

Infocomm India 2023 Concludes on a Successful Note with over 190 Exhibitors

infocomm INDIA

Infocomm India 2023, held from 25 to 27 October at Jio World Convention Centre (JWCC) in Mumbai, welcomed 12,026 business visitors on an expanded show floor, as reported by Infocomm itself. Looking for unprecedented growth and innovation, Indian AV industry has managed to expand the segment once again witnessing a 19% expansion at Infocomm India 2023. Based on the information gathered from the official website of Infocomm, the event accommodated 190 exhibitors including 18 first-time participants and 160 high-level hosted buyers from the public and private sectors.

The 11th edition of India's professional audiovisual three-day event allowed visitors to explore the latest innovations to meet their organizational needs. From professors and students of Shreemati Nathibai Damodar Thackersey (SNDT) Women's University joining the event to pro AV professionals keen on gaining insights into the pro AV industry, Infocomm 2023 aimed at driving the business community to discover innovative pro AV and Integrated experience solutions.

Expressing the growth witnessed at this

year's event, Infocomm Asia's Executive Director, **June Ko**, claimed, "InfoComm India 2023 has not only attracted greater numbers but also a diverse range of business visitors from key growth industries such as technology, education, healthcare broadcast and media as well as enterprise solution users. The diversified participation and increased levels of transactional conversations point to an active Indian marketplace and highlights InfoComm India as a key gateway for global brands into these vital sectors."

Summit Overview

Parallel summit sessions delivered a range of topics to keep the pro AV professionals informed and help navigate the most significant challenges and trends in the AV industry with over 40 sessions scheduled around the three-days event.

AVIXA (Audiovisual and Integrated Experience Association), designed and delivered by leading AV systems integrators and consultants, allows the AV community to upgrade the technical expertise, and nurture the next generation of AV leaders. Some of

The recently concluded Infocomm India 2023 event held in Mumbai allowed the industry to discover innovative AV and Integrated experience solutions. The expo boasted of over 190 exhibitors, informative summits and a considerable number of delegates sourcing cutting-edge AV technologies. AV-ICN reports in brief.

the sessions included – 'New Workplace - Strategies and Technologies', 'Creating a Multi-purpose Hybrid Room for Indian Oil', 'AV Tech and the Future of Learning environments', 'Global experience Center at O.P. Jindal University', 'The Power of Pixel', 'Digital Signage', 'Control Rooms of the Future', 'Motion Tracking for the Broadcast and Movie Industries', 'Auditorium Design & Acoustics', and so much more.

An invitation only summit for the AV industry's C-Suite, AV Leaders Connect, allowed the leaders to share intelligence and

discuss geopolitical and economic concerns, emerging technology trends and disruptions, and identify growth opportunities. The programme covered a panel discussion on *'The Customer Perspective: Evolving Expectations and Requirements in the AV Market'* on first day of the show.

NIXT (Next Integrated Experimental Technology) Summit, one of the key programmes at the Infocomm India 2023 illustrated on the successes and challenges of digital transformation practices in the education sector. It included discussions on topics like – *'Tech in the Corporate World: Reshaping Business Operations in India'*, *'The Future of Work: Opportunities and Challenges'*, *'The Digital Evolution: Reshaping Education in India'*, *'Future-Proofing Education Embracing Challenges & Opportunities'*, and more. Not only that, but NIXT Summit also covered topics from the retail segment like *'Tech-Powered Retail: Transforming Shopping Experience in India'*, *'Emerging Technologies: Shaping*



Su Piow Ko, VP - AET Displays International and Jimmy Chan, Country Manager – India along with the team at the launch of AT55 video wall at Infocomm 2023

and innovative entrants in the industry. 18 first-time exhibitors, including ALTEX Corporation, Arihant Infosys, Basssfx, Fohhn

by Infocomm's official website. Among the well-established brands that showcased their latest offerings were BenQ's Google EDLA-certified board, Christie's unique foldable LED screen, ViewSonic's "UNIVERSE" metaverse-based education solution, and many others. Moreover, AET unveiled its latest innovation, the AT55 Inch Video Wall, at Infocomm 2023. The newly launched AT55 features a schematic standard 2K resolution splicing a 170° ultra-wide viewing angle and IP65 front panel protection. It provides a pixel density of 629,882 pixels per square meter and a frame rate ranging from 30 to 120 Hz. Its ultra-high refresh rate exceeds 3840 Hz, making it ideal for demanding applications. In addition, it features an IP5X rating, ensuring reliable performance even in challenging environments.

(To view full press release, see page 26)

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the Future of Retail', etc. NIXT Summit also explored venues and live events segment in the pro AV world with topics like – *'Redefining Venues and Live Events with Digital Innovations'*, *'Emerging Technologies in Social and Religious Venues and Live Events and its Impact on Growth of the Same'*, and more.

Taking the event ahead, Industry Forums at Infocomm 2023 addressed key industry outlooks and the advancements in tech adoptions. The sessions included topics like *'India Future Ready – Safety and Cyber Security Planning Considerations for Government Installations'*, *'The Urbanisation Challenge for India – Expectations and Roadmap'*, *'Transformation of an Indian City'*, and *'SMART CIO 2030: Usage of Big Data & Data Science for Enterprise Scalability'*, *'Digital Transformation Driven Through AI'*, and more.

New Entrants and Innovations in the AV Market

Infocomm 2023 featured various new

Audio AG, Shree InfoTech, Softlogic, and Vestel Visual Solutions, made their first InfoComm India appearance as reported



Pink Noise Professionals booth at Infocomm 2023



M Kumar, Business Head – India & GCC region, Hyundai IT at Infocomm 2023

AERO Digital World showcased their life-sized holographic display, a solution made for museums and similar contexts, as well as two new prototypes for market testing.

Pink Noise Professionals, a system integrator and distributor, also introduced their very own brand **ErthPot**, offering audio technologies and conferencing solutions.

M Kumar, Business Head – India & GCC region, Hyundai IT announced that the company participated in InfoComm India to advance into the next-generation infrastructure and smart digital signage business in India, among the 10 major projects of Vision 2030 led by the Indian government. The main product lineup presented by Hyundai IT at InfoComm India was **P1.2 LED screen** finest pixel pitch and **Zero-bezel LCD video wall** display solutions for control & command room applications and general companies, **Android 13 version** electronic interactive whiteboard display for building smart schools, **55" OLED transparent display** for museum applications to add the wow factor and outdoor display for railways and metros, **door PIDS (Passenger Information Display System)**, and more.

A&T Video Networks, one of the home-grown leaders in India's Video Conferencing (VC) sector, launched six 'Make in India' professional-grade VC products at Infocomm 2023, including cameras that feature AI driven 'gesture control', demonstrating the company's R&D and design capabilities in advanced technologies. The newly launched VC products included **Air 200** and **Air 500** speakerphones for conference rooms, **PTU series** and **PTC series** professional cameras for classrooms, auditorium and seminar halls, and **Klick U2** and **Aviz 4K** cameras for

board rooms and conference rooms. All the video conferencing systems integrate with existing VC software and workflows, creating a seamless experience across conference rooms.

(To view full press release, see page 30)



Sennheiser presents TeamConnect Bar Solutions at Infocomm India 2023 for the first time

Sennheiser showcased products from the **TeamConnect Family** and its recently launched **TeamConnect (TC) Bar Solutions** at the event first time in India. The TeamConnect Bar Solutions cater to small (TeamConnect Bar S) and mid-sized (TeamConnect Bar M) meeting and collaboration spaces. For small and medium-sized rooms, there are **TeamConnect Ceiling Solutions (TeamConnect Ceiling Medium)**, and for larger and medium-sized rooms, there's **TeamConnect**

Ceiling 2. Naveen Sridhara, Director of Sales, Business Communication at Sennheiser India, said, "We are delighted to participate this year as well at InfoComm 2023 and give visitors the first glimpse of **TeamConnect (TC) Bar Solutions**. InfoComm offers us an opportunity to showcase our **TeamConnect** and **Evolution Wireless Family** in the Indian market. We consider InfoComm as one of the best platforms to connect with the audience and boost brand visibility from the Business Communications perspective."

Many more brands from the pro AV industry exhibited their products at the show with the aim to lead innovations in the Indian pro AV market.

Hosted Buyers

This year's show saw 160 influential hosted buyers from various government agencies, including education, healthcare, defence and security, smart cities and urban planning, tourism, transportation, and citizen services as indicated by Infocomm's official website. Additionally, there were also buyers from the construction and tech

industries who were seeking the latest innovations to enhance growth and user experience.

At the close of the show, the total exhibition space rebooked to 2024 edition surpassed this year's net square metres by 7.5% as reported by Infocomm on its official website. Next year's event is expected to occupy JWCC Pavilions 1 to 3, along with an expanded show floor at Jasmine Hall as reported.