A RENDEZVOUS with AV PROFESSIONALS

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

AV-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

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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:

Grifiths 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.

AV-ICN Expo Conference Schedule

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 Guptha**, 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

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