



**11 Questions**  
With Marc A. Remond,  
APAC President, Kramer AV



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# AV-ICN Expo 2024 Show Issue



## CASE STUDIES

**Xtreme Media's** Rigel Plus Series LED Displays Illuminate Mohali Stadium

**Vallect** Captivates Ayodhya Visitors at the Airport with Best-in-Class AV Solutions

## OTHER STORIES

**Listing: AV-ICN Expo** Recognises Top Systems Integrators in India

**Brand Focus:** A Fusion of Sustainability with Sound

**AV Spotlight:** Integrating Excellence at **Ultratech Cements**, Mumbai with EYTE Technologies



WITH THIS ISSUE AT AV-ICN EXPO



MAY - JUNE 2024 ISSUE





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**Integration Networking**



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DAY 3  
(10:30am - 5pm)  
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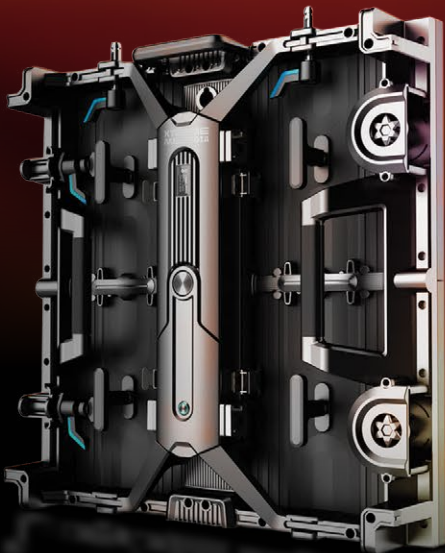
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# MESSAGE FROM ANIL CHOPRA, FOUNDING DIRECTOR, AV-ICN EXPO



## INDIA GOES AV

India is expressing itself in infrastructure and communication at a level of richness, which the developed economies fight shy off. I have been to Switzerland and never seen a bridge that is painted. Europe is just cemented. In India, we not only paint bridges, but as we are in the habit glass, design and decoration is applied. So it is with our lives.

AV Communication has gone ballistic. Video Conferencing is of course passe in the era of Teams, Zoom, Webex, et al. AV design is now challenged with 5G enabled and funding for Las Vegas style display across the entire corporate environment. Display technology is finding it difficult to catch up with India's demands of contiguous touch screen interactivity, memory loading, and simultaneous sharing with hyper-active entrepreneurial spirit. All AV companies, whether in consultancy or systems integration are earning hand over fist with innumerable projects in education corporate, hospitality, healthcare, and not the least, devotional and government. What we must ensure is pursuance of training and teaching AV technology at a high level of activity.

AV-ICN Expo is the only platform to realise this imperative and establish **CAVS**. We shall do more in 2024-2025. Our vision and mission are clear. AV-ICN Expo is going the 'Green Mile' in publishing the eponymous magazine and digital newsletter, an active website, and our promise to engage the AV industry and community in the coming year and to do justice to all the AV professionals contributing.

The AV-ICN Excellence Awards this year, have in all six awards, including **AV Architect of the Year**, which I



*This image is for illustration purpose only*

am happy to disclose, goes to the designer of **Yashobhoomi Convention Centre** in New Delhi, Dwarka, which is at the cutting-edge. A very high standard of AV integration is being set in India. The world will see, and India will be at the forefront of AV design and integration globally. We are a powerhouse of talent and thus, it is extreme pleasure to develop further and further the AV-ICN platform.



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*EYTE Technologies meets client's expectations with impressive AV infrastructure at Ultratech Cements*



*L to R: Shailesh Awasthi, Director – Sales & Technical; Heena Golani, Director – Legal & Sales; Vikram Yadav, Director – Production & Finance; and Vijay Sinha, Director – Marketing from Erthtpot*



*Xtreme Media's Vigilant IoT monitoring technology takes the center stage at the Mohali Stadium*

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## PRODUCT FOCUS

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## ABSEN SET TO UNVEIL GROUNDBREAKING COMMERCIAL LED PRODUCTS

Absen, the internationally acclaimed innovator in LED display technology, announced the **Absenicon X Series** and **KLCOB V2 Series**, two cutting-edge Micro LED solutions, and the **Acclaim Series**, **AW Series** and **NX Series**, three commercial LED displays, which will debut at InfoComm 2024.

"Absen is ushering a new era of visual displays with the debut of two MicroLED solutions, the Absenicon X Series and KLCOB V2 Series, at InfoComm 2024," said **Trent Slyter**, National Sales Director for Absen Inc. "Designed to revolutionize interactivity and elevate user experiences in corporate environments and control

rooms, the Absenicon X Series enhances clarity and visibility to bring out natural details and vivid colors. Key features of the Absenicon X include an optional widescreen display, full-screen calibration, 90% BT2020 cinematic color gamut, and a remarkable 15000:1 contrast ratio, ensuring a captivating viewing experience for all audiences.

### KLCOB V2 Series

At InfoComm 2024, Absen will debut a 0.7mm pixel pitch display as part of the KLCOB V2 Series. Leveraging Micro LED technology, the KLCOB V2 Series offers exceptional black consistency and a

of products, the Acclaim Series, AW Series, and NX Series, redefine the possibilities of any visual experience," said Slyter. "We are excited to unveil the Acclaim Series, AW Series and NX Series, along with our extensive lineup of Micro LED displays, at InfoComm 2024."

### Acclaim V3 Series (A27)

Designed for high-end enterprise and retail applications, the Acclaim V3 Series is available in 1.2mm pixel pitch, offers pixel pitches ranging up to 2.5mm, catering to diverse visual requirements. With an aspect ratio of 16:9, it ensures optimal visual effects for commonly viewed videos.

The Acclaim Series is characterized by its sleek 44.5mm thickness and a weight of 24kg/m<sup>2</sup>. Equipped with APS technology, the Acclaim Series delivers exceptional energy efficiency, reducing power consumption by up to 30% while maintaining lower surface temperatures.

### AW Series

The AW Series features exquisite picture quality, a fully water-resistant panel, efficient heat dissipation and a thin and light die-casting panel. Boasting a brightness of 4500-5000 nits, a refresh rate of  $\geq 3840$  Hz, a 15-16-bit grayscale, and a 3200~3600:1 contrast ratio, the AW Series ensures a mesmerizing visual experience with smooth and delicate pictures, free from any grainy feeling even at close distances.



**Absenicon X Series boasts breakthrough Micro LED technology and optional interactive touch capabilities**

rooms, these cutting-edge Micro LED solutions combine exceptional clarity, vibrant colors, and unmatched reliability for the most versatile and demanding environments."

### Absenicon X Series

Available in varying sizes, including 108", 136", and 163", the Absenicon X Series boasts breakthrough Micro LED technology and optional interactive touch capabilities. Tailor-made for professional environments, such as boardrooms, meeting rooms, and showrooms, the Absenicon X Series transforms ordinary presentations into collaborative masterpieces. Equipped with Absen image optimization technolo-

gic, the Absenicon X Series enhances clarity and visibility to bring out natural details and vivid colors. Key features of the Absenicon X include an optional widescreen display, full-screen calibration, 90% BT2020 cinematic color gamut, and a remarkable 15000:1 contrast ratio, ensuring a captivating viewing experience for all audiences. The KLCOB V2 Series features high dynamic range, 600 nits brightness, 3840 Hz refresh rate, DCI-P3 cinema-level color gamut and 2FPS low latency. Absen's integration of Micro LED and HBB common cathode technologies enables the KLCOB V2 Series to remain cool under pressure, providing a seamless and vibrant visual experience. Designed for control rooms, the KLCOB V2 Series' Micro LED technology offers comprehensive, 360° protection against external impacts, ensuring a robust defense from every angle.

"From captivating outdoor environments to immersive indoor experiences, our trio

### NX Series

Absen will also debut its 1.2mm pixel pitch display as part of the NX Series at InfoComm 2024, designed to provide ultimate viewing comfort and high-definition display. Featuring a 16:9 golden ratio design, it offers a range of pixel pitches to meet the demands of various applications. With options for normal brightness at 800 nits or high brightness at 1500 nits, plus A5C+ color calibration technology and high grayscale at low brightness, the NX Series ensures superior image quality in any environment. Its distinctive exterior design, incorporating the letter "X" as a symbol of infinite possibilities.

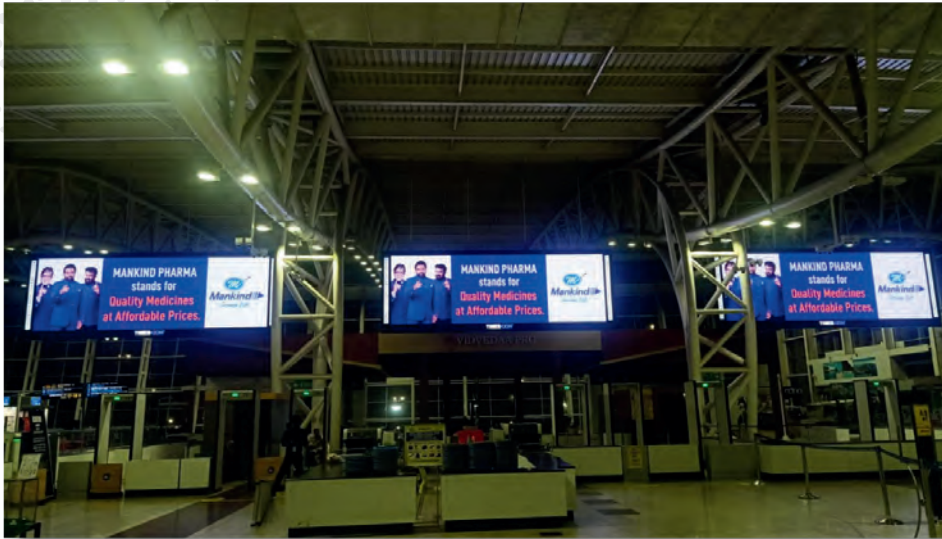




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# XTREME MEDIA'S VEGA SERIES ELEVATES CLIENT'S LOBBY AESTHETICS

## LARGEST INDOOR LED DISPLAY IN LOBBY AREA

Xtreme Media, one of the leaders in Digital OOH Technology and Convergence Solutions, transforms the lobby area of a prestigious real estate developer, where Xtreme Media's Vega Series LED display stands as the epitome of elegance and sophistication. The client approached Xtreme Media in search of a state-of-the-art indoor lobby display solution.

As the project unfolded, Xtreme Media's

ment to excellence. The LED series features a pixel pitch of 2.5mm with screen size 36m X 5.5m, and resolution 14400 X 2200.

**High Picture Quality:** The visitors were delighted with immersive visual experiences through Vega series superior image quality with a brightness level of 800 nits and contrast ratio of 5000:1.

**Lightweight And Sleek Design:** Designed with die-cast aluminium cabinets,

### Media during the installation

Overcoming challenges faced during installation of this huge screen size, achieving seamless alignment and precise matching of the three angular corners proved to be a demanding task. Xtreme Media's service team, however, successfully tackled this challenge demonstrating exceptional skill and ensuring flawless execution of the screen installation.



*Xtreme Media redefines lobby areas with its indoor LED displays, creating immersive environments for visitors*

team worked towards the seamless integration of technology and aesthetics. From conceptualization to installation, the team worked tirelessly to bring the client's vision to life. The Vega Series, renowned for its superior performance and stunning visual impact, was the natural choice to elevate the space to new heights of grandeur.

### Enhanced Display Experience

Vega Series seamlessly integrated into the lobby area, becoming an integral part of the architectural masterpiece. Its vibrant colours and crisp imagery captivated visitors, leaving a lasting impression that spoke volumes about the client's commit-

these displays are not only lightweight but are also sleek and sophisticated, ensuring seamless installation and maintenance.

### Xtreme platina and vigilant technology

These displays have a long life span and are high quality, thereby ensuring peace of mind to the clients. The solution offers an easy and effective way to track faults and anomalies, ensuring the seamless operation of the clients' displays without any third-party intervention.

### Challenges faced by Xtreme

### Conclusion

The client expressed deep admiration for Xtreme Media's outstanding work as claimed by Xtreme Media's team. The installation of such a massive screen showcased Xtreme Media's commitment to excellence, affirming its reputation for maintaining high standards.

Today, as guests step into the lobby, they are greeted by a sight that transcends ordinary displays, claims the team. The Vega Series, with its unique brilliance and versatility, continues to redefine the boundaries of possibility, setting a new standard for indoor LED display solutions.

To feature Product Launch News, Industry News, or AV Installation News  
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# Integrating Excellence at ULTRATECH CEMENTS, Mumbai with EYTE Technologies

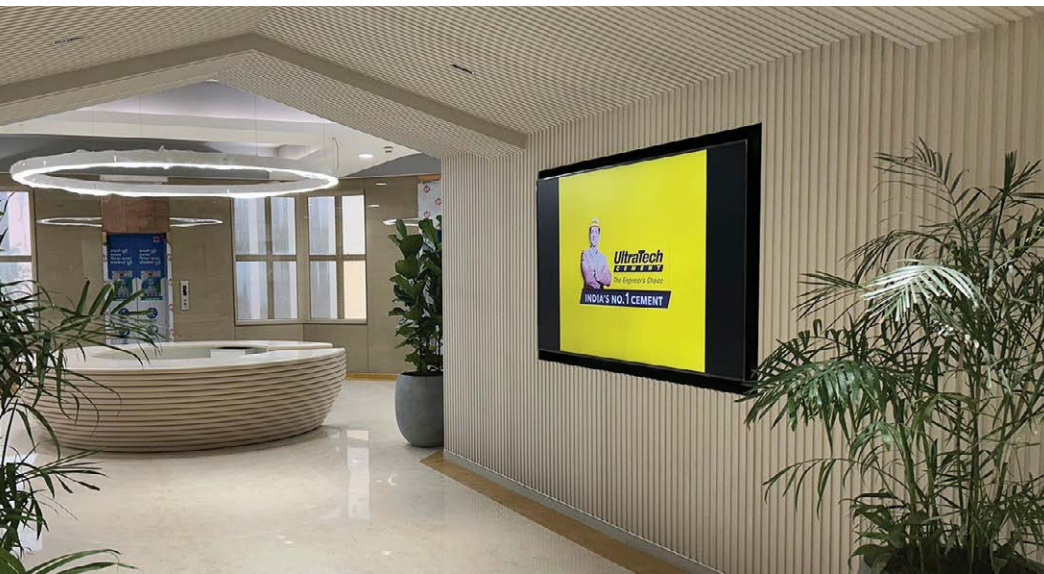
*How the systems integrator redefined AV design for the company, including reception area, boardroom, meeting room, MD & CXO cabins, cafeteria, and a media room*

*EYTE Technologies Pvt Ltd is one of the leading AV, IT, IOT, and Acoustic consultants in India. **Abdul Waheed**, Managing Director, EYTE Technologies rolls up his sleeves once again providing hands-on AV design and solutions for Ultratech Cements Limited, Andheri, Mumbai, along with his team. In this case study, Waheed elaborates on the successful completion of the AV integration for this Indian multinational cement company and a subsidiary of the Aditya Birla Group, from the venue's AV design conception to its completion.*



**Abdul Waheed, Managing Director, EYTE Technologies**

**E**YTE entered a stage where client was poised to finalize the audiovisual design within a tight timeframe. The immediate priority on day one was the submission of raceway conduit drawings, setting the stage for AV infrastructure amidst ongoing construction activities. The project encompassed a diverse range of spaces, including reception areas, general cabins, CXO & MD cabins, boardrooms, meeting rooms, cafeteria, gymnasium, and a media room.



**Reception area as integrated by EYTE Technologies at Ultratech Cements speaks a lot about the impressive AV infrastructures**

Notably, as the team mentions, the existing AV experience was rudimentary, prompting the client's desire for cutting-edge technology at optimized costs.

### **Analysing project's requirements**

The need analysis stage involved multiple stakeholders, each contributing their insights and suggestions, necessitating swift consolidation to align with the project's objectives. The primary focus areas were to equip mid-sized rooms with all-in-one video conferencing capabilities, facilitate presentations in smaller rooms, and establish comprehensive AV functionality in the boardroom. Additionally, specialized setups such as town hall arrangements in the cafeteria and signage content management at reception posed unique challenges.

With the advantage of an in-house CAD and design team, complemented by Certified Technology Specialists (CTS) holders, EYTE's project team swiftly formulated the preliminary design concept (PDC) and bill of quantities (BOQ). This abstract, as the team claims, encapsulates the project's urgency, complexity, and the collaborative efforts that enabled the timely submission of the first-cut PDC, setting the stage for subsequent phases of procurement, installation, and commissioning. EYTE team led by Waheed was selected to design and overlook the whole project and provide technical expertise at every stage.

### **Crafting vision: The design journey**

Designing a unique solution which would meet the ever-changing demands of a workspace is always a challenge.

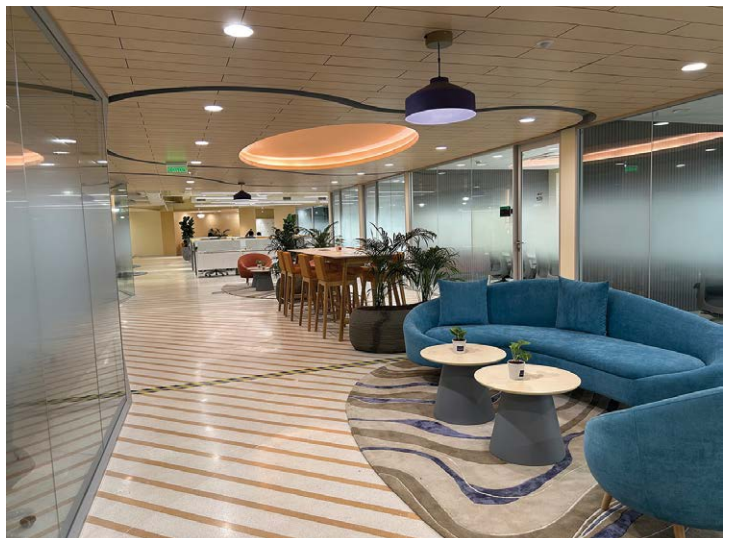
### **Reception Area:**

The reception area serves as a pivotal space for businesses, offering a prime opportunity to convey essential information about the company to visiting clients. A significant challenge arose due to the need for optimal viewing angles, particularly for customers seated in the passage area. Leveraging advancements in cutting-edge technology, alongside enhancements in wider viewing angles, EYTE's team successfully engineered a bespoke solution to address this challenge. Through meticulous refinement and minimal adjustments, EYTE introduced an 85" display solution tailored specifically to the designated area. This innovative approach not only meets the functional requirements of the space but also underscores EYTE's commitment to delivering seamless and immersive experiences for both the clients and the visitors now.

### **Meeting Spaces:**

The demand for streamlined meeting spaces has become increasingly pronounced within the manufacturing company, necessitating clutter-free tables and seamless conferencing capabilities. With numerous projects underway and a steady stream of visitors, including guests, vendors, and employees from various departments, efficient room booking across different verticals has become imperative. Face-to-face meetings, as well as virtual conferencing, are integral to the business operations, underscoring the critical need for accessible meeting rooms.

Presently, room bookings are managed through traditional methods such as telephone calls and emails, resulting in the



**The primary focus areas were to equip mid-sized rooms with all-in-one video conferencing capabilities, facilitate presentations in smaller rooms, and establish comprehensive AV functionality in the boardroom**

potential for double bookings and undue strain on employee schedules. To address these challenges, the team engineered a comprehensive solution centered around certified MTR (Microsoft Teams Rooms) video bars with One-Touch Join functionality, seamlessly integrated with a bespoke room scheduling system.

The cornerstone of solution lies in the synchronization between MTR touch panels and the custom room scheduling software. By developing a tailored room scheduler solution encompassing both hardware and software components, the team ensured compatibility with MTR systems while delivering a user-friendly design. This holistic approach optimizes the booking process, streamlines communication, and alleviates the burden on employees, thereby enhancing overall efficiency within the meeting spaces.

### **Boardroom:**

The architectural layout presented a unique challenge, with a tightly baffled ceiling above the sitting area and a perimeter of POP ceiling. Additionally, the intricately finished table posed limitations on modifications, necessitating a strategic approach to AV integration.

To optimize audio quality and maintain the aesthetic integrity of the space, pendant microphones were proposed in conjunction with ceiling speakers for seamless audio reinforcement. Given the V-shaped configuration of the table, the implementation of VC (video conferencing) cameras, paired with the expansive 85"

displays, aimed to foster a more immersive meeting experience for board members.

A key consideration in this project was the client's stringent network policies, which restricted AV devices from accessing the IT network, except for essential components such as MTR (Microsoft Teams Rooms) and room scheduling systems. To overcome this challenge while ensuring seamless operation, EYTE's internal IT team in co-ordination with the clients' IT team, came up with a design suggesting separate Operational Technology (OT) network. This dedicated network facilitated wireless connectivity, enabling centralized control via a wireless touch panel. Through a single touch interface, board members could effortlessly manage AV devices, as well as lighting and HVAC systems, enhancing convenience and efficiency during meetings. By meticulously addressing each aspect of the boardroom's requirements and leveraging innovative solutions, the team succeeded in creating a sophisticated and user-friendly environment tailored to the discerning needs of board members.

### **MD & CXO Cabins:**

In addressing the AV requirements of this space, akin to meeting rooms, EYTE's team recommended a video bar-based MTR solution complemented by a Wireless Touch Panel for streamlined HVAC and lighting control. However, a unique challenge arose due to the sensitivity of the area, with the client expressing a desire for restricted movement within both the designated space and adjoining areas.

To address this requirement, EYTE proposed a tailored IoT-based solution featuring IoT gateways and beacon cards. These components work in tandem to detect movement within the specified area, triggering real-time notifications to the security team and relevant personnel if any unauthorized entry occurs. This proactive approach not only enhances security measures but also provides peace of mind to occupants, ensuring the integrity of the space is always maintained.

Furthermore, to fortify access control measures, the team suggested the implementation of a facial recognition-based device coupled with a magnetic locking system on the cabin door. This sophisticated solution restricts entry exclusively to authorized individuals and their designated personal assistants, thereby safeguarding confidentiality, and ensuring that only approved personnel gain access to the sensitive areas. Furthermore, the client also approved face recognition-based solution considering multiple factors.

### **Media Room:**

This multifunctional room posed a unique challenge, requiring adaptable setups for boardroom meetings, training sessions, and media events. While the boardroom and training room configurations aligned with established norms, the integration of backend devices for media room functionality presented a distinct challenge.

In close collaboration with the client's dedicated Media Room team, extensive consultations were conducted to ascertain their precise requirements and craft a bespoke solution. The envisioned setup necessitated a stage layout equipped with handheld microphones and strategically positioned cameras to capture speaker interactions effectively.

Given the diverse range of events hosted in the space, including executive addresses, AGM presentations, interviews, and critical communication scenarios, robust streaming capabilities were paramount. To facilitate seamless live streaming of events and ensure reliable communication during emergencies, high-end devices such as video conferencing systems and dedicated 4K broadcast cameras were recommended.

Furthermore, a specialized streaming and recording device was integrated to enable simultaneous broadcasting on platforms like YouTube and Facebook, while archiving recordings locally for future reference. Recognizing the critical role of



**Conference room as installed by EYTE Technologies with bespoke AV Systems**

internet connectivity, dedicated lease lines were proposed to ensure uninterrupted access.

Central to the operation of the entire setup was an iPad-based automation controller, providing intuitive control over various AV components. Moreover, essentials such as a chroma screen with broadcasting lights were incorporated to enhance visual presentation quality.

The comprehensive solution encompassed a teleprompter, tracking-based cameras, handheld and head-worn microphones, a dedicated 4K PTZ camera on a tripod, an 85" display, and an iPad for automation. By meticulously addressing each aspect of the client's requirements, the team delivered a versatile and technologically advanced media room solution tailored to their precise needs.

## Decoding Solutions: Technical Comparison & POCs

Following rigorous evaluation and multiple demonstrations, the client opted for Samsung's interactive and non-interactive display solutions. Addressing security concerns and IT policy compliance, the project team conducted extensive demonstrations, ultimately selecting the Crestron Flex-based system for video conferencing. This choice ensured both functionality and adherence to stringent security protocols. For boardrooms and media rooms requiring advanced video conferencing capabilities, Lumens and Yealink emerged as top contenders for VC tracking cameras. These selections were made based on performance, compatibility, and specific room requirements. To ensure superior audio quality and efficient control functionalities, the project utilized Crestron and QSC for back-end processing. This strategic decision ensured seamless integration and reliable performance across all audio and control processes. Bright Sign was chosen for dynamic signage needs, including food menus, open area messaging, and reception signage. In areas such as the cafeteria and town hall, QSC speakers, Elite Projection screens, and Panasonic projectors were selected to enhance the audiovisual experience. This comprehensive setup

ensured immersive experiences for both audio and visual elements. For IoT implementations, NFS was finalized for room booking solutions, while Bio-star and Veris were chosen for access control, including facial recognition technology. These selections were made to optimize functionality and security across the facility.

## Guiding Progress: From Project Monitoring to Handover

Upon the engagement of the Audio-Visual Systems Integrator (AVSI), a proactive approach was adopted to adhere to stringent deadlines. Tri-weekly site visits were meticulously scheduled to address any obstacles, ensuring smooth progress throughout the project lifecycle. Both the AVSI and EYTE's team diligently identified

completion in March 2024.

## A Reflective Conclusion

The successful completion of the project stands as a testament to the dedication, expertise, and teamwork demonstrated by all stakeholders involved. Through meticulous evaluation and selection processes, EYTE's project team successfully identified and implemented best-in-class solutions for each aspect of the audiovisual project. By prioritizing performance, reliability, and security, the team was confident about delivering an exceptional user experience that meets and exceeds client's expectations.

Clients also shared their amazing feedback about EYTE's team's dedication and commitment towards successful project



**CXO Cabin of Ultratech Cements office with conventional desk and meeting table**

and resolved challenges, ensuring seamless execution.

## Successful Handover and Space Utilization

By November 2023, the project reached its culmination with a successful handover, enabling the client to fully utilize the space. Regular audits were conducted to identify and rectify any snags with the AVSI playing a pivotal role in optimizing the AV system's functionality. With all snags addressed, the project achieved

completion. One of the clients, as claimed by EYTE, stated, "On behalf of all of us here from UTCL Admin & FM team we express our appreciation to EYTE team for their dedication and support all along over last about a year or so." Another client added, "Mr. Shreyas, Project Manager, EYTE Technologies, has been extremely supportive, articulate, innovative and has helped us in resolving many complicated challenges. It was great pleasure to work with you all and we look forward for next opportunity to work again with EYTE."

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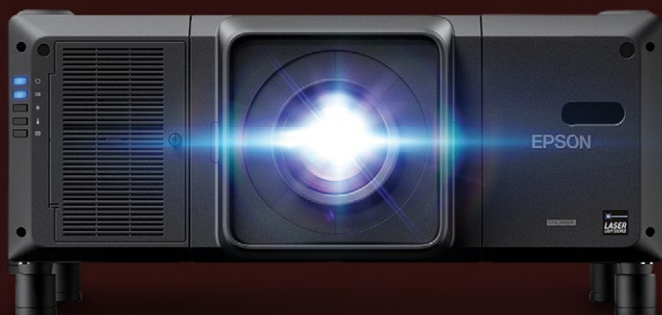
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\*Source: Futuresource Consulting. <sup>^</sup>Colour brightness (colour light output) in brightest mode, measured by a third-party lab in accordance with IDMS 15.4. Colour brightness will vary depending on usage conditions. Top-selling Epson 3LCD 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.

# A RENDEZVOUS with AV PROFESSIONALS



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## Exploring AV Trends and Technologies at India's 3rd AV-ICN Expo Conference Programme 2024

**A**V-ICN Expo 2024 is in the spotlight once again to showcase many latest products, technologies, and innovations from the audiovisual industry to equip the market with the most efficient AV infrastructure including enterprise, hospitals, corporate, retail, sports, and education sector. With this, the commencement of **AV-ICN Expo Conference Programme 2024** is anticipated to bring together, AV manufacturers, design consultants, and system integrators once again, at the three-day AV-ICN Expo. At this impressive gathering of AV intelligentsia, AV-ICN Conference Expo 2024 aims at expanding the dimension of audiovisual

technologies. Integrating voice of the Indian AV, the third edition of the conference is set to introduce and expound the future of AV in India.

Committed to bringing the best Indian & International speakers on this reputed platform, AV-ICN Expo Conference focuses on delivering their skills and expertise to an informed and elite audience of media and entertainment professionals. With more than 7 informative sessions, held across the three-day expo, AV-ICN Conference this year will encourage visitors to learn about audiovisual concepts in depth and recognize the untapped potential of the AV market. Supported by the *AV-ICN Expo Magazine*,

the conference is directed at adding to the pool of knowledge during the expo.

The discussion threads at the conference will include more insights on **MicroLED, Process to Deliver Excellent AV Projects, The Future of Unified Communication, Future of Pro AV Managed Services, How AV-over-IP Is Revolutionizing Modern Audiovisual Systems and Importance of AV and IT Convergence, Pro AV Project Market**, and more. One of the conference sessions is also set to conduct a seminar by **PeopleLink Unified Communications** on the second day of the expo. The listing provides an overview of the three-day AV-ICN Expo Conference in detail.



# AV-ICN Expo Conference Schedule

## Day 1 – May 30, 2024

Time: 12:30 PM - 2:00 PM

### MicroLED – Future of Display?

**Synopsis:** According to the reports, “true MicroLED display market for pro AV is set to skyrocket and accelerate from just \$24.0 million in 2023, to reach annual revenues of \$26.2 billion in 2032”. This session will talk about what a true MicroLED really is, and more. There have been broad disagreements about the proper definition of MicroLED. As per the reports, it has been agreed broadly now, that a true MicroLED will be implemented as sub-100-micron chiplets, mass transferred onto a TFT backplane with active driver technology. Session will attempt to define a “MicroLED”, is there significant interest in MicroLEDs from the giants of LCD panel manufacturers, and are they motivated to leverage their expertise? Will MicroLED drive down manufacturing costs and build a bridge to widespread

adoption? What is MicroOLED and MicroLED - The Future of AR/VR Displays? What are the current and future challenges to adoption? Will MicroLED be impacted by thin film technology?.

**Moderator:**

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

**Panellists:**

**Gangasagar Amula**, Director at Absen India; **Vineet Mahajan**, Director - Unilumin India; **Mr. Su Piow Ko**, CEO, AET Displays Limited; **Sanket Rambhia**, Director, Xtreme Media Pvt Ltd

Time: 3:00 PM - 4:00 PM

### Designing the Process to Deliver Excellent AV Projects

**Synopsis:** In this session, Rhythm Arora will provide insights on steps to engineer a great AV Project, building, how to structure the teams, responsibilities, documentation, and more.

**Speaker:**

**Rhythm Arora**, Chief Technical Officer, Qubix Technologies

Time: 4:30 PM - 6:00 PM

### The Future of Unified Communication: Trends and Video Conferencing Systems

**Synopsis:** In today's rapidly evolving digital landscape, the demand for seamless and efficient communication solutions has never been greater. As organizations worldwide continue to embrace remote work and collaboration, the role of unified communication technologies, particularly cloud-based video conferencing systems, has become pivotal in facilitating effective communication and collaboration among teams, regardless of geographical boundaries. This panel discussion will delve into the latest trends and innovations shaping the future of unified communication, with a specific focus on cloud-based video conferencing systems. Our panel of industry experts will explore the following key topics:

1. Evolution of Unified Communication: Understanding the evolution of unified communication technologies and their impact on modern workplaces.
2. Trends in Cloud-Based Video Conferencing Systems: Identifying current trends in cloud-based video conferencing systems, including AI-powered features, virtual backgrounds, and real-time collaboration tools.
3. The AI Revolution in Communication: Examining how Artificial Intelligence (AI) is revolutionizing communication by automating tasks such as transcription, translation, and sentiment analysis, thereby enhancing productivity and efficiency.
4. Challenges and Opportunities: Discussing the challenges faced

by organizations in adopting and implementing cloud-based video conferencing systems and exploring potential opportunities for innovation and growth.

5. Security and Data Privacy: Addressing concerns surrounding security and data privacy in cloud-based video conferencing and exploring best practices for safeguarding sensitive information.
6. User Experience and Accessibility: Analysing the importance of user experience and accessibility in video conferencing platforms, and strategies for enhancing usability and inclusivity.
7. Integration with Emerging Technologies: Exploring the integration of cloud-based video conferencing systems with emerging technologies such as Virtual Reality (VR), Augmented Reality (AR), and the Internet of Things (IoT), and its implications for future communication experiences.

**Moderator:**

**Rohan Tadke**, Managing Director, RTAV;

**Panellists:**

**Griffiths Zachariah**, AVP - EMEAIO Sales & Global Alliances at ClearOne; **Abhishek Pratap Singh**, Heading Strategic Product Management & Marketing, PeopleLink Unified Communications Pvt. Ltd.; Neat - TBC

# Day 2 – May 31, 2024

Time: 11:00 AM - 11:45 AM

## Seminar by PeopleLink Unified Communications Pvt. Ltd.

**Synopsis:** Join us for an enlightening session delving into the dynamic world of Audio-Visual (AV) technology and hybrid classrooms. In this presentation, Meet Shah, Country Business Head - USA from PeopleLink will unveil the latest trends and essential considerations when deploying AV solutions in both enterprise and education sectors.

Discover how Audio-Visual Collaboration and Hybrid Classroom technologies are reshaping traditional meetings and educational landscapes. Learn how these innovative solutions not only modernize meeting spaces and conference rooms but also foster engagement, collaboration, and productivity.

Moreover, explore how educational institutions are embracing pro

AV solutions to revolutionize learning experiences. Witness firsthand how these advancements facilitate seamless knowledge transfer and skill development, enhancing both teaching methodologies and student engagement.

Join us as we explore the transformative potential of AV technology in driving success and creating enriching learning environments for students and professionals alike. Don't miss out on this opportunity to gain valuable insights into the future of meetings and education through the lens of Audio-Visual innovation.

**Speaker:**

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

Time: 12:30 PM - 2:00 PM

## Future of Pro AV Managed Services In India

**Synopsis:** Organizations will expect systems integrators to conduct businesses differently -- much like their IT partners. This session will discuss the viability of Pro AV Managed Services.

1. How technology employees can work 24/7 intuitively and seamlessly, irrespective of number of meeting rooms and locations an organization has?
2. Why AV systems must function like any other IT device which are easy to integrate and most importantly, easy to manage remotely?
3. What is the ideal Managed Services Model for AV?
4. Are AV integration firms struggling to transition from a dwindling-margin-based business model to a more sustainable ser-

vices-based strategy?

5. How managed services can help reduce costs per space and reduce the amount of time it takes to start a meeting and provide analytics to help maximize utilization?

**Moderator:**

**Prashant Govindhan**, Director – India, Generation AV (India) Pvt. Ltd.

**Panellists:**

**Kuldip Kamat**, Managing Director, AllWave-AV Systems; **Kelvin Ashby-King**, Principal Consultant, Clarity Consulting; **Rhythm Arora**, Chief Technical Officer, Qubix Technologies

Time: 2:30 PM - 4:00 PM

## How AV-over-IP Is Revolutionizing Modern Audiovisual Systems and Importance of AV and IT Convergence

**Synopsis:** Gradually we're replacing traditional AV with IP-based infrastructures. This affects not only the future of signal routing, but also control, system management and presentation. Currently there is no adopted standard for sending AV signals over the network - there are multiple platforms. AV and IT are two worlds that should be aligned but too often find themselves at odds with each other. AV is typically seen as a specialized area within IT, and it's not uncommon for there to be little or no communication between the two groups. This can lead to problems when AV systems need to be integrated with IT systems or when changes are made to IT systems that impact AV systems. This session will discuss:

1. How can buyers plan ahead?
2. What business and technical factors should be considered?
3. What are the implications of AV-over-IP network design and integration?

4. Should organisations consider AV departments internally?

5. Even though AV is getting more IP based and 'falling' into the IT category, can IT for instance align 12 projectors or setup a laser projector?

6. What are the business opportunities for Pro AV in IT sector?

**Moderator:**

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

**Panellists:**

**Rohan Tadke**, Managing Director, RTAV; **Farhan Walele**, Area Sales Director West, Crestron India; **Ashish Bajaj**, Director, Enterprise Sales, Harman Professional Solutions, India & SAARC; **Rajesh Patkar**, Country Manager, ZeeVee INC

\* This information is accurate at the time of going to the press.

Continued on page 52

# A FUSION OF SUSTAINABILITY WITH SOUND

## *Introducing Erthpot – A ‘Make In India’ Pro AV Manufacturing Company*

*Erthpot, one of the socio-responsible technology brands in India, directs the manufacturing of audio products in the Indian market towards the current environmental needs. The brand established its grounds in 2022 with the aim to minimize the peripheral waste produced during the manufacturing of the AV products. Accentuating the focus towards sustainability, Erthpot addresses, in this feature, the company's focus towards the ‘Make in India’ initiative without compromising the performance of every product manufactured at the hub.*

## **R**edefining AV with the ‘Make in India’ initiative

As an initiative under the ‘Make in India’ campaign, Erthpot offers premium audio technologies globally. The brand's products prioritize users' experience through streamlined designs and thorough consultation with research and development efforts ensuring product reliability.

Erthpot's decision to introduce its products in the Indian market was primarily motivated by the absence of a robust manufacturing infra-





**L to R: Shailesh Awasthi, Director – Sales & Technical; Heena Golani, Director – Legal & Sales; Vikram Yadav, Director – Production & Finance; and Vijay Sinha, Director – Marketing from Erthpot**

structure for tech products in the country. Recognizing the potential and the growing demand for such solutions, Erthpot took the initiative to establish its manufacturing facilities, thus contributing to the 'Make in India' movement.

The brand places a strong emphasis on sustainability in its product offerings. Unlike many other brands, Erthpot's approach to after-sales service focuses on utilizing small spare parts that are easily repairable and serviceable. This not only extends the lifespan of the products, but also contributes significantly to reducing electronic waste, aligning with the team's global sustainability goals.

While sharing insights about the brand, team Erthpot shared with the magazine

team that the 'Make in India' initiative by Erthpot has received positive responses from both consumers and the market at large. With shifting sentiments towards locally manufactured products, there has been a noticeable increase in appreciation for Erthpot's commitment to the initiative. The company is dedicated to meeting and exceeding the expectations of its buyers by continuously improving its offerings.

### Product Offerings by Erthpot

Erthpot has introduced a diverse range of products in the Pro AV segment, catering to various needs and applications including The Keyer for DSP and Control, Novo Conference Systems, Arche Wireless Microphones, Vector Wired Microphones,

FlexiFeather Series for Headset Microphones and ADS - Antenna Distribution System. Every product is designed to deliver exceptional performance and reliability in its respective category.

With each product offering, the team must go through a detailed R&D process, especially keeping sustainability in mind. Erthpot's R&D process is comprehensive and careful, focusing on several key stages. This includes identifying upcoming product demands in the market, analyzing existing challenges, designing products and their components for optimal performance and sustainability, and ensuring efficient assembly and packaging processes that meet market standards and consumer preferences.

With the strategic mindset to maintain sustainability and understand customers' requirements as well, the brand's focus is unwavering. Erthpot's products and solutions stand out from competitors primarily due to their superior price-to-performance ratio. As part of the 'Make in India' initiative, Erthpot can offer competitive pricing without compromising on the features or quality. Additionally, the company's strong focus on research, sustainability, and building trust with the customers sets it apart in the industry.

### Strategizing the AV approach

Erthpot's expansion strategies involve establishing a robust dealer and distributor network, currently comprising of six partners. The brand is also actively engaging with systems integrators and architects in Tier-2 cities, aiming to educate them about its offerings and forge strategic partnerships for further market penetration.

Erthpot is dedicated to bringing about significant changes in the pro AV industry by integrating its products into various industry verticals. These include applications in fire and evacuation systems, augmented aural response technology, and smart city infrastructure, thus, expanding the reach and impact of its solutions beyond traditional AV settings.

### Conclusion

Looking ahead, Erthpot envisions making technology accessible and affordable to the masses, driving innovation and inclusivity in the digital landscape. With a commitment to sustainability, quality, and customer satisfaction, the company aims to solidify its position as one of the leading providers of AV solutions, both in India and globally.



**Arche AR2, Bodypack Transmitter – front and back**

# WHERE CONNECTIVITY BEGINS



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# SHURE ANNOUNCES THE APPOINTMENT OF NEW SALES DIRECTOR AND AN ALLIANCE WITH NEAT

## SHURE WELCOMES NEW SALES DIRECTOR FOR THE MIDDLE EAST, AFRICA, AND SOUTH ASIA REGIONS

Shure, one of the global leaders in professional audio solutions, announced the appointment of **Antony Lovell** as the Sales Director for the Middle East, Africa, and South Asia regions. In this role, Antony will be responsible for driving the growth and development of Shure's business in these key markets.

With an extensive background in sales and a proven track record of success, Antony brings a wealth of experience to



**Antony Lovell, Sales Director, Middle East, Africa, and South Asia regions, Shure**

the position. His strategic mindset and in-depth understanding of the industry will be invaluable in establishing and executing sales strategies to expand Shure's presence in the Middle East, Africa, and South Asia. In his new role, Antony will lead a team of sales professionals, working closely with channel partners and key stakeholders to cultivate strong relationships and identify new business opportunities. His expertise in forging strategic partnerships will be instrumental in driving Shure's growth and ensuring customer satisfaction across the region.

Antony joined Shure in 2018 and quickly demonstrated his leadership abili-

ties and deep understanding of the audio industry. Prior to his appointment as Sales Director, he held various positions within Shure, including Global Market Development Manager for Discussion Systems and Conferencing as well as helping to establish Shure's Global Accounts effort. Throughout his tenure, he consistently delivered outstanding results, showcasing his dedication and commitment to the company's success.

Commenting on the appointment, **Jose Rivas**, VP and Chief Sales Officer at Shure, expressed confidence in Antony's ability to drive sales and strengthen the company's presence in the Middle East, Africa, and South Asia. "We are thrilled to elevate Antony to his new role as Sales Director. His experience, expertise, and passion for the industry make him an ideal fit for this position. We look forward to his leadership and contributions to further expanding Shure's market reach in these important regions," said Jose Rivas.

Antony expressed excitement about his new role and the opportunity to lead Shure's sales efforts in the Middle East, Africa, and South Asia, stating, "I am honored to have been entrusted with this responsibility and am eager to work with our talented team to deliver exceptional solutions and services to our customers in these regions. I am committed to fostering strong relationships, identifying new business opportunities, and driving growth for Shure."

## SHURE AND NEAT TRANSFORM THE MEETING EXPERIENCE FOR COMPLEX SPACES

Shure and Neat, one of the pioneering providers of video devices, are announcing an alliance to deliver an enhanced meeting experience in large and acoustically challenging spaces.

By joining forces, Shure and Neat en-

sure seamless integration between **Neat Bar Pro**, a powerful video meeting bar from Neat, and multiple **Shure Microflex Ecosystem Solutions**, providing uncompromised audio and video in complex workspaces.

"Our alliance with Neat brings the best of video and audio into a single room", says **Peter James**, VP Global Business Development at Shure. "Our integrated solutions can now easily be installed where customers want to have both a front of room all in one device and extraordinary audio coverage throughout the space. We are thrilled to be providing a first-of-its-kind combination for large conferencing environments that will provide better experiences and more reliable collaboration".

The innovative combination of Shure and Neat provides a simple, easy-to-install solution that is scalable to any room type. While Neat Bar Pro delivers exceptional video quality that can auto-frame, zoom in on and follow each in-room participants individually, no matter where they're positioned, devices from the Microflex Ecosystem extend Neat video deployments into larger and more complex spaces, delivering clear, natural sound with different form factors to keep spaces aesthetically pleasing with reliable performance.

"We believe our mutual customers will love the amazing experience that we can bring to large and acoustically challenging meeting spaces through this collaboration with Shure, the leading expert in the installed audio space. This simple, intuitive solution extends Neat's capabilities to support a full range of room types," said **Sherri Pipala**, Senior Director of Global Alliances at Neat.

For large boardrooms or spaces where key participants need to be seen and heard anywhere, they sit, the **Shure Microflex Advance MXA902 Integrated Conferencing Ceiling Array** and Shure's **ANIUSB-MATRIX USB Audio Network** interface provide pristine audio while Neat Bar Pro captures video throughout the room, providing simple and reliable room cover-



*Continued on page 21*

## AET DISPLAYS HOSTED ENVISION BRILLIANCE PARTNER MEET 2024 IN BENGALURU

AET LED Displays, one of the renowned industry experts in fine pitch LED displays, recently hosted the highly anticipated AET Envision Brilliance Partner Meet 2024 in Bengaluru on April 20th at Citadel Sarovar Portico. The event drew a crowd of over 150 attendees, including distributors, SI partners, ground staff including sales representatives, pre-sales,

growth opportunities. **Su Piow Ko**, CEO at AET LED Displays India, delivered a keynote address, reaffirming AET's vision and mission to the audience.

Speaking on the occasion, Su Piow Ko, CEO at AET LED Displays India, expressed, "In India, there's a growing readiness across industries to embrace digital transformation, with LED displays

India initiative, thereby not only providing employment opportunities but also bolstering the local economy. We are excited about the possibilities that lie ahead as we continue to collaborate and drive mutual growth with our partners in the Indian market. Our aim is to solidify our position among the top three players in the LED display segment in India in coming years."

**Prashant Srivastav**, Head of Marketing - India, stated, "Hosting the AET Envision Brilliance Partner Meet 2024 in Bengaluru was a momentous occasion for us. It was an opportunity to engage with our valued partners, showcase our latest innovations, and reaffirm our commitment to delivering excellence in LED display solutions."

Various sessions were tailored for different stakeholders, including Q&A sessions, feedback sessions, and round table discussions with key members in the boardroom. In the evening session, AET honored its esteemed partners with an award program, recognizing their outstanding contributions and dedication. Additionally, the company unveiled the AET Spark program (Strategic Partner Alliance and Resource Kit), aimed at fostering strategic partnerships and providing valuable resources such as certification, marketing collateral, and dedicated resource kit for after-sales and pre-sales activities.



*The event drew a crowd of over 150+ attendees, featuring Su Piow Ko, Lawrie Hon, Prashant Srivastava, Sandeep Mali, Syed Mohamed, Neha Arya, Ravi Tiwari, Nikhil Shah, and many more*

after-sales personnel, government officials, corporate partners, and AV partners.

The day-long event featured comprehensive product introductions, in-depth training sessions, and highlighted AET's previous works, emphasizing mutual

becoming indispensable for tasks like data analysis, monitoring, and advertising. We're keen to seize this opportunity. Unlike other OEM LED Manufacturers in India, we're committed to establishing our assembly line as part of the Make in

## SHURE ANNOUNCES AN ALLIANCE WITH NEAT...

*Continued from page 20*

age in even the most demanding spaces.

For conferencing environments like all-hands training rooms and divisible spaces, the combination of Neat Bar Pro with the popular Microflex Advance MXA920 Ceiling Array Microphone, an IntelliMix P300 Audio Conferencing Processor and MXN5W-C Networked Loudspeaker provides advanced features and functionality for a consistent and scalable solution.

These different combinations of Neat Bar Pro and Shure Microflex Ecosystem devices are certified for Zoom Rooms and ideal for enterprise standardization, ensur-

ing both IT professionals and end users enjoy a complete collaboration solution that's simple to install, easy to use, and reliable while providing the highest standards in any meeting space.

"Zoom customers are looking for exceptional video and audio experiences in all kinds of meeting spaces, which is why we're excited about this partnership between Neat and Shure. Together, they provide a simple, easy to use solution that extends to the most challenging large spaces," added **John Stearns**, Global Head of Zoom Spaces, Zoom.

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## ZEEVEE PARTNERS WITH ALPHATEC TO EXPAND PRESENCE IN THE INDIAN MARKET

ZeeVee, one of the global leaders in AV signal distribution technology, partnered with Mumbai-based **Alphatec** to further expand its presence throughout India.

Alphatec is one of the leading distribution houses for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world.

The strategic partnership aims to simplify AV installations throughout India. Alphatec will carry ZeeVee's full line of AV-over-IP and RF signal distribution products, as well as its award-winning **ZyPer Management Platform** which helps make AVoIP installations easy. The relationship underscores both companies' focus on delivering innovative AV solutions across

diverse sectors including corporate, healthcare, government, education and more.

According to **Rajesh Patkar**, ZeeVee's India country manager, "Our collaboration with Alphatec signifies a strategic alignment of our objectives to provide cutting-edge AV solutions to the Indian market. Alphatec's extensive reach and expertise complement ZeeVee's innovative product offerings, enabling us to better serve our customers and drive growth in India."

This partnership marks a significant milestone in ZeeVee's continuing expansion into the Indian marketplace. In 2022, the company appointed Patkar, a seasoned business strategist and sales leader with more than 30 years of experience in



the AV industry, as its country manager for India.

"We are thrilled to join forces with ZeeVee, a global leader in AV distribution technology. Alphatec is committed to delivering the best-in-class AV solutions to our customers across India," said **Devasis Barkataki**, Founder and Managing Director, Alphatec. "This partnership enables us to enhance our portfolio with ZeeVee's state-of-the-art products, further solidifying our position as a leading distributor of professional audio and video equipment."

## CLARITY CONSULTING RELOCATES TO NEW OFFICE TO BETTER SERVE CLIENTS

Clarity Consulting announced its relocation to a new office address, effective 6th May 2024. This strategic move reflects Clarity Consulting's ongoing commitment to providing exceptional consulting services and fostering closer connections with its clients.

The new office, conveniently situated at 503, Platinum Square, behind Hyatt Regency Hotel, Sakore Nagar, Viman Nagar, Pune 411 014, Maharashtra, India, offers improved accessibility and enhanced amenities to accommodate the growing needs of Clarity Consulting's clientele. With modern facilities and a dynamic work environment, the new space is designed to promote collaboration, innovation, and



efficiency.

"We are thrilled to embark on this new chapter with our relocation to Platinum Square," said **Kelvin Ashby-King**, Principal Consultant at Clarity Consulting. "This move represents an exciting opportunity for us to better serve our clients and strengthen

our presence in the community."

The transition to the new office address will be seamless, with Clarity Consulting continuing to provide the same high-quality consulting services without interruption. Clients can expect the same level of expertise, dedication, and personalized attention that Clarity Consulting is known for, now in a more modern and accessible location.

"We are grateful for the support of our clients and partners as we embark on this exciting journey," added **Rashi Vachhani**, Project Director, Clarity Consulting. "We look forward to welcoming clients to our new office and continuing to exceed their expectations."

To get any install story or recent launches recognised by the AV industry, feel free to share the articles or news with:

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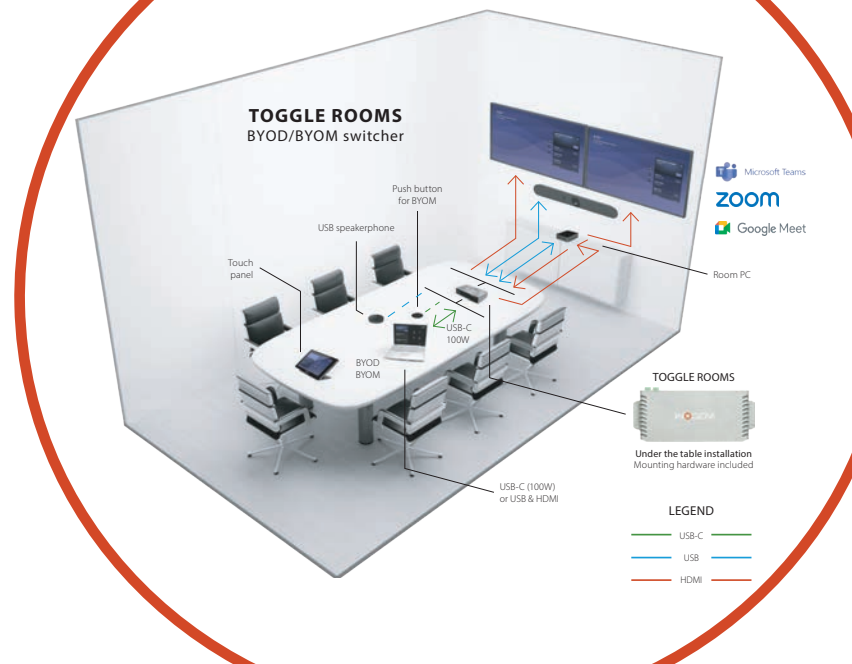


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# Xtreme Media's Rigel Plus Series LED Displays Illuminate Mohali Stadium



*Converting Mohali Stadium into a high-tech sporting arena with Rigel Plus Screens*

*The case study highlights **Xtreme Media's** unwavering commitment to excellence through the successful installation of two impressive LED scoreboards at **Mohali Stadium**, featuring the **Rigel Plus Series LED Displays**. Xtreme Media's team shares the case study with **AV-ICN Expo Magazine** to elucidate the installation in detail.*

**X**treme Media allows viewers to level-up their sporting experiences with the installation of Rigel Plus Screens that come with key features like:

- High brightness levels for daytime operation and viewing all details sharply.
- Lightweight die-cast aluminum cabinets that help during installation, making it very easy to put them in place.
- Weatherproof and resilient IP65-rated displays to tolerate harsh environmental conditions.

Complementing this, Xtreme Media's Vigilant IoT monitoring technology takes the centre stage as it continuously monitors the health of displays. As claimed by the Xtreme Media's team, this proactive approach not only offers the clients peace of mind but also empowers them with the ability to assess and manage their

***Xtreme Media's Vigilant IoT monitoring technology takes the centre stage as it continuously monitors the health of displays.***

displays independently, eliminating the need for third-party intervention.

### **Engaging with audiences through vivid visuals**

These Rigel Plus LED displays have proven to be optimal not just during night but equally effective during daylight hours as well. The product's enhanced daytime visibility ensures that audiences enjoy an engaging and vivid experience, making it a versatile choice for the venue.

### **Facing challenges and overcoming them**

Xtreme Media was met with various dif-

ficulties during the installation, the height being the main concern. The installation had to be done at the height of more than 12 storey building during the windy weather. Yet, Xtreme Media's service team did not deviate from their goal and managed to have a seamless installation despite poor weather conditions.

### **Installation's success within stipulated timeline**

Within two full days, Xtreme Media's team physically mounted both screens at Mohali stadium to completion. The team maintained high level of precision and did not compromise on quality despite being allotted a shorter timeframe to complete the installation.

### **Client's impression**

Xtreme Media was exceptionally efficient in reaching their targets and finishing the scoreboard unit installation within the scheduled time. The client was overjoyed with this successful completion of the project.

It was apparent that Xtreme Media's team paid close attention to every detail

### **Product Description**

- LED Display Series - Rigel Plus
- Pixel Pitch (mm) - 10mm
- Quantity - 2
- Screen Size - 17m X 5.8m & 7.7m X 5.8m
- Screen Resolution - 1728 x 576 & 768 x 576

and had a strong focus on quality in everything they did. Rigel Plus screens, with their lightweight design and wide viewing brightness, made the stadium different from others and made it one of the best sports venues with splendid visual appeal. The outcome was not only met with client expectations, but also excelled their predictions.

### **Conclusion**

Xtreme Media has upgraded the entire setup of the Mohali stadium by sticking to its uncompromised standards of quality, unique technologies, and skilled service team, ensuring to provide the client with what they wanted.



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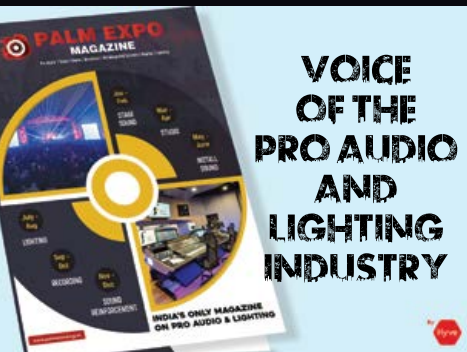
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<b>FEB 2024</b>				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	<b>FEB 2024</b>				
<b>MAR 2024</b>					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<b>MAR 2024</b>	
<b>APR 2024</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			<b>APR 2024</b>				
<b>MAY 2024</b>			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<b>MAY 2024</b>			
<b>JUN 2024</b>					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<b>JUN 2024</b>		
<b>JUL 2024</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<b>JUL 2024</b>				
<b>AUG 2024</b>				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<b>AUG 2024</b>		
<b>SEP 2024</b>					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<b>SEP 2024</b>		
<b>OCT 2024</b>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<b>OCT 2024</b>			
<b>NOV 2024</b>					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<b>NOV 2024</b>		
<b>DEC 2024</b>						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<b>DEC 2024</b>
<b>JAN 2025</b>			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<b>JAN 2025</b>		

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# Impressive Screens for Immersive Viewing

## Sony VPL-XW7000ESU

The compact, beautifully styled VPL-XW7000ES blends effortlessly into today's living spaces. The native 4K HDR laser projector features a long-lasting laser light source delivers an impressive 3,200 lumens brightness – plenty for vibrant, punchy pictures even in brightly lit living rooms, home cinemas, and media rooms.

### Main Features include:

- 3,200 lumens of spectacular big-screen brightness
- Vivid, ultra-real colour that's always true to life

### Technical Specifications:

- D Display System: 4K SXRD panel, projection system
- Size of effective display area: 0.61" x 3
- Number of Pixels: 24,883,200 (3840 x 2160 x 3) pixels
- Lens shift: Powered, Vertical +/- 85 %, Horizontal +/- 36 %
- Throw ratio: 1.35:1 to 2.84:1 \*1
- Light Source: Laser phosphor
- Light Output: 3,200 lm
- Color Light Output: 3,200 lm
- Picture processor: X1 Ultimate for projector
- Operating Temperature / Operating Humidity: 5°C to 35°C (41°F to 95°F)/20% to 80% (no condensation)



## Zebtronics Zeb-PixaPlay 20

The ZEB-PixaPlay 22 is a smart projector that offers an extraordinary cinematic experience within the confines of a home. It combines cutting-edge smart technology, features like electronic focus, quad core processor, dual band connectivity and mirroring support, all packaging into a user-friendly UI design to transform the way of enjoying movies, games, and multimedia content.

### Main Features Include:

- Multi Connectivity (BT v5.1 | HDMI | USB x 2 | AUX OUT)
- Built in Speaker
- 3000 lumens
- 30,000h lifelong LED lamp
- FHD 1080p Support.

### Technical Specifications:

- Screen Size: 91-431 cm
- Native Resolution: 1280 x 720P
- Max Supported Resolution: 1920 x 1080P (Max)
- Brightness: 3000 lumens
- Contrast Ratio: 1000:1
- Projection Distance: 1.2m - 5.2m
- Input Voltage: AC 100-240V, 50/60Hz
- Product Dimension: 14.1 x 13.3 x 10.2 cm
- Bluetooth version: v5.1
- Lifespan: 30,000h
- Port Interface: AUX OUT, USB x 2, HDMI



## ViewSonic LX700-4K

LX700-4K laser home projector can transform any home into a cinematic experience. Adopting the 3rd generation laser phosphor technology with 3,500 ANSI Lumens and up to 30,000 hours lifespan, it delivers vibrant and bright visuals without the need for lamp replacement. With the support of 1440p at a 120Hz refresh rate, it strikes a perfect balance of visual quality and fluidity that gamers love.

### Main Features include:

- 3rd generation laser phosphor technology with up to a 30,000-hour lifespan
- Designed for Xbox with 1440p @ 120Hz for an unrivalled gaming experience
- True 4K HDR immersive visual experience with up to a 300" screen
- 3,500 ANSI Lumens offering bright images in any environment
- High native contrast ratio through 0.65" DMD chip
- Installation flexibility: V lens shift, 1.36x optical zoom, H/V keystone

### Technical Specifications:

- Projection System: 0.65" 4K-UHD
- Native Resolution: 3840x2160
- Brightness: 3500 (ANSI Lumens)
- Contrast Ratio: 3000000:1
- Display Colour: 1.07 Billion Colours
- Light Source Type: Laser Phosphor
- Lens: F=2.51-2.93, f=15.985-21.423mm
- Projection Offset: 137%+/-10%
- Throw Ratio: 1.06-1.45
- Optical Zoom: 1.36x



Nothing can beat the experience of viewing a movie, playing games, or having a video conference on a BIG screen. Home Entertainment Projectors, in the world of technology, have enabled users to feel the cinematic experiences from the comfort of their chosen spaces. Be it home theatre projectors, short throw projectors, ultra-short throw projectors, or business projectors, users get a greater and better viewing experience with these AV devices at homes.

- Digital Zoom: 0.8x-2.0x
- Throw Distance: 0.70-9.63m; (100"@2.35m)
- Resolution Support: VGA(640 x 480) to 4K(3840 x 2160)
- Speaker: 15W
- USB Type A (Power): 1 (5V/1.5A)  
12V Trigger (3.5mm): 1

### LG CineBeam Q UHD Projector

Portable and versatile, the CineBeam Q features a rotating handle that doubles as a stand. Its innovative design allows for easy carrying and projection. With the 360-degree rotating handle, enjoy 4K resolution content on any surface – walls, screens, or even ceilings.

#### Main Features include:

- Small size and easy portability
- 4K UHD RGB Laser of 8.3M pixels
- 360° rotating handle

#### Technical Specifications:

- Projection System - DLP
- Resolution: UHD (3,840 x 2,160)
- Brightness: 500 ANSI Lumens
- Contrast Ratio: 450,000:1
- Light Source: Laser (RGB)
- Projection lens: Throw Ratio: 1.2
- HDR: HDR 10
- Inputs: HDMI with eARC / USB Type C



### Optoma OMA-S RGB 3-laser projector'

The OMA-S is Optoma's most portable, power saving and eco-friendly projectors to date. Weighing just 1kg, its sleek and compact form factor delivers sharp colour, incredible brightness, and flexible set-up features for use at home, various immersive installations and on-the-go professional environments.

#### Main features include:

- Cutting-edge RGB triple laser technology and Full HD
- Ultra-portable, compact, and flexible design
- Automatically adjusts for a clear, sharp and straight image

#### Technical Specifications:

- Display technology: DLP
- Resolution: 1080p Full HD (1920x1080)
- Brightness (HK): 1,500
- Contrast (dynamic): 3,000,000:1
- Native display ratio: 16:9
- Projection size: 0.76m ~ 5.08m (30" ~ 200") diagonal
- Laser light source life: 30,000 hours
- Throw ratio: 0.78:1
- Port: Input 1 x USB-C power, 1 x HDMI 2.1, 1 x USB-A power 1.5A, 1 x USB-A power 0.5A, 1 x USB-C; Output 1 x Audio 3.5mm
- Power consumption: Universal AC 100~240V± 10%~ 50 / 60 Hzi



### WZATCO Bliss4K Ultra Short Throw Projector

This 4K Ultra Short Throw Projector comes as an ALPD Laser, 2500 ANSI Lumens, HDR10, HLG, 3D, 85% DCI-P3 and 121% Rec.709, 60W Stereo Speakers with Dolby Audio for Android TVs. Elevating audience's viewing experiences and unlocking a new dimension of home entertainment, WZATCO Bliss is perfect for rooms of all sizes.

#### Main features include:

- 121% Rec.709 colour space, HDR10 and HLG technology, and 3000:1 high contrast
- Built-in 60W (2x15W tweeters and 2x15W woofers) stereo audio
- Ultra Short Throw technology with 0.233:1 throw ratio

#### Technical Specifications:

- Native resolution: 4K (3840 x 2160) with 8.3 million pixels; true 4K resolution with new generation single-DMD displays crisp and detailed video
- Connectivity: 2.4G + 5G dual band wifi (MIMO) and supports 802.11a/b/g/n/ac wifi networks; Bluetooth 5.0 + LE compatible with Bluetooth speakers, headphones, and more
- Speaker: Built-in dual 15W bass speakers and dual 15W tweeter speakers; built-in HDMI ARC feature
- Hardware/Software: 64Bit Quad Core MediaTek Processor MTK 9669 with 3G RAM and 32G eMMC
- Laser Short Throw technology: Utilizes ALPD 4.0 RGB+ technology



## CANON INDIA REDEFINES BROADCAST EXCELLENCE WITH 4K REMOTE PTZ CAMERA CONTROLLER & 4K INDOOR PTZ CAMERA CR-N100

Canon India, one of the leading companies in digital imaging solutions, solidifies its market leadership in India's video production and broadcasting sector by introducing two advanced products, RC-IP1000 and CR-N100 in India. Part of the brand's remote PTZ camera system line, the RC-IP1000 is a remote camera system controller, and the CR-N100 is an indoor remote camera featuring a compact body and pan-tilt-zoom (PTZ) catering to India's rising need for advanced streaming and video recording technology.

Commenting on the newest additions to the brand's portfolio, **Manabu Yamazaki**, President and CEO, Canon India, said, "As the volume of video content continues to rise in India, the RC-IP1000 remote controller has been much awaited by the industry as it exemplifies seamless control of remote PTZ cameras and contributes to efficient labor-saving workflows. In fact, the remote controller can easily manage as many as 200 individual camera units at one time. Complementing this, our CR-N100 indoor remote PTZ camera promises superior quality and connectivity, tailored to the diverse needs of educational institutions, corporate settings, and coaching centers. Through such cutting-edge offerings, we strive to redefine remote production, making it more intuitive and accessible than ever before."

### RC-IP1000 Remote Camera Controller

The RC-IP1000 is a controller that provides many functions and easy operation, required by remote video production workflows, which will meet the needs of content producers at various work environments including video production at broadcast stations and event livestreaming. The Multi-Camera Management Application enables users to batch-configure initial camera settings as well as manage cameras, making it ideal for events that require multi-camera controllers, such as livestreaming of university lectures and live broadcasting of concerts.



RC-IP1000

Designed for ease-of-use, the RC-IP1000 features strategically positioned functional buttons and dials, along with a prominent 17.78 cm touch panel, facilitating simple operation. The device supports both IP2 and serial control, enabling remote Pan, Tilt, and Zoom (PTZ) movements. Users can effortlessly configure settings such as focus, exposure, and white balance. Moreover, the RC-IP1000 is compatible with popular broadcast industry standards, offering 12G-SDI input/output for 4K/60P, as well as visual input via IP and HDMI video output. Its touch panel can display feeds from up to nine video inputs sent from cameras via IP, allowing for simultaneous operation of multiple camera units. Additionally, it seamlessly integrates with selected Canon camera models, enabling control of large-scale systems.

With the Multi-Camera Management Application, up to 200 individual camera units can be managed, depending on users' needs. Conventionally, the registration of usernames, passwords and IP addresses to a camera, and registration of a camera to the controller had to be executed individually for each of the multiple cameras used. With this app, however, these procedures can be executed from a single application system, thus enabling initial configuration of large-scale systems with minimal workload. In addition, the status of all connected cameras can be viewed in a convenient list that enables easier execution of operations such as updating firmware, restarting and initialization.

### CR-N100 Indoor 4K Remote Camera

The CR-N100 is an indoor remote camera with a compact body and pan-tilt-zoom (PTZ) capabilities, making it easily

installable in spaces like meeting rooms and classrooms. As online meetings, lectures, coaching centers, events, and seminars become increasingly common, there is a growing need for live streaming and video recording technology. With the addition of the CR-N100 to Canon's lineup of remote cameras, customers now have a greater choice of products that support a wide range of uses, from professional video production to video content usage by enterprises, local governments, and educational institutions.

The CR-N100 features key devices that leverage Canon's history of professional camera technology development, including a 1/2.3 type CMOS sensor and a DIGIC DV6 image processing platform that enables 4K/30P high-quality video capture. Additionally, the camera is equipped with a 20x optical zoom lens with a focal length ranging from 29.3 mm to 601 mm, supporting image capture from wide-angle to telephoto for various scenarios. The camera also includes four 'scene modes' — Portrait, Sports, Low-light, and Spot-light — from which users can choose to create the best possible visual expression based on their subject.

Users can construct a complete, versatile production environment thanks to the CR-N100's support for XC Protocol, Canon's proprietary extended IP designed to control Canon's video production devices, RTMP for live streaming, NDI|HX for live visual production, and the SRT Protocol, which is widely used for its high image quality, low latency, and secure video transmission.

The video interface of the CR-N100 supports IP, HDMI, and the USB Video Class (UVC) transmission standard. This allows the CR-N100 to be used as a camera for web conference systems simply by connecting it to a PC via USB. The camera also supports Canon's free-of-charge Multi-camera Management Application, enabling batch setting configuration and control of up to 200 cameras, facilitating the efficient operation of large-scale systems in environments such as enterprises, local governments, and educational institutions.



CR-N100



## Interviews

Jeroen van der Most joins the dots between AI, AV and art

## Features

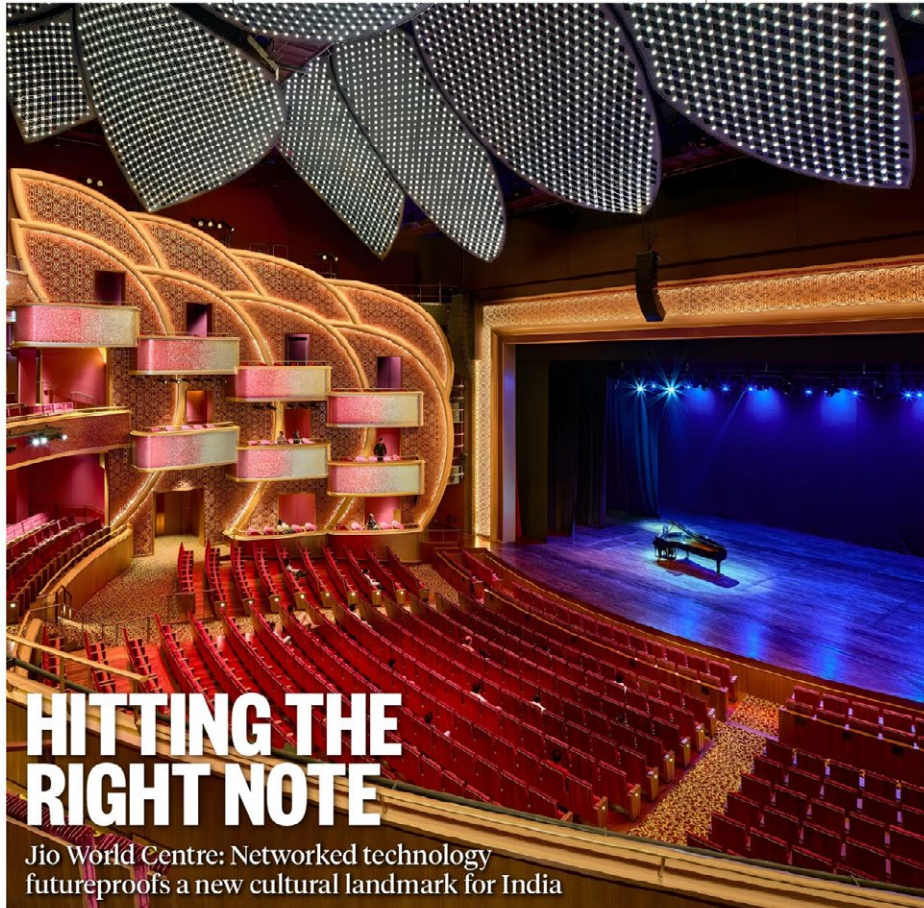
Elections are looming in India; how their outcome could impact AV

## Technology

Exploring the impact of CGI in the DOOH advertising space

## Case Studies

Museum upgrade harnesses immersive projection and punchy audio



## HITTING THE RIGHT NOTE

Jio World Centre: Networked technology futureproofs a new cultural landmark for India

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## MAGEWELL UNVEILS MODULAR RACKMOUNT IP CONVERSION FAMILY

For years, **Magewell** has been one of the market leaders in helping production and AV professionals bridge traditional and IP-based media workflows with innovative solutions to convert between signals and streams. Magewell's new **Modator family** brings the reliability and low-latency performance of the company's standalone encoders and decoders to a high-density, modular, rackmount form factor. The Modator family will make its debut in Magewell's booth (C6816) at the 2024 NAB Show, taking place in April 14-17 in Las Vegas.

The new Modator 2U chassis is designed to fit standard rack deployments and has slots for up to 10 modules. Users can configure frame network settings and monitor the status of the chassis and installed modules through the integrated 4.8-inch LED touchscreen or browser-based web interface. Dual power supplies and optimized heat dissipation enable

reliable 24/7 operation.

The hot-swappable Modator modules each offer their own network connectivity and can work independently to convert between baseband video/audio signals and IP streams. Each module features a web-based management interface, while the Modator 2U frame and each installed module can also be centrally configured, controlled, and monitored through Magewell's optional Control Hub manage-



ment software.

The first four Modator modules all support NDI video connectivity technology. Initial modules include:

**Pro Convert HDMI Plus Module:** Encodes HDMI input signals into high-definition IP streams in the NDI High Bandwidth format.

**Pro Convert HDMI 4K Plus Module:**

Encodes HDMI input signals into NDI High Bandwidth at up to 4K (4096x2160) resolution at 60 frames per second.

**Pro Convert for NDI to HDMI Module:** decodes IP streams up to 2560x1440 in a wide range of formats (including NDI High Bandwidth, NDI HX2, NDI HX3, TVU ISSP, and H.264 or H.265 delivered via RTMP, RTSP, HLS, MPEG-TS and more) for HDMI output.

**Pro Convert for NDI to AIO Module:** the same decoding features as the Pro Convert for NDI to HDMI Module, but with simultaneous HDMI and SDI outputs up to 1080p60.

"As IP-based production and distribution deployments continue to grow in scale, customers often want a higher-density form factor for greater space efficiency," said **James Liu**, VP of Engineering at Magewell. "The new Modator series delivers our hallmark reliability and low-latency performance in a scalable solution that addresses this need."

## VUWALL UNVEILS POE TOUCH PANEL FOR COMMAND-AND-CONTROL ROOM ENVIRONMENTS

**VuWall**, one of the technology leaders in video wall control systems and unified visualization solutions, unveiled its latest innovation — the highly secure **PoE ControlVu Touch Panel**. Engineered to meet the rigorous demands of command-and-control room environments, this cutting-edge touch panel sets a new standard for performance, security, and flexibility.

"Our new ControlVu touch panel brings a host of advancements to the table," said **Mark Schmidt**, Chief Technology Officer at VuWall. "We have redesigned our touch panel to deliver higher resolution, improved tactile touch, and most importantly, a highly secure design, where users can trust the integrity of their control room operations."

ControlVu empowers operators with the freedom to manage visual scenarios on video walls and displays

in a control room, directly from a PoE tablet. The new 10" ControlVu touch panel, part number ControlVu-10-3, delivers the highest level of security with a secure Linux operating system. It has an Ethernet PoE port and no other wireless options, such as WiFi or Bluetooth, and no camera, all features that are typically not allowed in control room environments. It is highly responsive and delivers 1920x1200 resolution. ControlVu gives operators the freedom to control the

system directly from the simple touch of a button.

As part of VuWall's ecosystem, ControlVu is managed by the TRx centralized video wall management software platform. TRx's integrated Control Panel Designer module allows users to easily create their own touch panel interfaces, where every button on every panel can be customized to the operators' needs. Customization options on the panel are endless and can include any number of buttons, colors, and functions. Each button can be programmed to launch a different layout, manipulate sources and displays, control external devices, or run any number of the customizable scripts. All of these features are available for users to customize without having to write a single line of code, creating a flexible user experience for their operators.



## RDL UNVEILS THE RU-NMP44 NETWORK MIXING PROCESSOR

RDL announced their latest creation, the RU-NMP44, a cost-effective, quality network mixing processor that delivers the flexibility of network audio for any system size or budget. Designed to be versatile, and to support a wide range of system designs, the RU-NMP44's superior performance specifications make it ideally suited to the most demanding installations.



The RU-NMP44 is ideal for adding volume control, mixing, switching, and ducking to existing network audio systems. The digital signal processing offered in the RU-NMP44 often fulfills all the requirements for an audio system design, such as in classrooms, meeting rooms, restaurants/bars, fitness centers, and retail stores.

"This is a remarkable product that was developed through a combination of our deep expertise in network audio, signal processing, and manufacturing," says **Erik Tarkiainen**, President at RDL. "It exemplifies the type of simple, cost-effective

solution that RDL is known for, while also furthering our position as the world leader in Dante interfaces and endpoints."

Features and benefits of the RU-NMP44 include:

- Four Dante inputs to six virtual 4×1 mixers
- Individual zone control with source selection, assignable automatic (VOX) priority ducking, selectable high pass filters, and level control for all inputs and outputs
- Availability to store and instantly recall system switching, mixing, and audio level changes

## HK AUDIO EXTENDS THE SI SERIES PORTFOLIO WITH HIGH-QUALITY CEILING SPEAKERS

The HK Audio SI SERIES, which has been specifically tailored to meet the needs of today's installation market and is known for its technical features and detailed solutions, is being expanded with CM-X to include three high-quality ceiling speakers with customisable appearance, simple installation, and operation as well as uncompromising sound quality.

Wherever music and speech need to be more than just in the background SI SERIES CM-X ('Ceiling Mounted') is the ideal tool: In cafés, restaurants and bars, event catering, hotels, conference environments, retail or community and club centres the CM-X fits into the project as part of a high-quality system solution.

The front of the speakers features the coaxial two-way speaker arrangement. CM-X speakers are equipped with 4" (CM-4), 6.5" (CM-6) and 8" (CM-8) polypropylene woofers/midrange transducers and 0.75" (CM-4) and 1" (CM-6, CM-8) aluminium dome tweeters in line with their product designation.

The power selector switch on the front for switching between low-Z (8 Ohm) or high-Z (100/70 V) and the respective power taps of the integrated transformer can be operated without tools, even during operation, thanks to the magnetically attached front grille. A black and white front grille are included in the scope of delivery.

The enclosure of the speakers with

high-quality steel back can is very rigid and low resonance thanks to its special shape and reinforcements. As a result, there are no disadvantages in terms of sound, such as those associated with inexpensive ceiling speakers in the form of rattling noises or resonances. All plastics used for the SI SERIES CM-X are manufactured with special flame-retardant additives so that the relevant international safety standards are met as standard.

The CM-4, CM-6 and CM-8 can also be used as part of a sound system for emergency purposes in accordance with EN 50849 and thus, fulfil a dual function – with corresponding cost benefits for the owner. They can be combined with other HK Audio installation products like VORTIS (2), SI SERIES or FINEO to ensure a homogeneous sound transition to the main PA system.

All CM-X speakers can be installed in ceilings without any additional accessories. Suitable C-rings and load distribution bridges are available as optional accessories for installation in suspended ceiling systems with limited load-bearing capacity.

Thanks to the extensive filter data for many different digital signal processors (DSPs), integrators' work is made noticeably easier. Specialist planners can now access the simulation data in GLL format for EASE (4.4/5) and EASE EVAC (2).



*The CM-4, CM-6, and CM-8 can also be used as part of a sound system for emergency purposes in accordance with EN 50849*

## PPDS DELIVERS SEAMLESS GUEST ROOM CASTING WITH THE ALL-IN-ONE PHILIPS CAST SERVER

PPDS announced the launch of **Philips Cast Server**, a brand new and highly innovative hotel TV solution designed to deliver seamless and secure casting and app streaming experiences for hoteliers and their guests alike.

Marking the latest evolution in PPDS' strategy to deliver a full suite of 'total solutions' covering needs across the hospitality industry – including an advanced portfolio of Philips hotel TVs, audio solutions, digital signage, dvLED, ePaper and complementary solutions – the new all-in-one Philips Cast Server works together with PPDS' CMND, and hotel PMSs, to bring a wealth of new capabilities for hotels of all sizes. Delivering opportunities to create unique and fully tailored entertainment experiences built around the needs and requirements of individual guests.

Teased at ISE 2024, and compatible with PPDS's unique Chromecast-built-in Philips MediaSuite and recently launched

secure and private connection, with full remote management access, allowing guests to simply access and cast their own content directly to their in-room TVs.

### Simple and secure casting/ analytics

Built and designed with simplicity in mind, guests can pair their phone or other mobile device with the TV by scanning the QR code displayed on the TV screen, with no need to connect to an alternative WiFi network. Once the pairing process is successful, guests can instantly and securely cast content from their preferred accounts (including DAZN, Disney+, Prime, YouTube, and more) directly onto the TV.

Mirroring the experience of other Chromecast built-in Philips Professional TVs, using Philips Cast Server content can be cast and viewed within seconds of a guest entering the room, with TVs – even those in standby mode – responding and

etc.) – with all personal data removed – helping to gain greater insight into user habits for any future decision making. That is not all.

### The personal touch

Adding a personal touch to TVs, the Philips Cast Server has been built around the benefits of PPDS' exclusive professional grade CMND platform, offering hoteliers a range of on-screen customisation opportunities, including tailored backgrounds (colours and images) to suit their company branding on a highly intuitive TV user interface.

**Jeroen Verhaeghe**, Global Business Development Director for Hospitality at PPDS, commented, "Expectations from hotel guests continue to evolve and, in an online world, satisfaction scores and reviews can play a vital role in the success of any hotel and whether rooms are full or remain vacant. The in-room TV is playing an increasingly important role in achieving those all-important positive guest experiences and reviews. Every hotel set up is different, and having the options for networking integrations enables more hotels and their guests to enjoy the benefits of our hospitality TVs. That is why we created the Philips Cast Server."

**Jan Van Hecke**, Global Product Manager for Professional TV at PPDS, concluded, "As people continue to switch to sourcing their TV content from popular streaming platforms like Netflix and Prime, it is vital hotels embrace that challenge and match those needs. But in doing so, the experience must be seamless. Philips Cast Server is so simple that anyone can use it. Open the camera, scan the QR code on the phone or tablet, and the pairing between TV and smart device is complete. Backed by the other features, including customisation of screens, and advanced casting analytics, Philips Cast Server is another game changer for the hotel industry."



***The Philips Cast Server brings additional choice and opportunity for hotel TV integrations, delivering a seamless and secure solution for smooth experiences without the need for guests to switch to a casting network on their mobile device***

Philips Hospitality TV 4500 Series, the Philips Cast Server has been developed using invaluable feedback from customers, hotel managers and guests. Small and lightweight, the single unit rack mounted device brings a new option for installations, seamlessly integrating into a hotel's existing IP network to deliver a

becoming active upon the universally recognised Chromecast symbol being tapped on their cast-enabled app.

Furthermore, Philips Cast Server offers hoteliers access to a fully GDPR compliant system, delivering relevant management statistics on the usage of cast applications (such as the popularity of YouTube, Prime,

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contact: Vartika Singh at [vartika.singh@hyve.group](mailto:vartika.singh@hyve.group)



Vallect installs FIDS (Flight Information display system), CCTV (security system), PA (Public Addressal) systems, and audio solutions at Ayodhya airport to provide easy travel accessibility to the visitors with the recent inauguration of Ram Mandir

# Vallect Captivates Ayodhya Visitors at the Airport with Best-in-Class AV Solutions

Since the consecration ceremony of Ayodhya's Ram Mandir, devotees have started visiting the venue with devotion. With the government's focus on creating impressive large-scale visitor venues like Ayodhya in India, Vallect took immense pleasure in fulfilling the AV requirements at the Ayodhya airport, deploying cutting-edge AV solutions for visitors' attention. Vipin Yadav, Project Manager, Vallect along with the team, briefed AV-ICN Expo Magazine on the successful AV integration at the Ayodhya airport.

Ayodhya Airport, officially named as Maharishi Valmiki International Airport, Ayodhya Dham, is an international airport serving the twin cities of Ayodhya and Faizabad in the state of Uttar Pradesh, India. The airport required integration solutions for FIDS (Flight Information display system), CCTV (security system), PA (Public Addressal) systems & audio solutions. Vallect, one of the leading infrastructural technology system integration service providers, designed, deployed & integrated Audio systems, Visual displays, PA Systems, EPABX & IT Infrastructure (Network) at the Ayodhya airport.

A proper site recce was performed by the team before the final installation was initiated and therefore, the team came up with the following observations:

- **General overview:** The airport is a bustling hub of activity, with a steady flow of passengers and airport

staff and the layout is well-segmented, with distinct zones for check-in, security, departure gates, and arrival areas.

- **Infrastructure:** The airport infrastructure needed a mix of digital displays, announcement systems, and public address speakers to be strategically placed throughout the terminal. Furthermore, there are designated areas for potential installation of additional audiovisual equipment, such as waiting lounges, gate areas, and baggage claim sections.
- **Electrical and Networking Infrastructure:** Power outlets are available at various points throughout the terminal, facilitating the installation of the equipment and network connectivity appears robust, supporting Wi-Fi services for passengers and staff, which could be leveraged for networked audiovisual solutions.
- **Regulatory Compliance and Safety:** Compliance with relevant safety standards and regulations is imperative for the installation of audiovisual equipment, particularly concerning fire safety and emergency evacuation procedures. Any installation must not obstruct emergency exits or impede the flow of passengers during evacuations.
- **Recommendations:** The team conducted a detailed assessment of the terminal layout to identify optimal locations for the installation of equipment, considering passenger flow

and visibility. Vallect further evaluated existing infrastructure to determine compatibility with proposed audiovisual solutions, which also ensure future scalability. The team also observed the need to provide training to airport staff on the use and maintenance of the new audiovisual equipment to ensure smooth operation and timely troubleshooting.

## Choice and integration of AV solutions

As specified by the client, the airport required FIDS (Flight Information Display System), displays across the airport along with audio solutions, Public Address System & IT infrastructure essentially, to handle turnkey solutions from infrastructural technology system integration standpoint.

With a huge space around the airport and civil work being a priority, there were multiple dependencies on the civil team's work progress. As systems integrators, Vallect had to adhere to tight deadlines with the airport's inauguration round the corner. The team had to coordinate with multiple vendors to ensure they are on track for the system installation, working tirelessly. Even though the timeline was so tight, the team completed the project in a staggering three months while deploying state-of-the-art AV and sound solutions, ensuring complete customer satisfaction.

To successfully deliver the project, Vallect's team mentioned that they camped the site, going above and beyond their

## Inventory List:

### FIDS:

- Samsung 43" 4K UHD professional display – 16 units
- Samsung 55" 4K UHD professional display – 11 units
- 22" Interactive touch screen kiosk
- Xtreme Media 3.9 mm pixel pitch video wall – 1 unit

### PA Systems:

- Heinrich recessed ceiling mount speaker – 68 units
- Amplifiers
- 6-watt cabinet speakers - 16 units
- 30-watt wall mount weatherproof speakers – 15 units
- 60-watt passive line array - 18
- Digital line array loudspeakers with built-in DSP – 5 units
- Weatherproof metallic speakers EN 54 – 10 units
- Omni direction noise sensing microphones – 9 units
- Volume controllers – 22 units

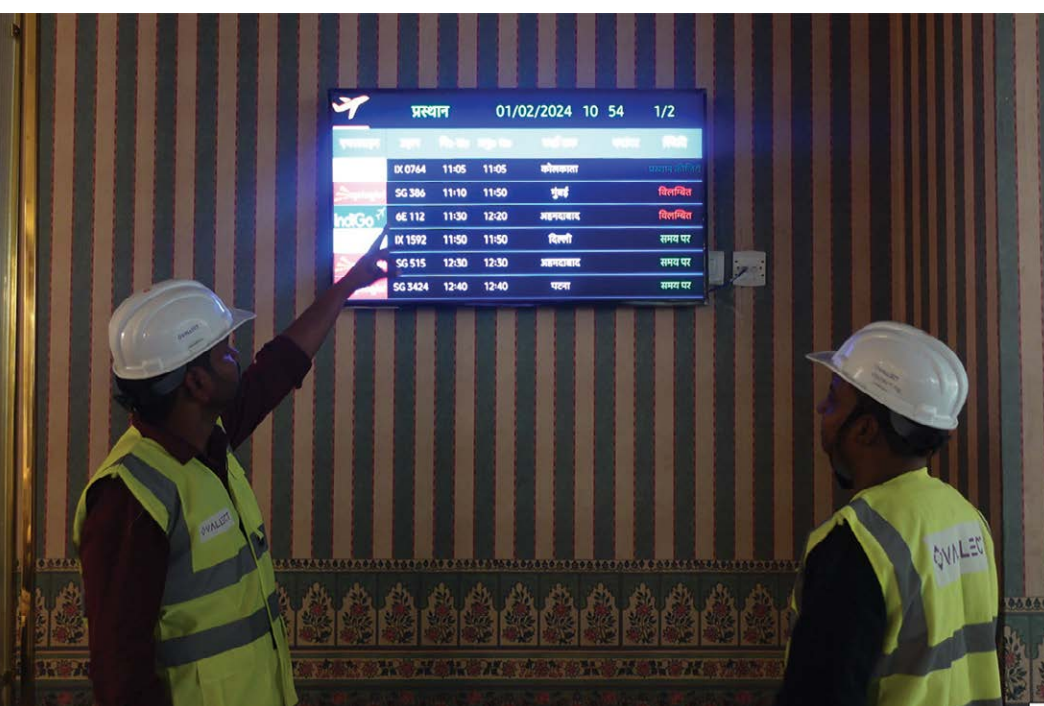
### IT Infrastructure:

**Network:** Ruckus  
**Firewall:** Sophos  
**EPABX:** NEC

scope to ensure they met the mapped-out date without compromising on quality.

## Feedback and success

The AAI team was exceptionally satisfied with the project delivery & were extremely thrilled that the team front ended the entire initiative on their behalf to get the infrastructural technology solutions achieved within the decided timeline without compromising on quality. **Vipin Yadav** stated, "They highly appreciated our team's dedication & skills to handle such a prestigious & critical project with ease. The project was inaugurated on time with all the systems running properly. All the requirements were successfully achieved by the team, and seamlessly running FIDS, PA Systems, and IT network are the testament for the successful project delivery."



FIDS (Flight Information Display System) installed at the Ayodhya airport

[www.av-icn.com/magazine/](http://www.av-icn.com/magazine/)

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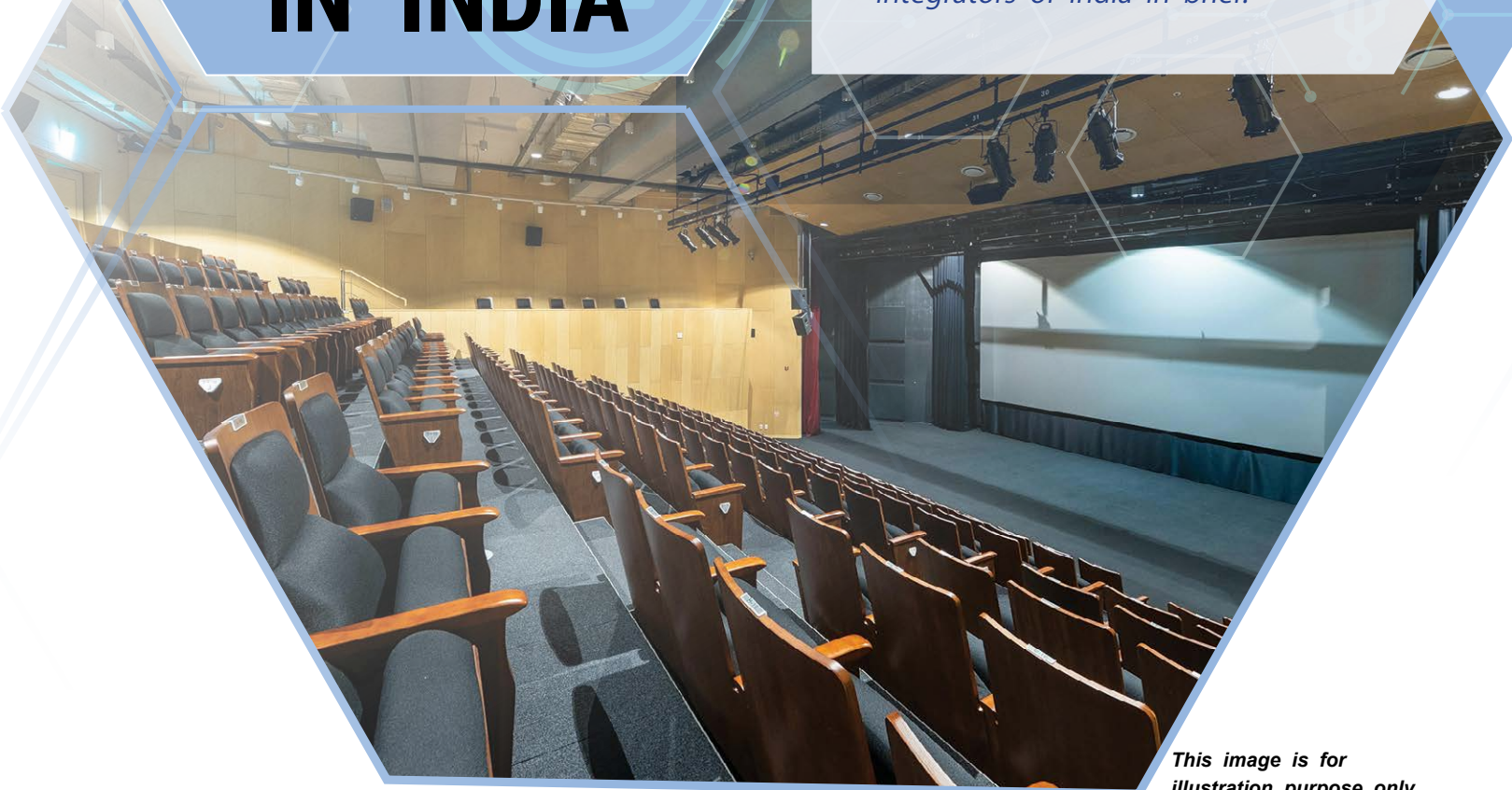


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# AV-ICN EXPO RECOGNISES TOP SYSTEMS INTEGRATORS IN INDIA

Acting as a buzz word for commercial spaces and large venues, AV integration is taking over the spotlight not only in India but around the world. With the leading technological transformations gripping the market rapidly, AV industry is gearing up for world-class AV infrastructures, and presenting the required objectives, systems integrators are implementing the significant techniques to lead the change. In this recurring semi-annual feature, **AV-ICN Expo Magazine** expounds the work and vision of experienced systems integrators of India in brief.



*This image is for illustration purpose only*

## 1. Vega Global

Vega Global is one of the popular systems integrators and managed service providers for digital workplace systems,



**VEGA**

audiovisual solutions, video conferencing, and collaboration technologies in India and around the globe.

Founded in 1986 by Mr. Laurie Chow, the company started as a local distributor of audiovisual equipment and has evolved into world-class solutions and service providers to meet the diverse needs of clients around the world. Today, the company has met a comprehensive network of more than 600 professional staff working across 20+ offices globally. With the worldwide knowledge, experience, and presence, Vega Global has been a preferred partner of enterprises and Fortune Global

500 companies, completing more than 1,00,000+ projects till date.

<https://vega-global.com/en/country/india>

## 2. AVI-SPL

As one of the global experts in communications and audiovisual technology for over 40 years, AVI-SPL has emerged as an AV and UC service providers, designing, integrating, managing, and supporting on-

site and cloud-based communications and collaboration technologies for organizations around the globe. With its offices in more than 100 countries, AVI-SPL's team understands, designs, and integrates innovative spaces with AV solutions, futureproofing businesses with top-notch



AV infrastructures. AVI-SPL was the first in the industry to offer projection displays via ecommerce, and the very first integrator to receive the InfoComm International APEx Provider of Excellence certification.

<https://avispl.com/>

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### 3. Crescendo AV

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Since inception in 1980, Crescendo AV has been one of the leading channel partners of Bosch in India. With more than 37 years of experience and 8500+ clients,



Crescendo has successfully achieved more than 10,000 projects during the run, in nearly all major industries including auditoriums, gyms, hospitals, hotels, offices, restaurants, clubs, retail stores, shopping malls, and schools & colleges.

<https://crescendoav.in/about/>

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### 4. Kinly

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With over 25-years' experience, a truly global reach, and a team of more than 1100 dedicated employees, Kinly is working with over 2,500 clients across the world. It uses a 360-degree, people-first approach that goes far beyond the delivery of technology solutions. Introduced in 1998, the company aligns its goals with global enterprises, corporate, public sector, and higher education industries to ensure the delivery of compatible AV infrastructures in these spaces. It focuses on providing some



of the world's most innovative and technologically complex solutions for clients big and small on the global stage. As an end-to-end provider of workspace transformation spaces with 500+ accredited specialists, Kinly envisions to offer tailored AV solutions for every business need.

<https://www.kinly.com/insight/resources>

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### 5. AllWave AV

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With 23+ years of experience as the AV solutions provider and delivering more than 4000 successful installations, AllWave AV is one of the significant systems integrators in India that strives to bring people closer and streamline integration processes across the organizations. In the past year, AllWave AV has accomplished many AV installations like fulfilling AV solutions for KPIT's Auditorium, Sanofi pharmaceuti-



cal company, cafeterias for companies like Capital Land and Netcracker Technologies, and more. With a multitude of applications like corporate boardroom, training rooms, command centers, experience centers, auditoriums, video conferencing suites as well as bespoke applications, the company has grown to be a preferred AV integrator for many Indian and multinational clients across India.

<https://www.allwaveav.com/>

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### 6. SISPL - Solutions India Systems Pvt Ltd

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With over 20 years of experience in delivering bespoke audio-visual solutions, SISPL stands with its dedicated team understanding and executing AV solutions for turnkey greenfield projects. Providing efficient AV solutions, the company is focused on providing AV Solutions and Unified



Communications to enterprise customers for multiple segments like, boardrooms, cafeterias, smart learning, huddle spaces, reception lounges, meeting rooms, auditoriums, tele medicine, experience centres,

room management solutions, and more. With more than 800 customers and 100+ global partners, SISPL has catered to more than 2500 AV installations as of now.

<https://sispl.co.in/>

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### 7. Online Instruments

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Shivanand Mahashetti, Co-Founder & CEO and Mahesh Bellad, Co-Founder & CFO, introduced Online Instruments to enable various environments to step into the future by connecting it with technology. It is one of India's emerging AV systems integration providers that focuses on delivering high-quality solutions globally. As one of the front-runners in creating



intuitive environments by integrating technology, Online instruments is excelling the AV game, accomplishing more than 2000 projects till date with more than 200 customers. The company caters to more than 15 cities in India enabling seamless AV integration in various environments including corporate sector, education sector, retail sector, auditoriums, network operational centres, and residential environments.

<https://www.onlineinstruments.co.in/>

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### 8. Qubix Technologies

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With its roots dating back to 1985, Qubix is India's Premier Audio-Visual Information Communication Technology (AV-ICT) service provider of collaboration and audio-video technologies and managed AV services to businesses and organizations. The company integrates solutions related to video conferencing and telepresence, digital media systems, façade lighting, audio, security systems, control rooms,





and onsite staffing. Successfully delivering 1600+ projects across 30+ cities with PAN India operations and more than 50+ team, the company aims to create outstanding customer experiences.

<https://www.qubix.in/>

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## 9. Actis Technologies

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Founded in 1971, Actis Technologies has been pioneering progress and innovation in India's audiovisual industry for the last five decades. From building the first multi-solution experience centre in India to taking on substantial AV projects like Akshardham Temple during the run, the company has travelled many miles



providing systems design, installation, and deployment across the country. Actis Technologies focuses on many high-end projects delivering solutions for corporate, government, hospitality, commercial, residential, banking, and education sectors. Some of the solutions provided by the detail-oriented systems integrators include meeting and presentations, video collaboration and UC, specialised AV solutions, environment control and automation, and more.

<https://actis.co.in/>

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## 10. HAVI DESIGN India Pvt Ltd

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HAVI DESIGN India is a specialised systems integration company in the field of professional audio, video, control, lighting, and many other related services catering to a gamut of unique and complex spaces in government, semi-government and private sectors including offerings for auditoriums,



hotels, corporate offices – board rooms & meeting rooms, conventions centres, stadi-

ums, theme parks, multiplexes & malls, and educational institutes & smart classrooms. HAVI DESIGN has turned many complex projects into impressive venues like IIM Ahmedabad, OP Jindal University, Sonipat, ITPO Pragati Maidan Convention Centre, and many more, recently.

<https://havidesign.in/>

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## 11. AV Media Networks

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AV Media Networks develop solutions that take the complexities out of technology building systems that are easy to use and allow users to focus on the business at hand without being distracted by the technology challenges. From audio-video consultancy and integration to project management and systems audit, AV Media Networks ensures the deliverability of excellent AV solutions like integrations at the command centre, conference rooms, auditoriums, board rooms, visitors lounge, and more. Diving deep into the AV services segment, AV Media Networks, has been striving to provide best presentation solutions like technologies required in meeting rooms, huddle rooms, training rooms, town halls; video conference & unified collaborations in board rooms, executive briefing centres, and zoom rooms; broadcast and streaming, command & control, and automation.

<https://avmedianetworks.in/brands.html>

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## 12. Godrej AV Solutions

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Godrej AV Solutions is one of the progressing audiovisual solutions providers, seamlessly integrating audio, video, display, lighting equipment and system controls for applications such as board-rooms, conference rooms, auditoriums, training rooms, cafeterias, telepresence



rooms, and much more. With a focus on global consistency and quality, Godrej AV Solutions is the exclusive India member of the Global Presence Alliance (GPA), ensuring right collaboration and communication tools are accessible to all the customers.

<https://www.godrejinterio.com/business/audio-visual-solutions>

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## 13. PAN Intellectcom

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Founded in May 1992, PAN Intellectcom Ltd. is identified as a solutions provider and systems integrator of audio-video solutions, video surveillance, interactive solutions, security, and allied products across the globe. The company is serving successfully in almost all verticals including infotainment, government, military, police & paramilitary, education and learning centres, research & development centres, training centres, and corporates. With



more than 25 years of experience, PAN Intellectcom has accomplished more than 150 projects and has won more than 25 awards till date catering to installations in meeting rooms, board rooms, ops rooms, command and control centre, auditoriums, lecture halls, large venues – stadia, house of worship, classrooms, home theatres, and more.

<https://www.panintellectcom.in/>

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## 14. Resurgent AV

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B. Mahadevan and S. Sanjeev formed the organization - Resurgent AV in 2008 with the belief that better audiovisual solutions create better human connections and business outcomes. Focused on providing cutting-edge AV solutions to the customers, Resurgent AV has sufficed corporate,



education, healthcare, public sector, retail, and residential sectors with best-in-class AV designs and integrations. As India's first PSNI Global Alliance member and later, AVIXA's member as well, Resurgent AV keeps its aspirations high on expanding the potent AV market in India and globally.

<https://resurgent.co.in/>

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## 15. Sigma AVIT

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Sigma AVIT is an audiovisual systems integration company, headquartered in Bangalore, India. As an institution pioneered

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by technocrats in 2008 with a cumulative experience of four decades in the AV industry, Sigma AVIT provides smart AV solutions



to the government, healthcare, education, hospitality sector, and experience centres throughout India and globally. They are skilled and industry certified integration team, comprising of managers, project engineers, and technicians, required to set up an AV infrastructure. Recently, Sigma AVIT futureproofed NMACC's infrastructure with cutting-edge AV technologies, solidifying the deployment of AV products and solutions in India.

<https://sigmaavit.com/>

## 16. Pyramid Technologies

Pyramid Technologies, an ISO 9001:2015 certified company is one of India's fastest growing systems integration enterprises,



providing turn-key solutions for complete integrated building automation and management, ICT, and professional audio video solutions, required for businesses

looking for technology at its best. Covering various AV verticals, Pyramid Technologies looks after the installations in museums, convention centres, secretariat, healthcare, control rooms, broadcast studios, education, and more. Recently, the excelling systems integrators, also managed to provide complete AV solutions including LED façade at Yashobhoomi Convention Centre, India's largest Convention Centre till date. Furthermore, catering to the government sector at large, Pyramid Technologies has also invested their time and efforts into providing cutting-edge technologies at the Mumbai and Bangalore airports.

<https://www.pyramidtech.net/>

## 17. Vallect

Vallect is one of the fast-growing infrastructural technology systems integrators that designs, plans, commissions, and

maintains AV solutions at commercial spaces, auditoriums, stadiums, and more. The company started as a pro AV systems integrator and in the past 5 years, has enabled more than 500 customers to cater to their infrastructural technology challenges while ensuring finest customer experienc-



es, assisting the company to build a brand with a revenue of 55+ crores in FY22-23. Vallect has catered to government sector, corporate sector, hospitality sector, educational institutes, and more segments so far. Accomplishing many humungous AV projects in India, Vallect also achieved the credibility by integrating AV solutions for airports and malls like Ayodhya airport and Delhi mall, recently.

<https://vallect.com/>

## 18. Sound of Music

Established in 1995, Sound of Music has successfully achieved many hallmark projects in AV with special effects design and lighting effects, across India. Sunny



Sarid, Director - AV Design & Solutions at Sound of music, leads the company with confidence, providing AV solutions for the bar and clubs, acoustic & audio design, and highly customized sound systems for the hospitality industry.

<https://www.soundofmusicindia.com/index.html>

## 19. AV Essentials

AV Essentials Pvt Ltd is the value-award-ed partner for manufacturers, systems integrators, and dealers. Catering to the hospitality, education, corporate, government, retail, or house of worship segments,



the company has established its grounds in the Indian AV industry.

<https://www.avessentials.in/>

## 20. Saatvik Communication

Saatvik Communication is an audiovisual systems integrators, manufacturer and supplier of kiosks, projection screens, and racks in Delhi, India who designs, develops, and installs professional audio video solutions for schools, institutions, colleges, universities, church, conference rooms, receptions, and auditoriums.



*With the constant integration of intelligent AV designs and advanced technologies in today's world, the list of systems integrators providing impressive AV solutions will keep flourishing and therefore, we encourage all systems integrators who have successfully accomplished AV projects in India to share their details for us to be able to recognise the solutions providers for our semi-annually recurring systems integrators' list.*

*Anyone who wishes to connect with the editorial team for consideration in this recurring AV-ICN's thoughtfully curated semi-annual list, can reach out to:*

Ritika Pandey | [ritikapandey@hyve.group](mailto:ritikapandey@hyve.group)

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# PALM Sound & Light + AV-ICN Excellence Awards 2024



## *Honouring Pro Audio, Lighting, and Audiovisual Talent in Innovation, Manufacturing, and Distribution in India*

Since a decade and beyond, PALM Sound & Light Awards, a highlight feature of PALM Expo, have been recognizing the professional excellence, nurturing and driving the growth of the pro audio and lighting industry in India. The Awards are a nod to the pioneers' unparalleled contribution to the pro audio and lighting industry within the country. This year, the PALM Sound & Light Awards have evolved. With the incorporation of the AV-ICN Excellence Awards, the PALM Sound & Light Awards are now extended to PALM Sound & Light and AV-ICN Excellence Awards.

The awards ceremony, slated to take place on 31st May, 2024 at the BEC, Mumbai, aims to shed light on the exceptional trajectory charted by individuals, brands, and companies in the fields of pro audio, lighting, and AV. With 30 award categories – 24 categories

dedicated to the pro audio and lighting industry and 6 categories dedicated to the pro AV industry, the PALM Sound, Light & AV-ICN Excellence Awards are set to recognize the cream-of-the-crop pro audio, lighting and audiovisual professionals, rental companies, live event organizers, systems integrators, AV consultants, manufacturers, distributors, products, technologies, and solutions, as well as visionaries, whose consistent efforts, dedication, determination, and hard work have produced unforgettable results for the industry in the last year.

PALM Expo aims to galvanize the pro sound, lighting, and AV industry in India and therefore, the PALM Sound & Light and AV-ICN Excellence Awards are a nod to the accomplished expertise and innovation housed within the industry.

## ***PALM SOUND & LIGHT AWARDS 2024***

CATEGORIES	AWARD DESCRIPTION
OUTSTANDING AUDIO FOH ENGINEER OF THE YEAR	AWARDED FOR DELIVERING OUTSTANDING FRONT OF HOUSE (FOH) MIXES WHILE WORKING WITH VARIOUS ARTISTS FOR EVENTS
OUTSTANDING AUDIO MONITOR MIX ENGINEER OF THE YEAR	AWARDED FOR CONSISTENTLY DELIVERING OUTSTANDING MONITOR MIXES WHILE WORKING WITH VARIOUS ARTISTS FOR EVENTS
OUTSTANDING AUDIO SYSTEMS ENGINEER OF THE YEAR	AWARDED FOR DELIVERING OUTSTANDING PERFORMANCE IN THE FIELD OF PROFESSIONAL SOUND SYSTEM DESIGN, CALIBRATION & ALIGNMENT FOR LIVE ENTERTAINMENT EVENTS
OUTSTANDING LIGHTING DESIGNER OF THE YEAR	AWARDED FOR CONSISTENTLY DELIVERING WORLD CLASS ALLURING LIGHTING DESIGNS FOR LIVE ENTERTAINMENT EVENTS
SOUND RENTAL COMPANY OF THE YEAR	AWARDED FOR MAINTAINING THE HIGHEST STANDARDS OF QUALITY, SERVICE, AND DELIVERY IN THE FIELD OF PROFESSIONAL AUDIO RENTALS FOR LIVE EVENTS

## ***PALM SOUND & LIGHT AWARDS 2024 CATEGORIES***

OUTSTANDING SOUND RENTAL COMPANY (REGIONAL)	AWARDED FOR MAINTAINING HIGH STANDARDS OF QUALITY, SERVICE AND DELIVERY IN THE FIELD OF PROFESSIONAL AUDIO RENTALS FOR LIVE EVENTS
LIGHTING RENTAL COMPANY OF THE YEAR	AWARDED FOR OFFERING SUPERLATIVE SERVICE DELIVERY IN THE FIELD OF PROFESSIONAL LIGHTING RENTALS FOR LIVE EVENTS
VIDEO DISPLAY RENTAL COMPANY OF THE YEAR	AWARDED FOR ONE OF THE LARGEST INVENTORIES OF VIDEO PROJECTION AND LASER RENTAL FOR LIVE EVENTS
INNOVATIVE PROJECTION MAPPING OF THE YEAR	AWARDED FOR DELIVERING ENTHRALLING, ENTERTAINING AND THRILLING PROJECTION MAPPING SPECIAL EFFECTS FOR STAGE EVENTS AND SPECIAL VENUES
OUTSTANDING VISUAL CONTENT ON STAGE	AWARDED FOR EXPLOITING MAXIMUM IMPACT ON STAGE AT LIVE EVENTS WITH AWE INSPIRING CONTENT
OUTSTANDING EVENT PROMOTER OF THE YEAR	AWARDED FOR ORGANISING WORLD-CLASS MUSIC FESTIVALS, LIVE EVENTS, STAGING WORLD CLASS ARTISTES ON THE INDIAN STAGE AND ORCHESTRATING VARIOUS CORPORATE, SPECIAL AND SPORTS EVENTS
BEST EVENT EXPLOITING EXPERIENTIAL PRO AVL	AWARDED FOR CRAFTING AN IMMERSIVE EVENT EXPERIENCE BY STRATEGICALLY EMPLOYING ADVANCED LIGHTING, SOUND AND DISPLAY TECHNOLOGY THEREBY TRANSFORMING ORDINARY EVENT INTO EXTRAORDINARY SPECTACLE
EXCELLENCE IN SOUND DESIGN & INTEGRATION	AWARDED FOR UPLIFTING THE PARADIGM OF ELECTROACOUSTIC ENGINEERING IN AUDIO INSTALLATION IN INDIA
HIGH-END LIGHTING DESIGN SOLUTIONS AWARD	AWARDED FOR EXCELLENCE IN LIGHTING DESIGN AND INSTALLATION IN LARGE HIGH-END VENUES INCORPORATING COMPLEX LIGHTING & CONTROL SOLUTIONS
INDIGENOUS MANUFACTURING OF AMPLIFIERS	AWARDED FOR INDIGENOUS DESIGN AND MANUFACTURE OF AMPLIFIER COMPONENTS MEETING INTERNATIONAL STANDARDS AND ADEQUATELY FULFILLING THE DEMANDS OF DOMESTIC AMPLIFIER MARKET.
LIGHTING TECHNOLOGY AWARD	OUTSTANDING INNOVATION IN PROFESSIONAL LIGHTING SOLUTION
AUDIO TECHNOLOGY AWARD	OUTSTANDING INNOVATION IN PROFESSIONAL AUDIO SOLUTION
INNOVATION IN CABLE TECHNOLOGY	AWARDED FOR BEING CONSISTENT IN INNOVATION OF NEW PRODUCT AND TECHNOLOGY
ACHIEVEMENT IN TRUSSING DESIGN & PRODUCTION	AWARDED FOR BEING ONE OF THE LARGEST MANUFACTURERS OF TRUSSING IN INDIA AND FOR INNOVATION IN DESIGN AND SOLUTION-BASED TRUSS DELIVERY FOR WORLD'S LARGEST OUTDOOR PROJECTED SCREEN AT RAM KI PAIDI PROJECT
MAJOR AUDIO BRAND DISTRIBUTION NETWORK	AWARDED FOR ESTABLISHING AN EXCELLENT COUNTRYWIDE DEALERSHIP AND DISTRIBUTION NETWORK.
BEST DISTRIBUTOR AWARD	AWARDED FOR REPRESENTING AND PROMOTING TOP GLOBAL BRANDS IN PRO AUDIO AND LIGHTING
VISIONARY INDUSTRY LEADER OF THE PRO AV INDUSTRY	AWARDED FOR VISIONARY LEADERSHIP IN CONSISTENTLY EXPLOITING INNOVATION AND DELIVERING EXCELLENCE IN NEW PRO AV PRODUCT TECHNOLOGY
AUDIO RENTAL FOR MAJOR VENUE AND EVENT	MARK OF RECOGNITION GIVEN IN HONOUR OF DELIVERING SOUND RENTAL SERVICES TO THE BIGGEST AND MOST IMPORTANT EVENT OF THE COUNTRY, AFTER INDEPENDENCE AT RAM MANDIR INAUGURATION
OUTSTANDING PRODUCTION OF LIVE EVENTS	AWARDED FOR UNFLINCHINGLY MAINTAINING HIGH STANDARDS IN DELIVERING WORLDCLASS MEGA PRODUCTIONS OF LIVE EVENTS

## ***AV-ICN EXCELLENCE AWARDS 2024 CATEGORIES***

<b>CATEGORIES</b>	<b>AWARD DESCRIPTION</b>
INNOVATIVE INDOOR DISPLAY SOLUTIONS	AWARDED TO QR INDOOR SERIES FOR OUTSTANDING DISPLAY IN COLOUR DYNAMICS
BEST PROJECTION MAPPING PROJECTOR	AWARDED FOR OUTSTANDING INNOVATION IN THE SUPER COMPACT EB-PU2213B LARGE VENUE MAPPING PROJECTOR
BEST NETWORK COMMUNICATION INNOVATION AWARD	AWARDED FOR INNOVATION AND TECHNOLOGY IN THE DOMAIN OF AV NETWORK COMMUNICATIONS THAT FACILITATE SEAMLESS TRANSFER OF COMPLEX DATA OF AVOIP
BEST PROJECT SYSTEMS INTEGRATOR	AWARDED FOR INNOVATION IN SYSTEMS DESIGN, EQUIPMENT CHOICE AND EFFICIENT PROJECT IMPLEMENTATION AND MANAGEMENT WITH TIMELY DELIVERY AND SERVICE SUPPORT FOR A MAJOR PROJECT
OUTSTANDING INTERIOR LUMINESCENT ILLUMINATIONS	AWARDED FOR LIGHTING DESIGN, AV, ELV, AND MEPF SYSTEM DESIGNS AT RAM MANDIR
AV ARCHITECT OF THE YEAR	AWARDED FOR HIGHEST STANDARDS IN ADAPTING BEST INNOVATION AND VISION IN AV ARCHITECTURE

# AV INSTALLATIONS: GLIMPSSES



## Gandhi Vatika Museum Embraces AV Design by Clarity Consulting

Located at the Central Park, Jaipur, **Gandhi Vatika Museum** joined hands with the lighting, AV, acoustics, and IT Consultant, **Clarity Consulting**. The system design was successfully accomplished in February this year, capturing impressive design solutions by different teams like museum designer - LokusDesign, AVSI – AVID, lighting supplier - Divinity Lighting, and lighting management system by Zen Control, adding to the total value of the completed project to around 87 crores.

The AV design required by the Jaipur Development Authority included the installation of acoustics, audiovisual, ICT, and lighting (interior, exhibit, and landscape) at the site. **Kelvin Ashby-King**, Principal Consultant, Clarity Consulting, along with the team worked on the dedicated project of around 850,000 sq. ft. area, installing world-class AV solutions at the site. The team supplied equipment for the museum and heritage site with projec-

tion systems by **Christie Digital**, speakers and amplification by **Behringer**, audio processing by **Behringer/Yamaha**, video by **Brightsign** and **Christie Digital**, flat panel displays by **Panasonic**, mounting brackets by **Peerless AV**, show control by **Medialon**, and touch interaction by **TouchMagix**.

The museum has been constructed in a three floored structure with one floor in the basement. All the floors have different sections to highlight various aspects of life and teachings of Mahatma Gandhi. While the basement showcases the dark age of colonization, initial days of freedom struggle, the Revolt of 1857, and Gandhiji's life in South Africa, the ground floor has sections like Gandhiji's return to India, his concept of nation, movements initiated by him and his last days. The first-floor showcases sections like Gandhiji's visits to Rajasthan and the influence of the Father of the Nation across the globe.



## JLL Chooses Prysm Systems' Interactive Display To Fuel The Next Generation of Collaboration

JLL is one of the world leaders in real estate services, driven by an entrepreneurial spirit and a focus on innovation. The new future forward JLL Gurugram site in India hosts over 23 teams and more than 300 employees across 42,000 square feet. Designed by its in-house team and built on the four cornerstones of sustainability, technology, employee wellness, and hybrid working, JLL's goal was to create an agile and collaborative workplace, integrating the concept of co-working to create an energetic and dynamic work environment.

**Prysm Systems' 225-inch LPD 6K display**, chosen for the JLL venue, is a fully interactive display, allowing users to extend its use beyond video and presentations into team collaboration. Its robust polymer surface is both impact and scratch resistant and supports up to 32 simultaneous touch points to enable interactive meetings. Through its cloud-based platform, global colleagues and multiple teams can collaborate seamlessly to drive new innovative ideas and creativity.

The installation was completed by **Qubix Technologies**,

one of the leading integrators who specialize in simplifying collaboration technologies through unique experiences for customers, partners, employees, and communities.

Prysm's large-format interactive display enables business professionals and creatives to work together to solve problems and communicate critical ideas. The multipurpose display empowers collaboration and elevates presentations by allowing users to simultaneously interact with live data, images, videos, browsers, and whiteboards, whether in the room or working remotely through cloud hosting.

Another key feature that appealed to JLL for its user experience is the seamless nature of the display. Other large, high-impact displays have bezels because multiple displays are stitched together, but the company's solutions are bezel-free, delivering high contrast ratio and 6K resolution on one canvas.

With touchscreen capability built in, the display delivers a best-in-class seamless user experience, supporting multiple users to promote interactivity and collaboration for larger groups.

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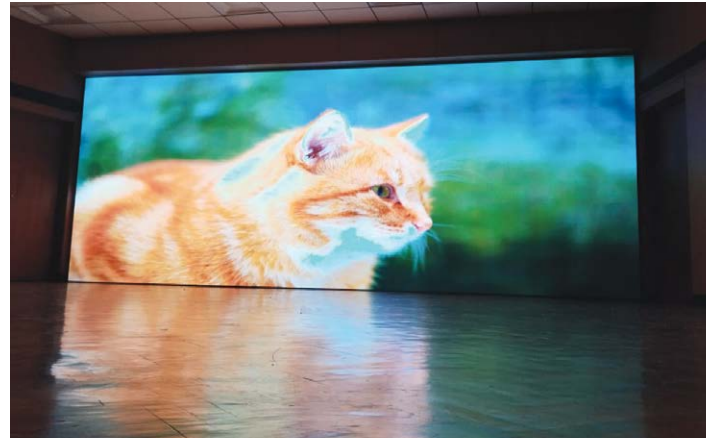
## Wesco Anixter Transforms IRDA, Hyderabad with Cutting-Edge AV Solutions

IRDA, Hyderabad Multipurpose Auditorium used state-of-the-art AV solutions offered by Wesco Anixter India. The venue was successfully inaugurated on 19th April 2024. The team understood the requirements of the clients and even after going through multiple acoustic challenges, it successfully deployed modern AV solutions at this world-class and innovative auditorium.

The splendid auditorium is installed with double height ceiling, hosting multiple seminars, cultural events, and conference events with video conferencing solutions at the multipurpose hall. Therefore, with careful consideration of the requirements, Anixter's team offered the **Bose Professional ArenaMatch Utility AMU208 loudspeakers** as FOH with **AMS115 subwoofers**. For fills, **ArenaMatch Utility AMU105 loudspeakers** were installed. Adding to this, there

were two VIP lounge areas, for which the team came up with the **DesignMax DM5C ceiling loudspeakers**. All are powered by **Bose Professional PowerMatch PM8500N amplifiers**. Furthermore, for video requirements the team used the **Liberty IPEX5000 series AvolIP solution** with a matrix of 25x15. All video inputs and outputs at the venue are being controlled by **Liberty Arranger software**.

To capture the presenter on stage and the audiences during video conferencing, the team chose **Vaddio Roboshot 40UHD & Roboshot 30**, which also allows live streaming at the venue. For seamless wireless presentation **ScreenBeam Inc. 1000EDU** has been offered and for the stage, **Active LED Christie Digital Systems Core III** with a pixel pitch of 1.5mm of 272" diagonal has been installed, offering 4K display experience to the viewers in the auditorium.



## AET Displays Redefines Auditorium Space with Remarkable LED Screens

The Auditorium at South India's top-ranked university is designed for both comfort and functionality. It provides ample seating and modern facilities for academic events, cultural gatherings, and lectures. The space, set up in Vellore, India, reflects the university's dedication to fostering a conducive environment for learning and scholarly exchange within its campus community.

The client wanted an Active LED display with a wide view angle & high brightness so that the content playing on the LED screen can be accessible to each student sitting in the auditorium and IP30, for better safety. Impeccable colour accuracy & superior clarity were required by the client for better visibility. In addition, the client wanted a cost-effective LED display, which is also easy to install that comes with high portability. To meet all the requirements, AET installed cutting-edge **P3 indoor LED**

screens in the auditorium. These screens boast a size of 7040x2720, ensuring optimal visibility for presentations, lectures, and cultural events. The product provides 1200 nits brightness, and 3840 Hz refresh for smoother pictures. Additionally, it can be curved up to 0°, 2.5°, and 5°, making concave and convex orientation for visually appealing, versatile, and engaging display setups.

University Administration, added to the impressive installation, stating, "AET's **P3 indoor LED screens** installed in our auditorium are exceptional. The clarity and size of the screens enhance viewing experiences during lectures and events. The high-resolution display ensures detailed content delivery. This upgrade underscores our institution's commitment to advanced technology for academic and cultural activities. AET's expertise and professionalism in delivering this solution are commendable."

To read more on how Wesco Anixter deployed state-of-the-art AV solutions at IRDA in detail, keep a watch on our upcoming AV-ICN Expo Magazine issues.

To share installation stories leading the AV industry, contact: **Ritika Pandey | ritika.pandey@hyve.group**

# 11 Questions with **Marc A. Remond**

*APAC President, Kramer AV*



*With his core understanding and experience of working in dynamic and fast-paced international environments, **Marc A. Remond**, APAC President, Kramer AV, elucidates his experiences in the pro AV industry to AV-ICN Expo Magazine team, who meets Remond virtually for this exclusive interview. Marc delineates about Kramer's journey in the pro AV industry, its milestones, and the vision to expand the pro AV market. Furthermore, the conversation takes a leap towards analysing the pro AV industry in India and globally in brief.*

**Can you talk about your career trajectory in the AV industry and your current role as APAC President at Kramer AV?**

I studied international trade and international business practices, including a major in marketing but I wanted to explore the world. I decided to travel to China to learn about the culture and the business environment. After my graduation, I joined a telecommunication company called 'Alcatel'. I was posted in China for channel business with that company. Later, I began working in enterprise communication, marketing, and selling analogue & digital phones. That was very interesting for me because if you remember the early 2000s, that's when Cisco introduced IP telephony for the first time. In fact, in the present day, I find myself in a very similar environment in the Pro AV world as technology is moving from HDMI and HDBaseT to AV-over-IP.

In 2010, I had the opportunity to join one of the video conferencing leaders called Polycom at the time. I took over the role to create awareness about the applications of video beyond the standard meeting along with my team, sharing the benefits of video conferencing beyond the reduction of cost, time, or carbon emissions. Soon after, I ended up leading the entire industry solutions team for the company. Post which I did set up my own business. I began building and marketing room systems including PC-based video conferencing room systems for two years before Barco approached me.

I joined the AV industry with Barco, a Belgian-based company, to transform the go-to-market for a product called Barco ClickShare. I got into the world of wireless presentation and wireless conferencing and helped the company build the distribution and introduce their latest product for two years. Eventually, in 2022, Kramer approached me as they were looking for someone to lead the entire Asia Pacific region. At the time, the company just got acquired by Fortissimo, one of the largest private equity firms in Israel and they wanted to shift the centre of gravity from Israel to other regions. For the past two years, I've been building my regional leadership team at Kramer. We also recently launched our new regional headquarters and executive experience centre to showcase our end-to-end audio and visual experiences. The end goal here is transformation, our focus on improving the go-to-market, bringing new solutions that are transformative and innovative, and managing the change.

**Please elaborate on a few major technology milestones in Kramer AV's journey – from inception to date.**

Introduced in 1981 by Dr. Kramer, the company is 43 years old now. With the goal to enter the video arena with innovative products, the company acquired a few organizations along the development. For instance, Kramer acquired Sierra Video Systems, which was one of the leading US companies that offered high quality metrics, switches, and routers. Another key milestone was in 2014, when Kramer acquired a Singapore based company called WAL Vision, adding the wireless presentation and collaboration product line to the Kramer portfolio. Two years later, in 2016, Kramer acquired a company called iRul, which was the

first cloud-based control and automation software for both commercial and residential markets for room control and automation cloud base. Later, in 2021, Fortissimo Capital acquired Kramer and Gillard Iran, the new CEO, has been building his leadership team and transforming the organization from a family business to a true multinational company. However, everything accelerated in 2022. Kramer created three regions, where we have three presidents now – for America, EMEA, and Asia Pacific region. Therefore, Kramer aims to shift the centre of gravity from Israel to the regions so that we can empower the people in the field for faster and better decisions, closer to the customers and partners.

**Any point in Kramer's history where you created some patent with regards to broadband, or the video integration?**

The portfolio we offer today is the result of two key aspects – the acquisition of technology and the result of our R&D efforts. The most current one being Panta Rhei, the next generation audiovisual ecosystem platform. There are a few innovations around cables as well. For instance, when HDMI became popular, it was a consumer product. It came to the residential and consumer world first, but Kramer designed HDMI cable for the Pro AV environment – a high-quality cable using high-quality copper materials while shielding to extend the distance between the source and the display offering 1080p or even 8K resolution today. We've recently completed the same amount of work with USB-C too. Last year, we introduced a new range of USB-C cables that offer 60W of power, 4K, 60V video that gives users the USB services that are needed to connect camera, microphone, and speakers for network access. But of course, there were other innovations around AV signal distribution, switching, and extension over the years as well.

**According to Mordor Intelligence, the Professional Audio-Visual Systems market size is estimated at USD 278.57 billion in 2024 and is expected to reach USD 356.88 billion by 2029. The global audiovisual industry is crowded with products and tech-**

**nologies today that promise to deliver a futuristic experience to the consumers. In your opinion, which technologies will drive this growth in AV?**

There is a big influence coming from the consumer market, which forces enterprises to adopt new technologies. For instance, people have never consumed so much video content. The creation of the video content and its consumption has exploded in the past decade. As a result of that, people have certain expectations in terms of audio and video quality when they work or when they collaborate in the enterprise setting. One such example is 4K TVs today. Users are expecting a 4K interactive display in meeting rooms and classrooms. They are using mobile phones and tablets that support USB-C. Therefore, users expect USB-C connectivity in the meeting room nowadays without VGA or HDMI. People have become more demanding in terms of connectivity, seamless access to high quality audio and video content and that is driving a need into different vertical markets, not only in enterprise or education, but also in government, as we also have other video technologies such as CCTV, video streaming over IP, or the command-and-control centres to monitor infrastructure. So, there is a need coming from consumers in terms of high video resolution, new ways to connect into a meeting space or a learning space with video being processed differently for monitoring infrastructure specifically. Therefore, all the demands and innovations in play, lead the organizations to relook at work-spaces, learning spaces, and command-and-control spaces to ensure they have the highest quality possible.

**Kramer AV recently launched a single centralized cloud-based platform called Panta Rhei. Can you elaborate applications on the platform and what makes it a game changing solution for the AV industry?**

Before we understand about the Kramer Panta Rhei platform, I think it's very important to understand the market trend. At the beginning of this interview, I talked about the move from HDMI, HDBaseT to AV-over-IP. With the AV and IT convergence, we expect all the AV devices to be connected to the network. The signal is also running on the IP infrastructure because of which, it allows the users to connect the network to the cloud to offer additional capabilities. The CIOs want to take that legacy infra-

structure – AV infrastructure and be able to manage it exactly like the rest of their ICT infrastructures and that's where Panta Rhei comes into play. It's an IoT platform for the AV infrastructure.

The Panta Rhei platform caters to the four phases of the AV lifecycle from the design phase to the implementation. Users can upload the designs and prepare spaces and the devices. As a systems integrator, I can create buildings, floors, rooms, the devices per room, based on MAC address, and so on and so forth. Therefore, when it comes to implementation, the platform automatically discovers the devices and allocates them to the spaces based on the MAC address. Furthermore, there's an auto discovery of the devices and it populates the information in the platform automatically, saving a lot of time for the AV managers or systems integrator, helps them avoid the manual work. After the implementation, Panta Rhei can provide services such as monitoring of the devices, checking the health, are they on or off, and even the CPU performance. Users can get alarms, notification, if there is a problem, and even analytics, that will come over time and is supported by Kramer devices as well as non-Kramer devices. The long-term strategy is to integrate with other platforms in the market, such as, building management system, or perhaps, the IT management software that is used to manage the entire IT infrastructure.

Panta Rhei is set to reduce the number of interventions on site. The number of times people have to go on site, either to implement or to troubleshoot, all of that can be done in a centralized manner. In fact, the CIOs expect the AV devices to be rolled out exactly like a laptop that would be connected to the network for all the updates to be pushed automatically by different systems.

**Is Panta Rhei being introduced globally in certain markets or in the Indian market as well? Will it be introduced in all different markets together? How is the penetration?**

Panta Rhei was announced at Integrated Systems Europe in Barcelona. It's not a product for everybody out there. Users should have a certain AV infrastructure to justify the investment in a platform like this. Panta Rhei can be used with the availability of hundreds of AV devices connected to a network. It's about scale, centralizing the management, and automating the provision amongst many other things.

Panta Rhei is being introduced globally

with a POC phase first, even in India. In fact, we believe that India is a fantastic market for us because of the BPO business. Many organizations have outsourced their IT and their AV to teams located in India. Therefore, a lot of decisions related to centralized management of IT or AV equipment reside in India and our very successful team in India approaches global clients that have BPO operations in India to manage a global AV infrastructure.

Currently, Panta Rhei is cloud-based with a public cloud infrastructure. Therefore, Kramer is mainly targeting enterprises and education sector. In the near future, we aim to have an on-premises version for government customers and enterprise customers that do not want a connection to the cloud but put the platform in their data centre.

**India's video conferencing market size, which was estimated at USD 268.7 million by BlueWeave Consulting in 2022 is expected to reach USD 622.5 million by 2029. Which key trends and technologies do you see emerging in the AV market in the next five years to support this growth?**

About 10 years ago, only large organizations like foreign companies, very large local organizations like the telecom operators, or large BPO companies would invest in their video conferencing infrastructure. Back in the days, when we talked about MCU's video border proxies, or video endpoints, it was a sizable investment. Nowadays, video conferencing is available as a service. There is a huge adoption of Microsoft Teams Room as well as Zoom Video Conferencing across India. Kramer has also announced a new product line of certified MTR systems, which is a collaboration with Audio Codes. Kramer is bringing MTR Microsoft Teams Room systems to the market, which are cost effective, believing that there is another segment of the market in India that will adopt this kind of dedicated video conferencing units. Even down to the SMB, users can have one meeting room, buy one system and be able to collaborate and communicate with some of the largest MNCs in the world at a minimal investment every month. Therefore, we can say that video conferencing will be more popular because of its afford-

ability.

The video conferencing endpoint market has become a kind of a commodity because every MTR offers the very same user experience. As Kramer, we have ways to augment or improve the meeting experience when using MTR by adding multiple cameras. As a result of that, we can integrate, seal microphones, or add Kramer to control the other devices in a meeting room. So, users can close the curtain or even turn on the lights through the MTR touch panel. We share this functionality of the devices to integrate all the AV components with our MTR portfolio, today.

**Currently, which AV industry segment/sector in India is witnessing an unprecedented growth in terms of demand and usage of Kramer technologies, and what role does Kramer's fully equipped service centre in Bangalore and a R&D unit in Delhi play in enabling this growth?**

Kramer has been present in India for more than 15 years now, with the largest team located in India and largest market in Asia Pacific. At the early stages, the team decided to focus mainly on local enterprises, education, and government to generate revenue. The team further focused on the Indian companies and large Indian MNCs because the decision is based there. In fact, the technical evaluation is handled in India and that's why we have an office and full operations based out of Bangalore, including an R&D centre in India to support our move to the cloud and software aspects. I do foresee growth in the future because of the infrastructure being built throughout India. So, when a city expands, a subway, railway, or complete infrastructure expands, including the hotel, and that drives the need for more AV solutions into the ballrooms or meeting rooms for command-and-control centres. Therefore, as the country grows and the infrastructure of the country develops, it creates a much larger pro-AV market for everyone.

**Do you feel India is a price-sensitive market with regards to Kramer technology? Do you feel there's a resistance factor in adopting when looking for the solutions?**

When it comes to selling products, there will always be a cheaper product in India, whether it comes from China or India. The way Kramer has been able to differentiate itself, is by working with the end customers at the early stages on designing an end-to-end solution. So, what customers buy from

Kramer is not a product, it's a full system, a guarantee that the end-to-end solution will work as expected and because of that, the prices are not a major factor. Companies can offer a product that has the same specs at a lower price, but Kramer can design, implement, and support complex systems delivering services that employees or students need. Kramer's team caters to large, complex projects, and therefore, it's less sensitive to price competition overall.

**Mainstream companies in India are now calling their employees back to office. Do you feel that a decline in the number of remote jobs might affect the demand for solutions in BYOD/videoconferencing segment?**

On the contrary, I believe that as the companies call their employees back to office, it's creating additional demand to equip spaces with video capabilities and collaboration capabilities within the organization. Before the pandemic, everything was happening in a room and those who were connected remotely were neglected. During the lockdown, everybody was connected remotely and there was a kind of equity among people. Now, we are in a hybrid mode. It's very unlikely that every participant will be in the meeting room or classroom now. We will always have someone connected remotely. Therefore, the big focus of organizations today, is how do we ensure that remote participants and on-site participants have the same experience, and this is creating pressure for organizations to have a video conferencing or video collaboration system in every meeting room. We will see a higher adoption or higher rate of video equipment in every meeting room and organization moving forward.

The consultants, AV managers, IT teams, and facilities management team together, need to rethink about the design of the rooms to ensure that the presenter is seen by the remote participants and the remote participants can be heard and seen by people in the room. There's a definite need for change management required in terms of how meeting spaces and learning spaces are designed now.

**Do you think India is adopting state-of-the-art technologies in AV today or are we still a step behind in the technology being adopted in the projects that are being executed? Or is it state-of-the-art AV?**

I think, it varies as per the industries and

not just in India, but globally. There are some verticals that adopt new technologies before others. As we know, in enterprise market, especially technology companies, they provide software, services, and even sell technology. Therefore, they are normally the first one to try something new or invest in technologies and that's happening in India as well, because of which, we see a rapid move towards USB-C and AV-over-IP in those verticals.

When someone builds a new office, they don't look at HDMI and HDBaseT; they look at AV-over-IP encoders, decoders, and room control and automation because it's much more scalable and flexible for AV signal management. Every encoder becomes an input and output anywhere in the network. We can also see education moving fast and away from HDBaseT and HDMI to invest in or explore AV-over-IP and cloud-based management system.

Kramer is uniquely positioned to provide

end-to-end audio and visual solutions. Using different kinds of technologies, it can be based on HDMI, HDBaseT, AV-over-IP, or even a mix of the three. What is more important is ensuring that the users, whether they are employees in a meeting room or students in the classroom, enjoy the use of a seamless technology. It's all about the user experience, and this is why we get involved in the design of the system to make it as simple as possible for any user to connect, share, and collaborate.

## AV-ICN Expo Conference Schedule *Continued from page 16*

**Time: 4:30 PM - 6:00 PM**

### Pro AV Project Market - Challenges and Opportunities

**Synopsis:** Monument and temple landscape, to accessibility hierarchy and logistical challenges, Indian AV has its own dramatic need for AV solutions in AV design.

1. Are established AV consultants and systems integrators in sync with innovation and upgrade in product and technology?
2. Is IOT/Smart Building the next big opportunity for established players (systems integrators)?
3. Are retail, education, or hospitality verticals big opportunity for new players entering the SI space?

4. What are the opportunities in the government sector?

**Moderator:**

**Mustafa Rampurawala**, (CTS) - HEAD - Projects; Solutions India Systems Pvt. Ltd.

**Panellists:**

**Narendra Naidu**, Chairman & Managing Director, Rhino Engineers Pvt Ltd; **Sachin Jain**, Principal Consultant, Play Technologies; **Manikk Gupta**, Managing Partner, HAVI DESIGN INDIA LLP; **Punit Rastogi**, Managing Director, Solutions India Systems P.Ltd.

## Day 3 – June 1, 2024

**Time: 11:30 AM - 12:15 PM**

### Optimizing Acoustics for Workspaces: A Comprehensive Guide for AV Partners

**Synopsis:** The session is an essential resource for anyone involved in designing, implementing, or maintaining acoustic solutions in modern workspaces. This comprehensive guide aims to equip AV partners with essential knowledge and practical insights into optimizing acoustics for modern workspaces.

The session covers:

- An introduction to the critical role of acoustics in workplace productivity and communication.
- The basic principles of sound, including sound waves, frequency, and amplitude.
- Key acoustic metrics and values, starting with the Sound Transmission Coefficient (STC).

- Noise Reduction Coefficient (NRC) values, which indicate how well a material absorbs sound.
- Reverberation Time (RT), as another critical parameter, with an emphasis on its impact on speech intelligibility and overall acoustic comfort.
- Other relevant values and concepts, such as speech privacy, background noise levels, and acoustic zoning.

By the end of this guide, AV partners will have a robust understanding of acoustic principles and their application in workspace design.

**Speaker:**

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

**Time: 12:30 PM - 1:30 PM**

### The Role of AR and VR in Advancing the AV Industry

**Synopsis:** A session in leveraging AR and VR in the AV industry to design, train, and support.

**Speaker:**

**Sajan Joseph**, Co-Founder & CEO, Ctrl Alt Experience

*\* This information is accurate at the time of going to the press.*



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