, healthcare, retail, and more. This innovation is not just a step forward in interactive display technology—it's a leap into the future of collaboration, learning, and engagement.

In classrooms, the HX Series is revolutionising the way students and teachers interact. At leading schools, educators are using the 4K displays to create immersive, collaborative learning environments. With support for up to 40 simultaneous touchpoints, multiple students can work together on the same screen, nurturing teamwork and creativity. Access to Google Classroom, YouTube EDU, and other

Google tools allows teachers to deliver dynamic, multimedia-rich lessons. Virtual labs, mathematical simulations, and support for regional languages further enhance the learning experience, making education more inclusive and engaging. One teacher shared, "The built-in analytics help me track student participation in real-time, enabling me to tailor my teaching approach instantly. It's like having a co-pilot in the classroom."



Google's EDLA certification ensures that the HX Series provides a secure, reliable, and high-performance Android experience. By complying with Google's standards, EDLA-certified devices like the HX Series are well-suited for enterprise environments, government use, and secure business operations. This certification not only enhances the device's functionality but also ensures seamless integration with Google's ecosystem, making it a trusted choice for educators and institutions.

In the corporate world, the HX Series is redefining how teams collaborate. Enterprises are leveraging these panels to streamline hybrid meetings, enabling teams to annotate directly on the screen during brainstorming sessions. The healthcare sector is also witnessing a transformation with the HX Series. Hospitals are utilizing these interactive displays to enhance patient consultations, displaying medical images and treatment plans in stunning 4K clarity.

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[#]Based on Futuresource Consulting. [^]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.

ESTABLISHING A STRONG INDIAN AV TECHNOLOGY IDENTITY

Innovation Meets Integration at AV-ICN Expo 2025

Get ready to experience the future of Pro AV at the AV-ICN Expo! This year's event promises to deliver an unparalleled showcase of the latest products and technologies, featuring an extensive range of high-end display and projection solutions. Industry leaders will share insights on the latest trends and topics, while exhibitors will be looking to generate business leads and boost brand visibility. With ample opportunities for industry networking, AV-ICN Expo is the perfect platform to stay ahead of the curve and stay informed about the latest developments in professional audiovisual technology.



Top brands showcasing high-end pro AV solutions at AV-ICN Expo 2024



Concurrent with PALM, AV-ICN Expo 2025 is set to showcase the very best in LED displays, communication & networking, and AV-over-IP technologies. With over 300 leading exhibitors, AV-ICN

Expo will continue to be the driving force behind India's thriving pro AV industry. From unique attendee presence of 25,510 and a total footfall of 38,636 visitors last year, the expo is ready to mark another

milestone this year, setting new trends for the pro AV professionals. Spread across NESCO's four halls - 2, 3, 4, and 6, amongst which two halls dedicated to pro audio, one to lighting and sfx, and one to pro AV,

the expo is set to be a grand spectacle.

PALM AV-ICN EXPO - SHOW HIGHLIGHTS

As always, Certified AV Specialist [CAVS] course will return as the highlight of the AV-ICN Expo with the aim to educate and develop AV professionals for the future. CAVS certification aims to provide an independent neutral education forum,

Expo covering Pro Audio on Day 1, Video on Day 2, and IT & Networking on Day 3.

The expo is also set to transform pro AV with trendsetting discussions by leading professionals once again at the AV-ICN Conference and Seminar 2025, held in AV-ICN hall. The conference topics



Top brands showcasing high-end pro AV solutions at AV-ICN Expo 2024



with accredited faculty and researched study information, suited to the Indian AV ecosystem. AV fundamentals taught to candidates in the three-day course with exams and certification is intended to upgrade integration team on protocols and standards. The seventh CAVS edition, this time, will take place along with the AV-ICN

will cover disruptive technologies and lots more on the pro AV front. AV-ICN Expo will indeed be an excellent networking opportunity for all AV consultants, systems integrators, distributors, and management of top brands. Speakers' names to be disclosed soon!

AV-ICN Excellence Awards 2025 is also

set to take place again this year, with top-level gathering of AV intelligentsia. The awards will share a splendid platform honouring outstanding pro AV professionals and organisations for their significant contributions to the audiovisual industry.

In its upcoming edition, the expo will once again share an unmatched platform for business and networking. This time concurrent with PALM, the expo is about to bring HARMAN Live Arena (HLA) with a complete immersive sound and light experience. Visitors will witness firsthand sheer power and precision of HARMAN's cutting-edge solutions, making this one of the most highly anticipated attractions on the show floor. In addition, PALM AV-ICN Expo 2025 will continue to champion industry education and safety through its association with EESA (Event Equipment Services Association). It will also be hosting a specialised Rigging & Trussing Workshop, equipping professionals with crucial knowledge on health, safety, and best practices in event production. Another major highlight of the entire show is Beta 3's Sonic Arena, returning to Grande C Hall, showcasing exceptional sound demonstrations.

New to PALM AV-ICN Expo, the show will also introduce three Demo Qubes, each dedicated to showcasing top-tier sound reinforcement and line array systems from leading brands – POPE Professional, N-Labs, and Aerons.

"PALM AV-ICN Expo 2025 continues to be the driving force behind India's booming pro audio, lighting, and AV industry. As the market evolves with cutting-edge innovations in immersive sound, digital displays, AI-driven integration, and smart AV solutions, this year's expo will showcase future of technology and cutting-edge solutions in immersive audio, intelligent displays, AI-driven integration, and smart AV solutions, empowering businesses across industries. With an expanded exhibitor lineup, engaging conference sessions, and a strong focus on business networking, we are committed to delivering a world-class platform where global brands and industry professionals come together to innovate, collaborate, and grow."

RAMESH CHETWANI, Project Director, PALM AV-ICN Expo

A GLIMPSE AT WHAT'S TO COME

World-class technologies, trendsetting innovations, and high-demand solutions. The head-turning event is set to introduce next-gen pro AV technologies at the show floor from leading audiovisual brands.

Appearing for the first time at AV-ICN Expo 2025, **AET Displays' NX COB ULTRA** is a revolutionary display solution powered by the groundbreaking AET INX Driver IC — an AET-owned, industry-first, all-in-



AET Displays' NX COB ULTRA

one driver that redefines what's possible in display technology. From high-impact retail environment to mission-critical control rooms, live events, and collaborative corporate environments, NX COB ULTRA is built to meet the demands of modern businesses.

Arihant Informatics is also set to unveil its new **AVINITY Video Wall Controller**, a high-performance, Windows-based video wall processor designed for both small and large-scale deployments. Ideal for control rooms, collaboration spaces, and corporate signage, AVINITY offers seamless content distribution with maximum flexibility. The brand is also set to introduce **4K60 HDMI-over-IP** system that integrates both encoding and decoding into a single device, allowing any unit to function as either an encoder or a decoder. It features dual 3.5mm audio input and output, five USB ports for keyboard and mouse, host connection, touch support, and USB 2.0 compatibility.

AV Master Technology will announce its high-end launches at the show floor including **Super Audio Isolator**, **HDMI 2.0 to HDBaseT Splitter** in 1x4 and 1x8 – 4K@60Hz, **HDMI 2.0 to HDBaseT Matrix** in 8x8 and 4x4 – 4K@60Hz, and **DP 1.2 to Fiber Extenders** at 21.6 GBPS. The **Super Audio Isolator** acts as a surge protector and provides the high-quality audio by indirectly mitigating the audio distortion.



AV Master Technology's HDMI 2.0 to HDBaseT Matrix

This solution is one of the effective products for the LED screen rental companies, sound rentals, AV brands, and systems integrators. **HDMI 1x4 HDBaseT Splitter** can distribute 1 source signal to any 4 or 8 display devices, support video resolution up to 4K2K@60Hz 4:4:4, and is designed with 1 HDMI loop output and 4 or 8 HDBaseT outputs. Moreover, the HDMI signal transmission distance can be extended up to 120 meters at the resolution of 4K2K@60Hz, or 150 meters at 1080P@60Hz via a single CAT6/ 6a/7 cable. The 18Gbps 4x4 or 8x8 HDBaseT (150M) Matrix can connect four HDMI sources to 4 or 8 displays. It features four HDMI outputs, and each HDMI output is mirrored to provide a CAT Cable output which runs simultaneously. Lastly, DP4K@60Hz is one of the most significant and popular fiber solutions for the LED screen, AV, and broadcast industries. Best feature about this device is, it supports 3840x2160@60Hz with UHD 4:4:4 sampling rate, with EDID option and users can extract the audio separately and supports single and multi-mode.

Epson's new large venue 4K laser projectors – **EB-PQ Series** are also being displayed at the AV-ICN Expo for the first time. The latest range of 4K laser projectors the - **EB-PQ2010B**, **EB-PQ2213B** and **EB-PQ2220B** 4K laser projectors sets a new



Epson EB-PQ Series

standard for high-performance projection in large venues and live events. These models are equipped with state-of-the-art 4K crystal motion technology, advanced thermo-control panel and double micro-lens array, delivering exceptional 4K clarity, vibrant colours, and deep contrasts.

ErthPot is set to unveil its latest cutting-edge products **Keyer Digital Processing & Control**, **Novo Conference System**, and **Antares Networked Loudspeakers** at the show floor. The **Keyer series DSP** by Erth-pot is a reliable solution for digital signal processing, designed to address complex signal routing and processing needs. It utilizes **Dante** technology to enable seamless sharing of high-resolution audio, ensuring clear voice quality with advanced echo cancellation and automatic noise suppression. The **Novo Conference System** is a wired simple and affordable conference discussion system with exquisite design focusing on plug-and-play operation.



Keyer Digital Processing & Control

Its various applications include small to medium conference rooms, assembly halls, and classrooms.

Lumina Displays is set to unveil **Air 576** – the next evolution in LED display technology. Available in 3.84mm and 4.8mm pitch, the Air 576 is engineered for reliability and performance. With corner protection and a rugged new design, it's built to withstand the rigors of rental and touring environments. The brand will also be introducing **Titan 500** – a 'Made in India' product, engineered to deliver power, precision, and performance. Featuring a soft link system for effortless maintenance and standard receiver cards and power supplies for easy servicing, Titan 500 is designed with practi-



Lumina Displays Air 576

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SCREENS**



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cality in mind.

Hawaii LED is set to launch **G-MAX Flexible** at AV-ICN's show floor. G-Max Flexible is the latest innovation in Hawaii LED Screens' G-Max series, offering unparalleled flexibility and adaptability. Designed to maintain the game-changing features of the original G-Max, this flexible variant allows for curved, concave, and convex



Hawaii LED G-MAX Flexible

installations, making it ideal for creative and dynamic display solutions. With seamless bending capabilities and the durability of its 2ft x 2ft cabinet, the G-Max Flexible ensures smooth visuals, easy installation, and limitless design possibilities, redefining how LED screens shape immersive environments.

Fortis Tech is set to unleash its latest product portfolio for the Indian market creating a visual feast with **CP Series Indoor Screen** at the expo. The LED screens come with an aluminium alloy box with strong rigidity, anti-oxidation, smoother splicing, and variable shapes. The ultra-thin LED screen with 84 mm thickness is not only light weight but also allows front and rear maintenance, fast hard connection, precise installation, and seamless stitching.

Nteck Systems has also planned to showcase some of the newly introduced products for the first time at the annual expo. **AT-CD1** by Airtame (CORE &



RXT-4DV by Aurora Multimedia

HYBRID) – an all-in-one platform for shared screens allows users to convert any collaboration space into a hybrid meeting room with **Airtame Hub**. The high-performance device is built for superior screen sharing, signage and video calls to the service of choice. The perfect combination of Airtame Rooms with Airtame Hub, connected to a preferred camera, microphone and speakers, provides a consistent experience and standardised deployment in all meeting rooms. Furthermore, **RXT-4DV** by **Aurora** is also said to present itself at the Indian Expo floor. RXT-4DV is a 4" desktop touch panel with a ReAX JavaScript based control system, ideal for conference rooms, educational facilities, hospitality, digital signage, and more. RXT 4DV has a beautiful 720 x 720 1:1 aspect ratio touch screen with 160° viewing. Also, **TOGGLE ROOMS XT** by **Inogeni** is set to redefine collaboration with Bring Your Own Device (BYOD) and Bring Your Own Meeting (BYOM) support, offering flexibility for various meeting scenarios via a push button or control pad. This flexibility extends across various settings, from large boardrooms to classrooms and auditoriums, making it an ideal solution for seamless videoconferences.

Canara Lighting will also be participating once again at the expo with its latest **430W LED Moving Head Fresnel Light**. Featuring high power 430W LED engine, its zoom angle can be 2.7-40°. It has motorized linear iris and focus to create colourful patterns and effects, 2 colour filters with 12 colours and 1 CTO, high speed shutter and strobe, full colour 180° reversible LCD menu display, and a multi-voltage universal auto switching power supply



Canara Lighting 60W Mini Panel Light

100-240V. It's suitable for TV studios, theatres, large-scale performances, and more. Canara's high-quality, slim, compact and uniquely designed 60W Mini Panel Light used for studio, photo, and YouTube video with dimming option for creating many effects for multiple applications, will also be displayed at the show floor. The LED light has a 60W LED Lamp light source with the LED lamp life of 50,000 hours and colour temperature 3200K or 5600K.

Yeon LED is also set to announce its **Glint X Series** – indoor/outdoor rental cabinets that offers semi-automatic corner protection lock. Available in P3.8, P3.4 pixels (576 mm x 576 mm), the rental cabinet offers a configuration of **Kinglight/Nationstar**



Canara Lighting 60W Mini Panel Light

lamp, 2 layers PCB, 2.0mm, CFD455-IC, and refresh rate of 7680 Hz. Glint X Ultra Series will also share its presence for the first time at the show floor. The product is available in P2.6, P2.9, and P3.9 pixels (500 mm x 500 mm) with 2/4 layers PCB, 2.0mm, CFD455-IC, and 7680 Hz refresh rate.

Tentech LED will also unveil its **P3.9I Indoor series** at the show floor. In fact, **Xtreme Media** will also once again be back at AV-ICN Expo 2025 showcasing its high-end products and technologies including **Xtreme Rentals - Arena Series** and **Orion Series**.

CONCLUSION

The energy on the show floor is always electric, with new product launches, live demonstrations, and hands-on experiences of AV professionals. This time will be no different! AV-ICN Expo 2025 is set to redefine how India experiences professional AV in this new-age world. Driving the buzz on the show floor once again, the expo is determined to meet every integration, communication, networking, and collaboration need of the global pro AV market.



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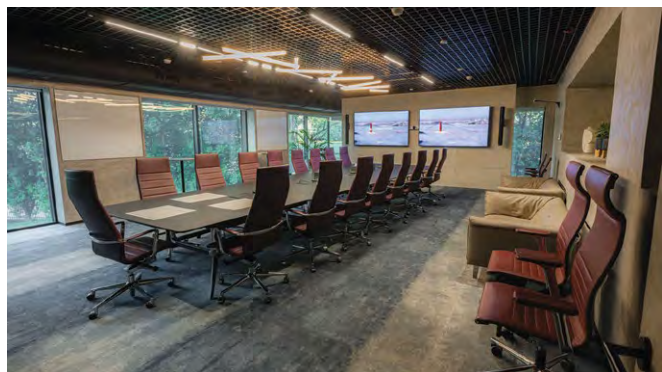


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ALLWAVE AV INTEGRATES UNIFIED COLLABORATION SOLUTIONS FOR A GLOBAL MANAGEMENT CONSULTING ENTERPRISE



AllWave AV, one of the leading systems integrators in India, has recently transformed a global management consulting firm – **Boston Consulting Group (BCG)**. With the aim to enable flexible workplaces that help users connect, collaborate, and communicate better, the integrator sets forth yet another example of delivering world-class installations across the country. This case study elaborates on the tailor-made design and implementation of AV setup at BCG, showcasing AllWave AV's commitment to provide scalable pro AV solutions.

AllWave AV delivers cutting-edge unified collaboration solutions at BCG's office with high-end solutions by Poly, Samsung, Shure, JBL, and more

Spread across 5 floors at the prestigious Maker Maxity in Mumbai, BCG has state-of-the-art boardroom, shark tank room, senior leadership cabins, amphitheatre, and multiple avenues to plug in the best of the AV setup. The aim to enhance collaboration, boost meeting efficiency, and support hybrid work environments, motivated AllWave AV to deploy dedicated collaborative solutions at the office.



High-end technologies take a swing at BCG's boardroom, shark tank room, and senior leadership cabins

DEPLOYING STATE-OF-THE-ART AV SOLUTIONS

The client aimed to strengthen global collaboration and communication within their Mumbai office by deploying cutting-edge audiovisual and unified collaboration solutions.

Pro AV Solutions:

- **Standardisation of Collaboration Tools:** The team selected a unified set of tools that were scalable and easy to integrate across various technological environments. This included video conferencing software and collaboration platforms.
- **Custom Audiovisual Setups:** Each office received a custom-designed AV setup tailored to its specific space requirements and team sizes. This included high-definition Poly HP video conferencing cameras, Shure ceiling microphones, JBL loudspeakers, and large Samsung display screens.
- **Training and Adoption:** Comprehensive training sessions were held to ensure all employees were comfortable with the new systems. Regular feedback loops were established to address any issues and to fine-tune the setup.
- **Ongoing Support and Upgrades:** A

dedicated technical support team was established to provide 16/6 assistance. Regular updates and upgrades were scheduled to keep the technology up to date with the latest features and security measures.

Results:

- **Enhanced Collaboration:** The new sys-

tems facilitated seamless communication across spaces, enabling real-time collaboration, reduced travel costs and faster decision-making.

- **Increased Productivity:** With reliable and efficient new tools, teams reported a significant improvement in meeting efficiency.

CONCLUSION

The implementation of an audiovisual and unified collaboration solution transformed the way the multinational corporation communicated and collaborated. Hence, by standardising tools and technology, the client not only improved productivity but also fostered a more connected and cohesive global workforce through cutting-edge pro AV solutions.

PRODUCTS LIST:

- **Video Conferencing System:** Poly (Native Integration with Zoom)
- **Control System:** Crestron
- **Display Solution:** Samsung
- **Microphones:** Shure
- **Speakers:** JBL & Yamaha
- **Digital Signal Processors (DSPs):** BIAMP
- **Amplification:** Crown / Helvia



Boston Consulting Group's amphitheatre is all set with high-end videowall for an engaging office experience

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MAXIMIZING VISIBILITY AND ENGAGEMENT WITH **XTREME MEDIA'S NYX OD LED DISPLAYS** AT A HIGH-TRAFFIC BUS STOP

*Brand visibility is crucial in a bustling cityscape, where sunlight and fast-paced life often blur communication. In the digital out of home environment, brands are competing to capture attention through various mediums, be it outside malls, at bus stops, on outdoor digital unipoles, etc. To address this requirement, strategic digital display installations have become an essential tool to engage with on-the-go audiences. Recently, **Xtreme Media**, India's largest active LED display brand provided digital display solutions for a prominent media and communication company to offer brand visibility at a major bus stop on the Western Express Highway, Mumbai.*

The client was in search of a digital solution that could serve its intention to provide high visibility of brand messages even in direct sunlight. The aim was to create outdoor LED displays that are visually appealing yet functional, enhancing the aesthetics of the space and at the same time effectively communicating with passersby. With thousands of people moving by the bus stop daily, reliable and eye-catching LED displays were essential. Additionally, the client was also keen on leveraging the central location of Western Express Highway to boost brand engagement.

TAILORED SOLUTION

To address these needs, Xtreme Media



Xtreme Media has transformed high-traffic hub into a digital hotspot for impactful advertising by installing Nyx OD series LED displays

recommended its **Nyx OD series LED displays**, known for exceptional brightness and resilience. This LED display series is specifically designed to survive in outdoor environments, where natural light can easily affect the messaging on digital displays. One of the installations included curved LED display strategically positioned to maximize visibility and aesthetic appeal. Xtreme Media's solution aimed to illuminate the bus depot with vibrant, high-resolution visuals that would stand out in the dynamic urban landscape.

EXPERT INSTALLATION

In a busy location like a bus stop where there were commuters and foot traffic through the day, installing the LED displays was not easy, since the Xtreme Media team had to ensure safety and minimal disruption. Material storage was also a major concern. Despite challenges, the expert service team efficiently carried out this task and executed the installation with precision, ensuring that the displays were securely mounted and optimally angled for maximum visibility.

The curved design of one of the outdoor

INVENTORY DETAILS:

- **LED series:** Nyx OD
- **Pixel Pitch (mm):** 4mm
- **Quantity:** 4
- **Screen size:** 7.3m X 1.6m, 6m X 1.6m, 1.28m X 2.4m
- **Screen resolution:** 1840 X 400, 1520 X 400, 320 X 600

LED displays added a visually distinct element, setting the installation apart and elevating the architectural design aesthetics of the bus stop. The team's determination to do the installation within the stipulated timeline and without causing any disturbance proves Xtreme Media's commitment to quality and client satisfaction.

HIGHLIGHT FEATURES OF NYX OD LED DISPLAYS:

One of the highlight features of Nyx OD LED displays is their superior brightness of up to 6000 nits, which remains effective

even in direct sunlight. This feature ensures that the brand messages remain impactful and visible throughout the day, regardless of the lighting conditions. The enhanced visibility that these displays offer has made the bus stop a hub of digital engagement, ensuring that the brand messages are communicated clearly to the audiences. By leveraging high brightness and clarity, Xtreme Media's outdoor LED displays have made it possible for brands to reach their audience in an environment that was not accustomed to digital advertising earlier.

CONCLUSION

The efficient installation through Xtreme Media's team and the right selection of Nyx OD LED displays has drawn commendable attention and transformed the bus stop into a new digital engagement hub.

Xtreme Media's advanced digital display solutions has turned the bus stop into an effective advertising platform, engaging people on the move and enhancing brand communication. These outdoor LED displays set an example of how LED display technology can elevate visibility, aesthetics and brand impact in urban settings.

DISCOVER THE BEST ACOUSTIC TRANSPARENT PROJECTOR SCREEN MATERIALS FOR EXCEPTIONAL SOUND QUALITY, PERFECT FOR PLACING SPEAKERS BEHIND THE SCREEN.



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WORK PRO EXPANDS THE INTEGRA FAMILY WITH THREE NEW MODELS: 16S, 4SA, AND 8SA

WORK PRO continues to expand its acclaimed **Integra series** with the launch of three new models: **Integra 16S**, **Integra 4SA**, and **Integra 8SA**. These additions offer advanced and versatile solutions for audio management in professional installations, reaffirming Equipson's commitment to innovation and continuous improvement in audiovisual technology.

The new Integra 16S is a DSP matrix that retains all the features of the well-known Integra 8S but with double the channels: 16 inputs and 16 outputs. This model offers greater audio management capacity, ideal for more complex installations that require simultaneous control of multiple zones or areas. With its per-channel configurable DSP, the Integra 16S allows precise sound optimization, ensuring exceptional quality in medium to large installation environments.

The most notable innovations in the Integra series come with the introduction of the Integra 4SA and Integra 8SA models, which integrate DSP matrix functionality and amplification into a single product, providing a compact all-in-one solution for audio management and

amplification.

The Integra 4SA is a matrix with 4 inputs and 4 outputs, featuring a 4-channel amplifier with 150W per channel. This combination is perfect for applications where a simplified installation and reduced size are required without sacrificing performance and flexibility. On the other hand, the Integra 8SA offers an 8-input and 8-output matrix along with an 8-channel amplifier, each with 150W of power. These models not only manage audio but also provide amplification, significantly reducing complexity and installation time—something highly valued by systems integrators and sound technicians.

With the Integra 4SA and Integra 8SA, Equipson takes a step forward in developing integrated solutions, significantly expanding the Integra product range. These versions with integrated amplification are designed to adapt to various



Integra 16S for precise sound optimization and exceptional quality, and Integra 4SA & 8SA for compact all-in-one solution for audio management and amplification

applications, from commercial spaces to auditoriums and entertainment venues, providing unprecedented versatility and performance.

"Our goal with these new Integra series models is to offer integrators and end users the greatest possible flexibility in audio management," says **Juan José Vila**, CEO of Equipson. "The inclusion of matrix DSP with integrated amplification responds to the need for compact, efficient solutions that simplify the installation process without compromising sound quality. These new additions complete our Integra range, offering options for all types of needs, from small projects to large installations."

SONANCE INTRODUCES NEW VX THIN-LINE MODELS

New **Sonance Visual Experience Thin-Line Series** represents a breakthrough in architectural audio, delivering the brand's signature room-filling sound from an elegantly slim profile that can fit into spaces as narrow as 2.5" metal framing – making it ideal for concrete construction, multi-dwelling units, and high-rise applications where space is at a premium.

The Thin-Line Series incorporates the same advanced VX technology that has made the standard Visual Experience Series an industry favourite:

- **VX Transducer Technology** delivers higher performance and fidelity
 - **VX Waveguide** ensures consistent tonality and improved coverage throughout the space
 - **VX Grille** offered in both Micro Trim and Trimless options in Sonance Brilliant White
- "By reducing depth by an additional 3mm versus our previous generation of Thin-Line speakers while maintaining the acoustic excellence our customers expect, we've created a solution that meets the demands of modern construction without compromising on sound quality," stated **Skylar Gray**, Director of Product Management, Sonance.
- Available in both in-ceiling and in-wall configurations in select performance lev-



Sonance's Visual Experience Thin-Line Series is another step towards cutting-edge AV solutions

els, the Visual Experience Thin-Line Series also features an option for Single Stereo Technology, making it a versatile solution for any architectural audio project.

ATLONA PRO5 SERIES TAKES THE MATRIX SWITCHER INTO NEW TERRITORY

Atlona's path of AV innovation takes another leap forward with the **PRO5 Series**, a next-generation matrix switching solution featuring an industry-first breakthrough for long distance, point-to-point extension.

Atlona's PRO5 Series is anchored by the **AT-PRO5-MX810**, an 8×10 matrix switcher with HDMI inputs and AV extension outputs featuring SDVoE technology, for point-to-point transmission of 4K HDR video and audio to companion PRO5 Series receivers. This innovative solution is great for applications in education and corporate environments continue that call for high-performance, reliable matrix switching to route sources to multiple displays in remote destinations.

The PRO5-MX810 matrix switcher is HDCP 2.3 compliant and supports 4K/60 4:4:4 and HDR at HDMI data rates up to 18 Gbps. Each SDVoE extension output includes an RJ45 port, and an SFP+ cage for copper or fiber optic 10GbE connectivity to transmit video, embedded audio, Gigabit Ethernet, and RS-232 and IR control signals to the receiver. The RJ45 port allows extension up to 330 feet (100 meters) over CAT6a UTP cable, along with PoE for powering the receiver, while the SFP+ cage can be used with a compatible



Atlona's PRO5 Series features a matrix switcher and two companion receivers that break new ground in long-distance, point-to-point 4K video and audio extension

fiber optic transceiver module to extend from 38 meters up to 10 kilometers over fiber optic cable.

The PRO5-MX810 includes a comprehensive host of audio and control system integration features, including independent audio matrix switching, and the ability to individualize CEC display control per output. Video processing is available in the companion AT-PRO5-101-SC-RX scaling receiver, including 4K video upscaling and

downscaling with frame rate conversion, and video wall processing.

When extending over copper, the PRO5-MX810's PoE capability provides integrators with the flexibility to install PRO5 receivers adjacent to a display or projector without local AC power. End users benefit from long-term reductions in energy usage through the ability to shut down receivers via PoE from the matrix switcher, along with triggering display control via CEC.

MAGEWELL'S USB CAPTURE FAMILY GROWS WITH NEW ADDITION

Magewell, developer of innovative, high-performance video I/O and IP workflow solutions, debuted their new **USB Capture SDI 4K Pro** at the 2025 NAB Show. This small, plug-and-play device enables PCs to capture SDI signals up to 4K resolution at 60fps via standard USB 3.2.

USB Capture SDI 4K Pro is the newest in a long line of high-quality USB capture products. Able to capture SDI signals up to 4096x2160 (including 3840x2160 Ultra HD) at 60fps with 4:2:2 chroma fidelity via the USB 3.2 Gen 2x2 interface, the USB Capture SDI 4K Pro provides seamless video capture with mini-

mal CPU usage and no external power source.

Boasting a long list of capabilities, the USB Capture SDI 4K Pro does more than just 4K. The unit can accept many different video formats up to 12G or frame

MAGEWELL®

rates up to 240fps. Along with video, the device can capture 2-channels of embedded audio or analog audio via a 3.5mm Line In interface. Embedded audio can also be extracted and output via the

3.5mm Line Out interface. The unit is FPGA-based and makes no demands on the PC's CPU but does require a 20 Gbps USB 3.2 Gen 2x2 connection for maximum performance.

The USB Capture SDI 4K Pro features driver-free setup and automatic input signal format detection for true plug-and-play operation, with support for Windows, MacOS, Linux, and ChromeOS. Magewell's free USB Capture Utility software is included and permits the setting of capture-related parameters, firmware upgrades, and logging.



LUMINA SCREENS ENHANCES CHENNAI HOME THEATRE WITH IMMERSIVE CINEMATIC EXPERIENCES

Cinema Meets AV Excellence with 165-inch Diagonal Accupix Pro

*In Chennai, where cinema is a way of life, **Lumina Screens** is helping homeowners recreate the magic of the big screen in their living rooms. The brand, one of the largest suppliers of screens to exhibitors worldwide, integrates Chennai home theatre with cutting-edge AV screen – **Accupix Pro**, an acoustically transparent screen with a zero-edge frame, to transform cinematic experiences for the movie aficionado. The brand shares detailed insights into the home theatre project and the acoustical design that complements the entire integration in the room.*

Lumina Screens delivered cutting-edge cinematic solutions to one of the home theatres in Chennai in December 2024. The residential venue is a premium private entertainment space designed to accommodate up to 10 individuals. The room spans approximately 350 square feet featuring state-of-the-art AV setup to deliver world-class immersive cinematic experiences. The luxuriously designed room emphasises on the sleek aesthetics, including a large 165-inch diagonal screen with a zero-edge frame for a modern, borderless look.

The client requested a cutting-edge home theatre setup that combined superior audio-visual performance with a

minimalist design and a large screen that could handle 4K and HDR content with exceptional clarity and colour accuracy. The client also presented zero-edge frame requirement to complement the room's modern interiors, along with an acoustically transparent solution to hide speakers behind the screen.

OBSERVATIONS AND EXECUTION

After a detailed site visit to understand the requirements of the venue, Lumina Screens' team observed:

- 1. The room dimensions allowed for a 165-inch diagonal screen while maintaining optimal viewing angles.
- 2. The lighting conditions were controllable with blackout curtains, ensuring ideal projection performance.
- 3. Acoustic treatments were necessary to minimize sound reflections and enhance audio clarity.

With the aim to provide finest AV results to the client, the team chose to install **Accupix Pro**, an acoustically transparent screen with a zero-edge frame. This screen was chosen for its ability to allow sound to pass through without distortion, enabling speakers to be positioned behind the screen. The zero-edge frame provided a sleek, frameless appearance, enhancing the room's modern aesthetic.

CHALLENGES AND SOLUTIONS

With a focus on family movie nights, Lumina offers screens that cater to multi-generational entertainment needs. The

entire home theatre was designed to work seamlessly, offering sharp images and vibrant colours, perfectly suited for Chennai's cinema enthusiasts. However, as every project comes with its own set of challenges, installing the right screen at this home theatre was no different. The brand had to meet the precise alignment of the large screen within zero-edge frame to maintain its sleek appearance and therefore, the team used support bars to ensure perfect installation without any ripples or distortions in the screen fabric.

The team also had to maintain sound clarity with the acoustically transparent material and that was made possible by careful positioning and calibration of the speakers to optimize sound projection through the screen.

INTEGRATING AV SOLUTIONS

The client was extremely satisfied with the results, praising the screen's seamless integration into the room's design and its ability to deliver stunning visuals. They highlighted the Accupix Pro's performance in maintaining audio clarity while providing a crisp and vibrant viewing experience. The zero-edge frame design exceeded the expectations for a modern, elegant look.

The installed AV solution, Accupix Pro is a 165-inch diagonal screen with a 16:9 aspect ratio and zero-edge frame. Key features of this product include:

- 1. **Screen Material:** Woven acoustically transparent fabric for minimal sound attenuation and high visual clarity.
- 2. **Gain:** 1.1, ensuring accurate color reproduction and optimal brightness.

- 3. **Frame Design:** Zero-edge frame for a frameless, floating-screen effect.
- 4. **Speaker Placement:** Three front speakers (left, center, right) installed directly behind the screen for perfect audio alignment.
- 5. **Projector:** A 4K UHD projector calibrated for the screen's specifications.
- 6. **Additional Elements:** Acoustic panels on walls and ceiling for sound optimization, and motorized blackout curtains for light control.

CONCLUSION

The entire installation process, including pre-installation assessments, screen installation, and final calibration, took approximately two weeks to achieve end-to-end solutions with the deployment of sleek aesthetics at the home theatre.

Chennai's love for Tamil cinema drives the demand for high-quality home theatre setups and Lumina Screens caters to this passion with premium AV solutions. "The demand for high-quality home theatre setups is growing rapidly in India as more homeowners seek personalized luxury entertainment solutions," stated **Yusuf Galabhaiwala**, Director of Operations, Lumina Screens. "The brand is catering to this demand by offering innovative products like the Accupix Pro with customizable options such as screen size and frame designs, partnering with AV integrators and interior designers to provide end-to-end solutions for home theatre installations, and educating customers on the benefits of acoustically transparent screens and high-performance AV setups through workshops, blogs, and social media campaigns."

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CHRISTIE HS SERIES TRANSFORMS KHAJURAHO TEMPLES WITH SPECTACULAR LIGHT AND SOUND SHOW

The UNESCO World Heritage site of **Khajuraho Temples** in Madhya Pradesh has unveiled a state-of-the-art light and sound show, offering an immersive experience that brings the rich history of these thousand-year-old monuments to life. Combining projection mapping, holograms, dynamic lighting, and a 5.1 surround sound system, the 35-minute spectacle is capturing the imagination of visitors and setting a new standard for heritage site storytelling.

Created by **Tricolor India Schauspiel**, this stunning visual spectacle is powered by seven **Christie D23WU-HS 1DLP laser projectors**, delivering exceptional brightness and image quality to bring the rich history of these thousand-year-old monuments to life. This new 35-minute show, commissioned by the Madhya Pradesh Tourism Development Corporation and voiced by legendary Actor, **Amitabh Bachchan**, takes visitors on an immersive journey through time, narrating the temple's storied past like never before.

"The primary objective was to create an engaging evening attraction for visitors," said **Himanshu Sabharwal**, Chief Creative Officer, Tricolor India Schauspiel. "During the day, tourists see the remains of these magnificent temples. But at night, we bring their ancient glory to

life. The Christie D23WU-HS projectors played a pivotal role in making this vision a reality."

Deploying projection technology in a heritage site posed unique challenges. With strict Archaeological Survey of India (ASI) restrictions, the projectors had to be installed outside the complex, at a distance of nearly 100 meters (328 feet). "The site demanded maximum output on a modest budget. The Christie D23WU-HS projectors, with their high brightness and omnidirectional capabilities, exceeded expectations, delivering vivid imagery even at a distance," Sabharwal noted. "By strategically stacking and orienting the projectors, we achieved an optimal visual impact while preserving the sanctity of the site."

One of the most striking moments in the show is a torch effect sequence depicting British surveyor **T.S. Burt's** rediscovery of the temples in 1838. By seamlessly blending projection mapping and laser lighting, the effect creates a powerful visual narrative. "Even with additional lighting elements, the D23WU-HS projectors maintained their intensity and clarity, ensuring that every detail remained vivid on the weathered temple surfaces," said Sabharwal.

Since its debut in January 2025, the

show has garnered rave reviews, with audiences praising its immersive storytelling and emotional depth. Beyond entertainment, the project underscores the growing role of projection mapping in monument conservation and tourism. "Affordability and high brightness will unlock even more possibilities beyond infotainment," Sabharwal added. "This project has further strengthened my confidence in Christie's 1DLP laser projectors, proving that high-impact experiences can be achieved even within budget-conscious projects."

Rishubh Nayar, Sales Director for India, Enterprise, Christie, commented, "We are proud to see our Christie D23WU-HS projectors playing a key role in illuminating the great temples of Khajuraho. This project stands as a testament to how projection technology can enhance cultural heritage in remarkable ways. Tricolor India Schauspiel has set a new benchmark for experiential storytelling in India, pushing the boundaries of visual innovation."

With bold colours, exceptional brightness, and proven reliability, the Christie D23WU-HS is ideal for large venues, live events, and theme parks. Delivering 23,650 ISO lumens at under 41.6kg (92 lbs.), it boasts an outstanding lumen-to-weight ratio. Audiences experience brilliant WUXGA resolution and enhanced color accuracy with **Christie BoldColor+** technology, which deepens blacks and creates lifelike visuals. Built-in **Christie Twist** ensures seamless setup and alignment for irregular screens, while the optional **Christie Mystique** automates alignment and recalibration of multi-projection systems in minutes.

The Khajuraho light and sound show exemplifies how modern technology can be harnessed to breathe new life into historical landmarks. By carefully balancing artistic vision with cutting-edge projection capabilities, this initiative offers a compelling model for other heritage sites worldwide.



The new light and sound show has been extensively modernized with the integration of 3D projection mapping and laser lighting, enhancing the temples' beauty at night (Photo credit: Tricolor India Schauspiel)

SYNCHRONISING CINEMATIC VIEWING WITH SONIC BEAUTY

HARMAN's Rich Acoustical Treatment of Movie Magic Theatre Blends Immersive Experiences with Impactful Acoustics



Every movie lover understands the importance of sound and immersive viewing at a theatre. **Movie Magic Theatre** wanted vibrancy for Jabalpur, where filmgoers could enjoy the same high-quality cinematic presentation found in major metropolitan cities. Therefore, deploying advanced audio systems for a nuanced and engaging storytelling, **HARMAN** centred its innovation at the helm of Movie Magic Theatre catering to every cinephile's cinematic experience.

Nestled along the serene banks of the River Narmada, Jabalpur emerges as a city where nature's splendour intertwines harmoniously with regal palaces, timeless monuments, cascading waterfalls, and revered temples. Amidst this rich cultural landscape, **Movie Magic Theatre** emerges as a modern counterpoint, offering a contemporary escape that complements the city's storied heritage.

Since opening in 2009, this cinematic haven has redefined movie-going for Jabalpur's selective audience. Committed to elevating the theatrical experience, Movie

Magic sought a state-of-the-art audio system for moviegoers. The objective was to craft an auditory spectacle that perfectly synchronises crystal-clear dialogue, rich musical compositions, and powerful sound effects.

INTEGRATING IMPECCABLE SOLUTIONS WITH FLAWLESS EXECUTION

The theatre's vision was to provide premium services reflected in every intricate detail, from the curated spatial design to the orchestrated lighting and the carefully engineered acoustics. To make this a reality, they entrusted **Cine Tech Engineering Works** and **HARMAN** with the comprehensive responsibilities of supplying, installing, integrating, programming, and calibrating the entire audio system, ensuring each component melodiously contributed to an immersive journey.

Driving this transformation were the **JBL Screen Array Loudspeakers**, specifically the **4732-M/HFD** paired with **4739D LF** and the **3732-M/HFD** paired with **3739D LF**. These sophisticated systems boasted a controlled directivity pattern, ensuring that every sound and nuance reached each seat with

INVENTORY USED:

- JBL 4732-M/HFD
- JBL 4739D
- JBL 3732-M/HFD
- JBL 3739D NOS
- JBL 4642AD
- JBL 9310D
- JBL 9300D
- JBL HPD8102
- Crown CDi Series
- Crown DSi Series
- JBL DSi 2.0

subwoofers infused each scene with palpable intensity, from the faintest rumble to the most thunderous explosion, enriching the overall sensory perception.

Building upon this acoustic environment, **JBL 9310D** and **9300D surround speakers** were strategically positioned to create an enveloping sound field. Their design facilitated uniform asymmetric coverage, ensuring that every auditory detail was faithfully reproduced, enhancing the alluring quality of the audio-visual presentation. Complementing these were the **JBL HPD8102 speakers**, whose innovative down-firing port design,

dynamic sequences.

ACOUSTICAL IMPACT ON MOVIE MAGIC THEATRE

Transforming the audio experience at Movie Magic Theatre was no small feat. The project demanded technical excellence along with strict adherence to timelines - a challenge that required meticulous coordination. Despite the complexities involved, the team was able to demonstrate how cutting-edge technology can seamlessly blend with artistic expression, offering audiences a captivating experience that resonates long after the curtains fall.

Pankaj Maheshwari, Cinema Owner, extolled the partnership with HARMAN, stating, "Post-upgrade, audio output quality is significantly improved. Enhanced dialogue clarity and bass response are proving highly appealing to our audience."

This was also reflected in the words of **Asad Rashid**, Cine Tech Engineering Works, when he mentioned, "I am thrilled to have partnered with HARMAN to bring world-class audio solutions in this multiplex. The JBL speaker models have exceeded our expectations, delivering exceptional sound quality and reliability. The



Movie Magic Theatre allows the integration of spatial design and orchestrated lighting

pristine clarity. The musical integration of high, mid, and low-frequency drivers delivered a balanced and mesmerising soundscape with minimal distortion, allowing audiences to lose themselves in the picturesque narrative.

But a truly enriching cinematic journey demands deep, resonant bass that audiences don't just hear, but feel. To achieve this auditory experience, eleven units of the **JBL 4642AD subwoofers** were deployed. Renowned for their powerful and precise low-frequency reproduction, these

when paired with DSP presets, offered a uniform low-frequency response, further enclosing the audience in the film's ambiance.

To guarantee that every layer of sound was delivered with precision and consistency, **Crown DSi**, **CDi**, and **DSi 2.0 amplifiers** were integrated into the system. These amplifiers are known for their reliability and high-fidelity output, delivering consistent and efficient power, which is crucial for maintaining the integrity of the audio performance even during the most

ease of installation and seamless integration with our existing systems have been particularly impressive. I am confident that audience will appreciate the enhanced audio experience."

CONCLUSION

With an unwavering commitment to quality, Movie Magic Theatre of Jabalpur has set a new industry benchmark, ensuring that every visitor experience cinema the way it was meant to be - Bold, Dynamic, and Unforgettable.

HOW AV-OVER-IP IS REVOLUTIONISING MODERN AUDIOVISUAL SYSTEMS & IMPORTANCE OF AV & IT CONVERGENCE



AV-ICN Expo session elaborates on AV-over-IP as a new-age technology with insights from panellists - Abdul Waheed, Farhan Walele, Ashish Bajaj, Rohan Tadke, and Rajesh Patkar (L to R)

The insightful session, moderated by **Abdul Waheed**, Managing Director, EYTE Technologies Pvt. Ltd. (CTS-I) at AV-ICN Expo 2024 along with the panellists - **Rajesh Patkar**, Country Manager, ZeeVee INC., **Rohan Tadke**, Managing Director, RTAV, **Farhan Walele**, Area Sales Director West, Crestron India, and **Ashish Bajaj**, Director, Enterprise Sales, HARMAN Professional Solutions, India & SAARC, discusses the key aspects on the rapidly transforming AV industry, 'AV-over-IP' as a modern technology, and its adoption by AV manufacturers, systems integrators, and OEMs. With the aim to convey the message effectively, this excerpt highlights essential details from the session, acknowledging the relevance of using AV-over-IP in today's world.

Keeping the session comprehensible for everyone to understand, Mr. **Waheed** opens the discussion with a question put forward for **Farhan Walele**, "What is AV-over-IP?" Walele responds,

"To put it in a simple context, when we deploy any site for our customers, we can have two deployments – IT, which is the networking part and the AV, which is an evolving trend that includes displays,

presentations, video distribution, etc. Earlier, AV was completely independent but as time changed, brands and customers realized that merging the two will bring in more fruitful results in terms of sending the

signals, or operating data and communications. Therefore, we are trying to utilize IT as the backbone to support AV."

Challenges of Using AV-over-IP

The moderator further asks Ashish Bajaj on how exactly AV is getting integrated with IT and what were the challenges with the conventional system? Bajaj states, "According to me, the network industry has evolved massively in the past years. Where network used to be a big thing, it is now a necessity and is available for everyone. However, I still believe traditional AV distribution finds opportunities in certain aspects. If we talk about the flexibility, I think the biggest thing is that the whole AV network allows the flexibility of expansion. In fact, the networks have also evolved over the past few years. So, I would say, traditional AV is still used in some places today, but it makes more sense to adapt to the convergence because of the infra development that we have across the venues."

Elaborating further on the flexibility offered by IP, Rohan Tadke comments, "If you look at it from the implementation perspective, today people would still like to keep it separate for various reasons. I think we have more scope of evolution in the coming years. Also, I believe AV and IP have their set of challenges but still, there were no major issues with the traditional AV and can be managed conveniently."

To this, **Rajesh Patkar** adds, "Earlier, conventional methods of AV posed some challenges, however, if original AV methods had a problem, it wouldn't have survived for so long. AV makes it easier for the customer because, in my many years of experience, I have found that the customers are reluctant when it comes to AV. In fact, the IT guys do not give permissions to install AV, especially in the BFSI segment. However, with AV-over-IP, you're talking their language. So, they are more comfortable and can understand it easily."

Advantages of Using AV-over-IP

The session further reveals many aspects of using AV-over-IP with regards to flexibility. For instance, Walele addresses, "When using traditional systems, we had a limit on the switcher size. In terms of scalability also, it is great. As users want an encoder/decoder or input/output, they just keep adding boxes. Therefore, size or flexibility are not the issues. Moreover, redundancy is also great because users are no longer

"If we talk about the flexibility, I think the biggest thing is that the whole AV network allows the flexibility of expansion. In fact, the networks have also evolved over the past few years."

ASHISH BAJAJ
DIRECTOR, ENTERPRISE SALES,
HARMAN PROFESSIONAL
SOLUTIONS, INDIA & SAARC

dependent on that one box or the one product which can fail." Furthermore, adding to the traditional v/s AV-over-IP discussion, Walele states, "We as AV guys are used to a certain quality of audio-video and speed since probably 30 years where, as soon as we connect an HDMI cable, we get the high-quality video as good as the source. Therefore, the challenge for any AV-over-IP manufacturer was not about encoding the video, it was how efficiently and quickly it can be done." This turned the tables for the users where AV-over-IP now not only provides the same features as traditional AV but has also become more flexible providing enhanced quality.

"With length comes the subject of delay", states Waheed. So, how is AV-over-IP addressing such challenges? Patkar comments, "When talking about AV-over-IP, bandwidth is an important factor. A standard office network is merely a database network where the bandwidth requirement is low whereas when we put AV into it, we are sending video or doing conferencing. So, the bandwidth requirement goes up as and when it has been used. Therefore, people prefer having a separate network for standard office network. It really depends on what kind of network or switching solution end-users choose."

AV Ready Manufacturers and Systems Integrators

AMX, as a brand, has participated in a lot of developments in terms of technologies that are configurable by any other product.

Elaborating the benefits of AV-over-IP with regards to AMX's advancing technologies, Bajaj addresses, "It's essential to adopt an open platform these days. Everybody in the industry is going towards Dante AV-H right now, making it more interoperable to send streams between the boxes across the brands, product categories, or across any other platform." He adds, "I think the concept of open platform can provide the flexibility and growth opportunity in the future for us to really develop more technologies."

Tadke further adds to Ashish's words, "NDI technology today, is something that gives users the flexibility to have a direct NDI port on the displays and it works phenomenally. In fact, there's no need for an encoder around the users' laptops to transmit the signal to a display. It's just one CAT-6 cable and as long as it's on same network, it works flawlessly."

Crestron also being one of the leading innovation manufacturers, is driving the shift from HDBaseT to AV-over-IP. Explaining the outgrowing phenomenon with the audience and the panellists, Walele agreed to the lesser need for encoders and decoders these days. He commented, "Crestron launched software NVX where users could decode directly onto a display without the availability of a decoder/encoder."

Apart from the complexities of managing bandwidth, Patkar also points out the mistake on the calculation of bandwidth that major systems integrators make while delivering larger AV projects. However, to keep the blunders away, AV manufacturers play a major role in such cases. In fact, Ashish also shares, "AV manufacturers also have the responsibility to educate the entire market and keep the partners up to speed with regards to deployment."

Adding to the discussion on how ZeeVee is addressing the delay issues with these technologies, Patkar responds, "ZeeVee has its self-founded technology to address the loss of signal restricting the bandwidth or the software driven codec but when it comes to larger videos there could be a loss of signal at some juncture. Therefore, we must look at what kind of network we are using. There are two kinds of networks that AV industry uses today – 1-Gig Network and 10-Gig Network. The 10-GbE gives users the possibility of having better bandwidth and ease of sharing videos." He adds, "As some brands use AV-H as a backbone, ZeeVee uses SDVoE (Software Driven Video

Continued on page 36

AV-ICN

CONFERENCE AND SEMINAR

29 - 31 MAY, 2025, BEC, MUMBAI

The AV-ICN Conference sessions pave the way for the growth and development of the AV industry, with dynamic topics that align with the ever-evolving Indian AV landscape. The highlight is the presence of a knowledgeable lineup of key AV industry experts and thought leaders at the AV-ICN Conference platform, captivating attendees with engaging panel discussions and a diverse series of seminars.

BOOK YOUR PRODUCT PRESENTATION SLOT (ONLY 3 SLOTS AVAILABLE):

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AV-ICN 2024 SPEAKERS



Abdul Waheed
Managing Director,
EYTE Technologies
Pvt. Ltd. (CTS-I)



Ashish Bajaj
Director, Enterprise Sales
HARMAN Professional Solutions,
India & SAARC



Kuldip Kamat
Managing Director,
Alliwave-AV Systems



Mayank Jani
CEO,
MNT Info Vision and
NANTA Tech Pvt. Ltd.



Meet Shah
Country Business Head (USA),
PeopleLink Unified
Communications Pvt. Ltd.



Mustafa Rampurawala
(CTS) - HEAD - Projects,
SISPL



Rhythm Arora
Chief Technical Officer,
Qubix Technologies



Sajan Joseph
Co-Founder & CEO,
Ctrl Alt Experience



Su Piow Ko
CEO,
AET Displays Limited



Vineet Mahajan
Director,
Unilumin India

Ceiling Microphones: Smarter AV Technology for Next-Gen Conferencing

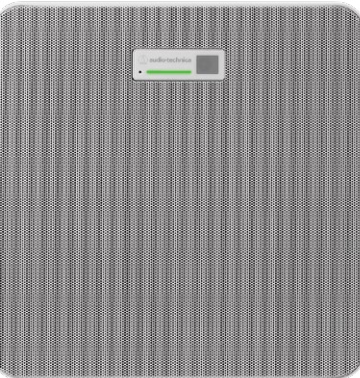
Enjoying modern, sleek video conferencing with clutter-free AV technologies! **Ceiling Microphones** are designed to easily mount in meeting rooms, board rooms, or training rooms ensuring effective audio coverage. This **AV-ICN Expo Magazine's** recurring feature exclusively shares some of the ceiling microphones by top brands, announced in the last year that allow users to work seamlessly at any meeting space.

Audio-Technica ATND1061

The ATND1061 Beamforming Ceiling Array Microphone can be used singly or in multiples (for larger meeting spaces) to capture every person speaking in a room with clear, natural audio that reduces distracting environmental sounds. The device received major upgrades in 2024 with its latest firmware update, including VISCA (Video System Control Architecture) over IP and Voice Lift technology.

- Key features:**
- Enabled with VISCA over IP to control PTZ cameras
 - Equipped with voice lift technology
 - Powerful onboard DSP
 - Proprietary Voice Activity Detection (VAD) technology

- Technical specifications:**
- Beam Width: 90-degrees
 - Frequency Response: 60 Hz to 18,000 Hz
 - Maximum Input Sound Level: 102 dB SPL
 - Sensitivity: -8 dBFS (1 kHz, 94 dB SPL)
 - Digital Audio: Sampling rate: 48 kHz; Bit depth: 24 bit



Cisco Ceiling Microphone Pro

The new Cisco Ceiling Microphone Pro brings adaptive, AI-powered voice capture to meeting rooms, training rooms, and multi-purpose spaces, creating an equitable video conferencing experience where active speakers' voices are heard with unmatched clarity.

- Key features:**
- Adaptive microphone intelligence
 - Quick setup, effortless management
 - Clutter-free and flexible deployment

- Technical specifications:**
- Pickup coverage: Up to 3.5 m / 11.5 ft radius under optimal acoustic conditions
 - Frequency range: 120 Hz to 20 kHz, +/- 6 dB (on axis) – (Subject to change)
 - Free field sensitivity: -36 dBFS/ Pa +/- 3dB, 1 kHz – (Subject to change)
 - Signal to noise ratio: 70 dB - Subject to change
 - Power consumption: Average: 3.5W, Max: 4.5W
 - Operating temperature and humidity: 0°C to 40°C (32°F to 95°F) Ambient Temperature; 20% to 90% Relative Humidity (non-condensing)

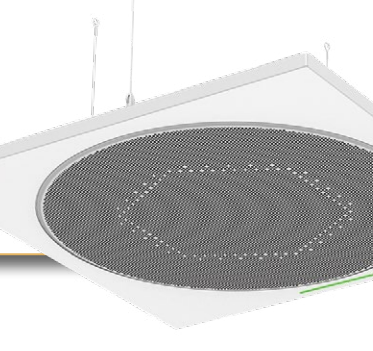


PeopleLink's Dante Based Ceiling Microphone

The Ceiling Microphone with connectors is a high-end ceiling conference microphone by PeopleLink. It has 128 omnidirectional MEMS microphones built in into in array, featuring 16 independent configurable pickup zones. With integrated AI algorithms, the Ceiling Microphone with Connectors offers advanced noise reduction, echo cancellation, and adaptive feedback control.

- Key features:**
- High Density Microphone Array
 - Advanced Noise Reduction Algorithms
 - Built-in PTZ Camera & Audio Tracking
 - Dynamic Multi-Beam Voice Tracking
 - Ultra Low Latency (25ms)

- Technical specifications:**
- Mic Type: 128-unit MEMS Microphone Array
 - Sensitivity: -38dBv/94dB SPL @1kHz
 - Signal-to-Noise Ratio: 65dBv/94dB SPL @1kHz, A- weighted
 - Remote Meeting / Local Sound Reinforcement Channels: 1/1
 - Remote Conversation Pickup Zones: 8
 - Local Sound Reinforcement Pickup Zones: 8
 - Sampling Rate: 48kHz



Sennheiser TeamConnect Ceiling Medium

TeamConnect Ceiling Medium brings versatility and adaptability to elevate meeting experiences across a range of flexible and hybrid meeting spaces and learning environments. With its adaptive, intelligent beamforming technology, TCC M ensures flawless audio every time.

- Key features:**
- Patented automatic dynamic beamforming
 - TruVoicelift
 - 15 Electret condenser capsules, Made in Germany
 - Perfect speech intelligibility
 - PoE/PoE+ powered (single/daisy chaining).

- Technical specifications:**
- Audio output: 1 x 3-pin terminal (fits Phoenix contact MCVW 1.5-3-ST-3.81)
 - Max. sound pressure level: 98 dB SPL
 - Power consumption (Amp): Approx. 8 W
 - Sensitivity: 0 dBV/Pa (1020 mV/Pa)
 - Signal-to-noise ratio: 79 dB(A)
 - Transducer principle: Pre-polarized condenser microphone
 - Audio frequency response: 100 Hz to 16,000 Hz



Shure MXA901 Conferencing Ceiling Array Microphone

MXA901 provides superb AV conferencing audio in a discreet and stylish 13.5-inch round form factor that complements any interior design. Single Zone Automatic Coverage technology captures talkers clearly with no setup. One MXA901 can be used in smaller rooms or multiple units in larger spaces with Onboard IntelliMix DSP that delivers echo- and noise-free audio, and next-generation array architecture that ensures natural speech and enhanced directional pickup.

- Key features:**
- Compact and stylish round form
 - Single Zone Automatic Coverage technology
 - Onboard IntelliMix DSP includes echo-cancellation and noise reduction

- Technical specifications:**
- 13.5 in (34 cm) diameter round form factor
 - Covers 20' x 20' space with minimal configuration
 - IntelliMix DSP includes Automatic Gain Control, Acoustic Echo Cancellation, Noise Reduction and Automatic Mixing
 - Designer 6.0 with standard-based 802.1x security protocols



Wyrestorm APO-SKY-MIC

Designed for seamless integration in conference rooms and lecture halls, Wyrestorm's APO-SKY-MIC microphone offer a clutter-free solution. Expertly crafted to mount on the ceiling, they ensure the tables remain unencumbered by wires and mics, providing a clean, professional environment for effective communication.

- Key features:**
- Cascade microphones up to 3 times for 50m extension

- Technical specifications:**
- Inputs: 1x 8-Pin RJ45 Female
 - Outputs: 1x 8-Pin RJ45 Female
 - Microphone: 4x Circular Microphone Arrays with AEC and AGC Omnidirectional Microphone Array Pickup
 - Frequency Response: 100~10KHz
 - Sensitivity: -26dBFS
 - Signal-to-Noise Ratio: 62dB
 - Operating Temperature: 0 to +45°C (32 to + 113 °F), 10% to 90%, non-condensing
 - Storage Temperature: -20 to +70°C (-4 to + 158 °F), 10% to 90%, non-condensing



TRANSFORMING BROADCAST & MEDIA: LAWO AND COMCON'S IP TECHNOLOGY DAY IN DELHI & MUMBAI A RESOUNDING SUCCESS

Lawo, one of the global leaders in IP media production technology, and its Indian partner Comcon successfully concluded the highly anticipated IP Technology Day in Delhi and Mumbai. The event brought together professionals

from broadcasting, audio production, and media infrastructure to explore Lawo's latest innovations in IP-based workflows.

Attendees experienced live demonstrations of Lawo's mc²36 all-in-one live production console, including hands-on

experience of the mixing desk's seamless integration into modern media infrastructures. The event also featured Lawo's IP video processing and transfer solutions powered by the microservice-based HOME Apps running on COTS servers, with a demo setup illustrating its remote collaboration capabilities in real-world broadcast applications. Case studies highlighted successful implementations, reinforcing Lawo's role in driving efficiency and quality in media production.

With the success of IP Technology Day, Lawo and Comcon reaffirm their commitment to advancing media production in India. The event provided a valuable platform for knowledge exchange and hands-on learning, setting the stage for future collaborations and innovations. The event saw participation from radio as well as TV networks as well as interest from the pro-AV community and both the organizing teams are enthusiastic about making these events a regular feature of their marketing initiatives for India.



Lawo and Comcon's team celebrating IP Technology Day in Delhi and Mumbai

SENNHEISER LAUNCHES MKH 8018 STEREO SHOTGUN MICROPHONE

Sennheiser has launched a new, compact stereo shotgun microphone, the **MKH 8018** for broadcasting and filming applications. The high-class short gun mic completes the company's MKH 8000 range of RF condenser microphones, which excel in the field due to their climate-proof ruggedness and natural sound capture with virtually no off-axis coloration. Providing flexibility to the audio engineer, the compact and lightweight MKH 8018 features three switchable stereo modes: **MS stereo**, **Wide XY Stereo**, and **Narrow XY stereo**. The MS mode allows the engineer to adjust the spatial imaging steplessly on the mixing desk, while the XY modes are premixed in the MKH 8018, with settings fine-tuned in many tests.

"The MKH 8018 stands as a top-tier

innovation of our MKH portfolio, offering unparalleled audio quality with its ultra-low self-noise and pristine, crystal-clear sound, driven by exceptional off-axis rejection," said **Vipin Pungalia**, Director-Sales, Pro Audio, Sennheiser India.

Lightweight and Non-Modular with A Tailored Frequency Response

To make the MKH 8018 as easy to handle as possible, the Sennheiser engineers have given it an aluminium housing to have less weight on a camera or boom pole. Also, the microphone is – unlike most of the other mics in the 8000 series – non-modular with a fixed XLR-5M output and integrated -10 dB pad against overdriving, filters for tailoring

the frequency response, and an additional switchable -3 dB low-cut filter at 70 Hz.

As the MKH 8018 has been designed for broadcasting and filming applications, the usual extremely wide frequency response of the MKH mics has been limited to 40 – 20,000 Hz. This avoids any overloading of the mixing console with unbearable distortion below 40 Hz and above 20 kHz, where ultrasonic camera lens measurement systems are active.

Read the full news on AV-ICN website.



The MKH 8018 RF condenser microphone is a compact stereo shotgun mic with three switchable stereo modes (MS, XY-wide and XY-narrow)

LOGIC'S POWERHOUSE: MAVERICKS COMPETE IN AVPL CRICKET LEAGUE 2025

The Audio Visual Premier League (AVPL) 2025, a one of a kind initiative within the AV industry, once again brought together system integrators, consultants, OEMs, and distributors under one roof in Rajankunte, Bangalore at the AVPL Cricket League 2025.

LOGIC, one of the leading AV Solutions brands by Online Instruments, served as a Platinum sponsor for the second year in a row at the auction. This continued support highlights their dedication to driving industry collaboration and promoting a spirit of sportsmanship.

The event brought together ten competing teams, including LOGIC's very own team, the MAVERICKS. With an impressive 18-year legacy in visual communication solutions, LOGIC didn't just demonstrate its leadership in AV technology—it also proved its mettle on the cricket field, showcasing both technical expertise and sporting excellence.

Sharing his thoughts on the event, **Pan-**



AVPL Cricket 2025 once again unites SIs, AV Consultants, OEMs, and more

kaj Bellad, Business Head - Logic at AVPL, said, "AVPL is a one-of-a-kind platform where industry professionals get to connect outside of work. It's not just about business—it's about building real relationships, sharing fresh ideas, and exploring new opportunities in a fun and lively setting."

LOGIC's involvement goes beyond

just pushing the boundaries of technology—it's about building real connections within the AV community. By being part of events like this, they're helping industry professionals come together, share ideas, and work collaboratively, all while celebrating diversity and friendly competition.

OPTIMAL AUDIO ACADEMY INSTITUTES ITS HIGHEST LEVEL OF ACCREDITATION

Optimal Audio introduced a new advanced level online course in its **Optimal Audio Academy**, ringing the bell for installers to earn the highest stage of certification. The Optimal Audio Academy's doors are always open for installers to obtain any of the three level certification modules available from anywhere in the world at the most convenient time.

Simple to navigate, the Optimal Audio Academy complements the ethos of the brand so that systems integrators and installers learn how to best maximise the portfolio and most importantly, WebApp. One of the benefits of the online Optimal Audio Academy is that installers are taken through standard installation scenarios

so that everything flows as expected for a swift and trouble-free installation. The courses also prompt those extra ideas – the 'nice to haves' that customers might not realise will help their business.

Topics in the level three course cover advanced setup and tuning with participants learning best practices for EQ, compression, automation, networking,

third-party control, and system diagnostics.

An online test at the end of each course ensures understanding of the training with automated certification provided to all those who pass with scores above 75%. Course three, and success in the final exam, will move participants to the level of Optimal Audio Afficionado.

As more systems integrators and installers understand the powerful benefits that an Optimal Audio ecosystem installation brings to both commercial venues and their staff, the Academy supports them with a toolkit at their fingertips to confidently design, install and activate easy-to-use, yet sophisticated systems.



Image credit: Optimal Audio

ABSEN SHAPES THE FUTURE OF LED WITH PIONEERING PIXELS DURING 2025 SPRING LAUNCH

Absen, one of the global leaders in LED display technology, recently hosted its highly anticipated Spring Launch event, to present its latest innovations for the Pro AV market. The event, themed *'Pioneering Pixels: Shaping the Future,'* brought together more than 100 clients and partners from around the

world to connect, gain valuable insights into emerging trends and showcase Absen's latest innovations and strategic vision for the future.

'Pioneering Pixels' event kicked off with keynote speeches by Absen's senior leadership team, outlining the brand's positioning and strategy for the coming

year. The team emphasised Absen's commitment to pioneering advancements in pro AV technologies with an in-depth introduction to the company's latest product launches, showcasing its dedication to innovation and excellence.

The new products pre-launched include the **Absen X V2 Series**, featuring all-in-one LED display solutions for conference and corporate applications with 2K+ ultra-high resolution, high stability, wide compatibility and quick installation. Absen also introduced its upgrades for **NX, KLCOB V2, CPS Series** for different applications. These state-of-the-art products symbolise exceptional structural engineering and optimal space utilisation for strength and durability, as well as an unparalleled visual experience. Also making the introduction was **Absen's A25 Series** – a premium low-carbon and energy saving LED solution for a wide range of creative DOOH applications.

Read the full news on AV-ICN website.



Absen team comes together at its annual Spring Launch event introducing various latest products, remarking its dedication towards innovation and excellence

PSNI GLOBAL ALLIANCE INTRODUCES EXCLUSIVE QUALITY ASSURANCE CERTIFICATION TO ELEVATE INDUSTRY STANDARDS

PSNI Global Alliance, one of the world's largest networks of premier technology integrators and service providers, is reinforcing its commitment to excellence in AV service and support with the launch of a new **Quality Assurance Certification (QAC)**. This exclusive program is designed to empower its network of **Certified Solution Providers (CSPs)** with advanced quality assurance knowledge, ensuring standardised excellence across global AV projects.

Developed in collaboration with a committee of quality leaders from PSNI's CSP companies worldwide and **AQAV (Association for Quality in Audio-Visual Technology)**, the QAC merges industry-leading quality principles with real-world business applications. By leveraging core concepts from the AV9000 quality documentation



process, the certification fosters a culture of continual improvement and technological precision.

Tailored for professionals in technical field operations, system design, service management, and installation, the QAC course delivers a two-day, interactive workshop format, concluding with a Q&A assessment. Participants will gain practical insights into:

- **Continual Improvement** – Embedding a mindset of ongoing enhancement for sustained success.
- **Best Practices Implementation** – Applying industry-leading standards in AV/UCC system design, fabrication, installation, and commissioning.
- **Customer Satisfaction Optimization** – Ensuring solutions consistently meet and exceed customer expectations.
- **Compliance Mastery** – Understanding essential quality checklists, calculations, and measurements.

The inaugural QAC course took place on March 31 and April 1 in Atlanta, ahead of PSNI's Annual Supersummit. Attendees gained hands-on experience with the latest quality technology assurance methodologies, strengthening their ability to deliver seamless AV integration worldwide.

THE ROLE OF AR & VR IN ADVANCING THE AV INDUSTRY



Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience at AV-ICN Expo Conference and Seminar 2024

Ctrl Alt Experience helps brands tell their stories and build authentic, lasting relationships with their audience through immersive and interactive technology driven experiences. This excerpt from the AV-ICN Conference and Seminar 2024 provides insights on AR and VR from Sajan Joseph, Co-Founder & CEO of Ctrl Alt Experience. Sajan's session focused on how AR and VR can assist users in design, training, and support in the AV Industry.

The increasing use of AR and VR technologies in the AV industry is revolutionising key areas like design, training, and support. These immersive technologies enable a more efficient and engaging experience, offering practical solutions to common challenges faced by AV professionals. As AR and VR become more accessible, their potential to enhance the industry grows, bringing new opportunities for innovation and improvement.

Design

Designing AV systems traditionally involves a series of detailed steps, including creating CAD drawings, schematic diagrams, and 3D renders. However, these processes can be time-consuming and may not always help clients visualise the final product. The introduction of AR and VR

into this process offers an innovative solution. With VR tools, designers can create immersive environments that allow clients to interact with the proposed designs in real-time, giving them a much clearer idea of how their space will look once the project is completed.

Sajan Joseph, CEO of **Control Alt Experience**, emphasised the importance of speeding up design processes, saying, "If you give a BOQ faster or something that helps you design faster, then your resources are used for what matters most." As VR technology such as **Xverse** by **Xten-AV** allows users to adjust designs instantly, the design phase becomes quicker, more accurate, and engaging. This allows professionals to focus on what matters while providing clients with an interactive experience.

Additionally, Joseph noted, "Faster design processes allow for better allocation of resources. If we can create visual representations faster, then the design becomes a tool that's more useful to everyone involved." This fosters collaboration and enhances the quality of the final design.

Incorporating AR into the design process offers another advantage. AR tools can be used on-site to visualise equipment placement and modifications in real-time. By scanning an empty room with a tablet, clients can instantly see how their space would look with different installations, helping to refine decisions on the spot.

Joseph also emphasised, "Using AR on-site means the client sees exactly how their space will look before committing to the installation. This reduces second-guessing and last-minute changes." This tool

helps avoid costly mistakes and ensures a smoother transition from concept to completion.

Training

Training in the AV industry has traditionally been a mix of in-person sessions, roadshows, and online certifications. However, physical training incurs significant costs, and online courses often lack immersion, leading to lower retention rates. This is where VR and AR can make a substantial difference. VR-based training offers an immersive learning experience, allowing users to practice and engage with equipment and scenarios in a virtual environment, leading to better retention and understanding.

Joseph highlighted VR's effectiveness, noting that people trained in VR are "two to four times more likely to retain" information compared to traditional methods. With VR, trainees can experiment with setups and configurations in a risk-free environment, gaining practical knowledge without the need for expensive equipment or travel. Furthermore, VR offers asynchronous learning, allowing trainees to access modules and lessons at their convenience.

Joseph further added, "One of the best aspects of VR training is the ability to recreate complex scenarios that might not otherwise be possible in a real-world training environment. It offers a way for people to make mistakes and learn from them in a safe space." This allows for high-impact, low-risk training that benefits both trainees and organizations.

VR and AR also offer group learning environments where multiple users can join a virtual classroom and collaborate on

"VR makes it possible to scale training. A single instructor can teach hundreds of students simultaneously, anywhere in the world."

tasks in real-time. This reduces the need for costly in-person sessions and enables global participation. AR can also be used for remote training, where users can visualize the steps to set up or troubleshoot equipment in their own space, guided by augmented displays.

Joseph observed, "VR makes it possible to scale training. A single instructor can teach hundreds of students simultaneously, anywhere in the world." This scalability helps utilize training resources more efficiently, reaching a wider audience.

Support

Support in the AV industry often involves troubleshooting equipment, identifying issues, and communicating with clients on-site, which can be slow and inefficient. Engineers typically rely on photos, schematics, and phone calls to diagnose problems, but this method can waste time. AR technology, coupled with IoT devices, streamlines the process by providing real-time visual feedback and data on equipment status.

Joseph described the challenges of traditional support, saying, "I really struggled

to fix that issue because there were no phones allowed in that facility." AR offers a solution by enabling technicians to view and interact with equipment remotely, overlaying critical information directly onto the physical world. For instance, AR-enabled tools can highlight connected cables or malfunctioning components, speeding up the troubleshooting process.

Joseph added, "AR can guide you step-by-step through the troubleshooting process, overlaying important visual cues and instructions directly onto the equipment. It's like having a tech expert with you in real time." This improves the support process, reduces downtime, and increases efficiency.

With IoT integration, support can also be improved by notifying technicians of issues as soon as they arise. Technicians can use AR glasses or mobile devices to scan racks and equipment, identifying the problem and resolving it quickly.

Joseph pointed out, "The combination of IoT and AR allows technicians to instantly know what's going wrong with the system and fix it before it becomes a major issue." This proactive maintenance reduces downtime and keeps systems running smoothly.

Conclusion

AR and VR are not just trendy buzzwords; they are practical tools that are transforming the AV industry. By improving design accuracy, enhancing training retention, and optimising support efficiency, these immersive technologies offer significant benefits. As they become more accessible, AR and VR are poised to revolutionise the way AV professionals work and engage with their clients.

HOW AV-OVER-IP IS REVOLUTIONISING...

Continued from pg 28

over Ethernet) as a backbone allowing users to send 4K without any loss."

Making the equipment easy-to-use and flexible for the industry, not only are the AV manufacturers future-ready with advancing technologies, but systems integrators are also evolving. They have become accustomed to AV on the network. Many systems integrators are taking control on the network themselves. Keeping his remarkable point forward, Walele continues, "Slowly and steadily, with brands like NetGear investing heavily on training the AV industry and other players contributing to the fast-pacing technologies and its adoption, we should be able to evolve in a

full-fledged AV-over-IP industry."

Conclusion

The discussions during the entire session elaborated on the key aspects of AV-over-IP adoption in today's world, how bandwidth calculation and proper communication with IT can be worked on, and how better infrastructure or other AV requirements convey a significant step towards AV modernisation.

The discussion also dove into significant insights acknowledging what kind of security measures IT guys expect from the AV technologies, certifications required from the AV manufacturers, cost effectiveness

of using AV-over-IP v/s traditional AV, how is remote management evolving with AV-over-IP technology, and more. The insightful session also motivated the panellists to respond to some of the questions by the curious audience.

Recognising the much-needed transformation in AV industry, the discussions concluded with a key message that it is now time for all AV manufacturers, partners, and end users to shift towards AV-over-IP.

To view PALM and AV-ICN Expo's Conference sessions, visit the YouTube Channel: <https://www.youtube.com/PALMExpoIndia>

11Q

“CEO INSIGHTS: 11 QUESTIONS WITH THE BEST AND TOP MINDS IN **PRO AV**”

HEAR FROM THE LEADERS SHAPING THE INDUSTRY'S FUTURE



James Berry

Managing Director – APAC,
Diversified



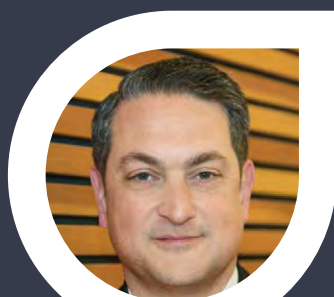
Marc A Remond

APAC President,
Kramer AV



Petteri Murto

Vice President of
Sales and Marketing - Sennheiser



Rashid Skaf

President, CEO & Co-Chairman,
Biamp



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www.av-icnx.com/magazine/

India Drives Pro AV to The Top with Rise in Immersive Experiences

Indian pro AV is setting up its BIG game! According to various market insights like the *Grand View Research* report, Indian AV market is expected to grow at a CAGR of 9.8% from 2024 to 2030. Around all the significant corners under the hospitality and entertainment segment including restaurants, cafés and bar, airports, bus stops, or malls, pro AV is experiencing waves of advancement. The vibrant halls of luxury hotels and entertainment venues are also embracing impressive AV solutions for end-users' memorable experiences.

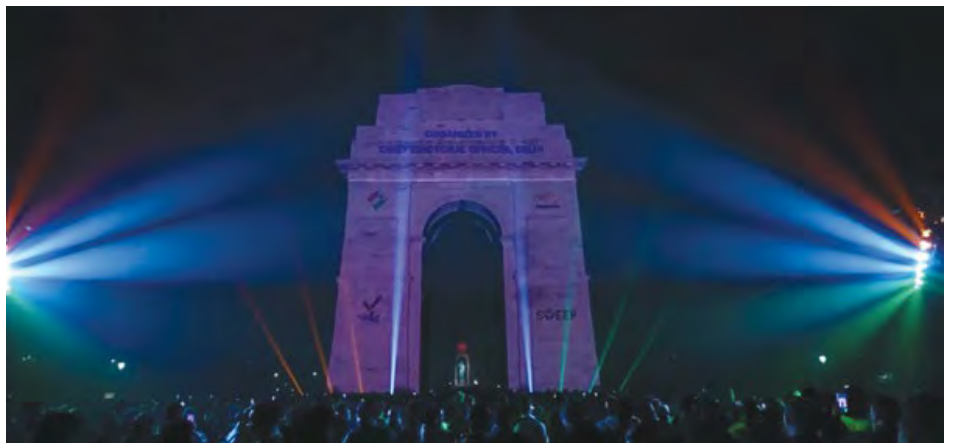
India is witnessing thrilling visuals on cutting-edge LED displays and digital signages in airports. Paying detailed attention towards advancement and rapid transformation, India has already invited tenders of more than 15 state-of-the-art airports to be operationalised in the country in 2024, according to AAI (Airports Authority of India).

Another major milestone for the pro AV industry is the rise in immersive projects. Systems integrators are finding unique ways to enhance visitors' experiences with projection mapping. The feature below, dives into some of the recently accomplished projects from around the country, recognising definite efforts of some of the industry's leading systems integrators and AV consultants.

Sneaking a Peek at Some Astounding Pro AV Projects

Laqshya Media Group, one of the award-winning advertising agencies in India, recently accomplished a landmark projection mapping ahead of the Delhi Assembly Elections. The project was covered for Election Commission of Delhi with an unprecedented innovation in OOH. This visual spectacle allowed 20-minute display, illuminated on one of India's most revered monuments – The India Gate. Gaining the attention of thousands of people around, India Gate delivered a powerful message acting as a remarkable canvas for larger-than-life storytelling.

India's massive adoption of cutting-edge technologies, rise in demand for immersive solutions, and digital transformation, is driving the country to experience a massive technological shift. This feature continues to explore the surge in demand for pro AV technologies in India and how systems integrators and AV consultants are catering to high-end projects, recognising pro AV's significance in the modern world.



A visual spectacle of India Gate provided by Laqshya Media Group in February

We can also recall one of the most expensive weddings of all times – The Ambani Wedding! The wedding's AV design was focused on the expansive ceremony room. **Blue I Europe** designed and implemented a media server system featuring a reliable signal management solution from Lightware. The teams created an immersive world to transport the guests to other environments, with digital content of rainforests, waterfalls, outer space and imagery of Ambani family members. The six-day extravaganza showcased an exquisite ceremony that raised the bar for weddings in India.

Another big-time project for India recently was the grand showcase of a prestigious investors' summit. 'Rising Rajasthan Global Investment Summit' was a visually stunning summit, built for an ultra-wide 76m x 5m LED screen, flawless storytelling, and impactful summit by the **Pixel & Ratio** team. The audience applauded the team's

work for VFX & animation enhancing real-world visuals, motion graphics tailored for the massive LED canvas, high-end colour grading for breathtaking visuals, and a powerful soundtrack & immersive sound design. (Readers can view detailed story in one of the upcoming editions.)

Conclusion

With the rise in world-class AV solutions, India is witnessing a new age of technology. Innovative projects, immersive experiences, and loads of opportunities for end users, are kicking off across various segments around the country. The adoption of advanced infrastructure, better quality, and impressive storytelling is fostering innovation and networking, allowing businesses to embrace the adoption and seek technological growth. These projects and immersive solutions are a testament to AV community's drive to meet the new needs and create a tech-driven demand.

JUNKICHI YOSHIDA APPOINTED AS GLOBAL PRESIDENT AND CEO OF EPSON

Seiko Epson Corporation has announced that **Junkichi Yoshida** will assume the role of Global President and Chief Executive Officer, effective 1st of April 2025. Yoshida will succeed **Yasunori Ogawa**, who will transition to the position of Chairman of the Board.

The leadership transition comes as Epson approaches the final year of its **Epson 25 Renewed** corporate vision, which focuses on achieving sustainability and enriching communities. The company has outlined its intention to develop a new strategic corporate vision for future growth, with a strong emphasis on technological advancement and corporate governance.

Leadership Transition and Strategic Objectives

Yoshida's appointment follows deliberations by the Director Nomination Committee and a resolution by the Board of Directors. The decision is aimed at ensuring a smooth transition of leadership and strengthening the company's management foundation. The new



L to R: Yasunori Ogawa and Junkichi Yoshida

leadership team is expected to oversee the formulation and execution of the next corporate vision, driving Epson's continued development in both its core and emerging business areas.

Strategic Corporate Vision and Future Growth

The 2025 fiscal year marks the final

stage of Epson 25 Renewed, a long-term initiative aimed at addressing societal challenges through innovation. As the company prepares to outline its next strategic corporate vision, the transition to a new leadership team is expected to accelerate the execution of key initiatives.

Epson has stated that its future growth strategy will focus on technological innovation and sustainability, reinforcing its position in existing markets while also exploring new areas of business. Under Yoshida's leadership, the company is expected to advance its efforts in research and devel-

opment, product innovation, and corporate governance.

As Epson embarks on this new chapter, the leadership transition represents a commitment to long-term stability, corporate responsibility, and continued innovation in the global technology sector.

Read the full news on AV-ICN website.

DATAPATH APPOINTS MARK SLINGER TO LEAD DYNAMIC PRODUCT MANAGEMENT

Datapath, one of the world-leading engineers of visual solutions, reinforced its senior management team with the appointment of **Mark Slinger** as VP Product Management.

Mark brings 26 years of experience in product management and a strong background in technology and SaaS leadership. A Newcastle University graduate with a BSc (Hons) in Computer Science, Mark has held senior roles at organisations such as **Alderley** and **lothic Ltd.** At Datapath, he collaborates with internal teams, external partners, and customers to drive innovative solutions that support the company's business objectives.

Mark's role includes working closely with Datapath's customers to develop



Mark Slinger, VP Product Management, Datapath

technologies that bring data-driven benefits to working practices. His team will be responsible for the next generation of Datapath's solutions, aimed at bringing even more flexibility and ease of use to video processing and management platforms.

Mark commented, "I am delighted to announce my new position with Datapath. Throughout the pro AV industry, Datapath is known as the market leaders in video processing and content management. I am looking forward to applying my experience at Datapath to ensure our customers continue to experience the class-leading solutions and high levels of service for which we are known."

CHRISTIE APPOINTS SEAN JAMES AS EXECUTIVE VICE PRESIDENT OF GLOBAL SALES AND SERVICE

Christie, a wholly owned subsidiary of Ushio Inc., announced the appointment of **Sean James** as Executive Vice President, Global Sales & Service, at Christie. In this new role, James will lead the sales function and continue to lead the company's service organisation.

"Sean's proven leadership, combined with his ability to foster strong, lasting relationships, makes him highly qualified to lead our sales and service teams," says **Michael Phipps**, President and Chief Operating Officer, Christie. "His extensive experience in visual technologies and services, uniquely positions him to lead our new optimised operations to better serve our customers while ensuring long-term sustainability."

With more than 28 years of experience at Christie, Sean, who started his career as a field engineer servicing cinema equipment, was instrumental in develop-

ing support programs and relationships with many leading Hollywood studios as they transitioned to digital cinema.



Sean James, Executive Vice President, Global Sales and Service, Christie

He helped to deploy the world's first large-scale digital cinema deployment of nearly 4,000 screens across the U.S. and led the development of Christie's first Network Operations Center (NOC), expanding it globally. Sean previously led Christie's Enterprise and Entertainment division and has played a key role in driving Christie's expansion in both markets. His insights over the years have strengthened the company's reputation as a global leader in AV solutions for cinema, themed entertainment, government, and live & public events.

"When sales and service work together, they create seamless experiences that build trust and long-term loyalty with our customers," says Sean James, Executive Vice President, Global Sales and Service, Christie. "By aligning these two teams, we can provide consistent communication and deliver top-tier support."

AVID MAKES KEY ADDITIONS TO EXECUTIVE LEADERSHIP TEAM TO MEET THE NEEDS OF THE EVOLVING MEDIA LANDSCAPE

Avid announced the expansion of its executive leadership team with the appointment of experienced executives: **Tom Sharma** as Chief Technology Officer and **Kenna Hilburn** as Senior Vice President of Product. These strategic appointments underscore Avid's commitment to being at the forefront of technology development, delivering innovative solutions that empower greater creators. The new hires will join Avid's existing ELT and broaden its talent base.

"With the appointment of Tom and Kenna we now have a world-class leadership team that will steer our vision and support our focus on providing the most complete and flexible end-to-end solutions," said Avid CEO, **Wellford Dillard**. "Their expertise and leadership will enable us to deliver for our customers and empower greater creators, delivering

the tools, workflows, and services they need to deliver content that reaches and expands audiences."

Tom Sharma, Chief Technology Officer, brings over a decade of experience in the media and entertainment industry. Sharma has played a key role in industry-shaping innovations, including the launch of Hulu and major advancements at NBCUniversal. Most recently, he was an Advisor to private equity funds, providing strategic guidance on product, technology and growth initiatives. At Avid, he will be responsible for driving innovation and technology to create value for customers, ensuring

the company remains at the forefront of industry advancements.

Kenna Hilburn, Senior Vice President of Product, has over 17 years of experience leading product and business operational teams in the digital media and marketing Software-as-a-Service (SaaS) industries. At Avid, she will lead the product management teams, ensuring a unified and strategic approach to delivering cutting-edge solutions that empower creators and reinforce Avid's reputation for excellence in product delivery.

Wellford added, "Avid is excited to welcome these highly experienced leaders to our company. They will help us build upon a heritage of delivering unmatched audio and video innovation and leading solutions to meet ever-evolving market needs, now and into the future."





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