

The Future of Pro AV Industry: Emerging Trends Shaping 2025

*In this AV-ICN feature, **Alok Anand**, Director-Marketing, Asia Pacific, Kramer AV shares his inputs on the future of pro AV industry and the emerging trends that will advance the forthcoming year with multitude of seamless opportunities.*



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Over the past decade, developments in the Pro AV (Professional Audio-Visual System) industry have been phenomenal, especially in the APAC region. According to a recent report by *Mordor Intelligence*, the APAC pro AV market size estimated at USD 47.23 billion in 2024 is expected to reach USD 66.44 billion by 2029, growing at a CAGR of 5.54% during the forecast period (2024-2029). Pro AV solutions offer video conferencing, web streaming, and live broadcast services making it easier for teams across different geographies to communicate, collaborate, and work together. Thanks to AV and IT coming together to facilitate and build this new ecosystem. The report also attributes the pro AV systems' high growth to fast advancements in audio and display technology, rapid adoption of cloud solutions, the introduction of smart buildings, the expanding IoT ecosystem, and the rapid adoption of artificial AI.

This feature explores key pro AV technology predictions in Asia Pacific that will define 2025.

• AI-driven AV

AI is revolutionizing various industries today including the pro AV domain, bringing about unprecedented changes in this space, enhancing learning, and meeting experiences. AV systems are getting reshaped by AI and new features are being introduced. Advanced Audio AI algorithms enhance voice clarity, remove background noise, reduce audio feedback, and are now able to identify speakers too. AI-powered

systems are improving meeting experiences by framing, tracking and even automatically focusing on people. In the coming days, we can expect AI-driven features to further elevate seamless AV experiences creating intelligent audio adjustments and a more engaging and interactive environment for learners in remote locations.

• AV over IP

Traditional AV setups are now transitioning to AV over IP (Audiovisual over Internet Protocol), where users can transmit data or switch video or audio signals through LAN, WAN, or Internet Cloud. By doing so, organizations can benefit from cost efficiency, increased flexibility, and scalability, besides enabling long-distance transmission.

Separating audio and video signals over IP (Audio over IP) offers several advantages with Dante Audio as the leading protocol. Dante Audio offers uncompressed multi-channel, low-latency digital audio, and interoperability between numerous products. AV over IP equipment has diverse codecs for handling video and audio and proprietary codecs used by manufacturers deliver high-quality video at low latency. Video codecs that optimize bandwidth and ensure smooth transmission over IP create a scale and flexible matrix using the network.

• Immersive AV

The landscape of AV design is fast changing with evolving consumer behavior and growing demand for more immersive and engaging content. There is a demand for

bigger displays and higher video resolution which is increasing from 4K to 8K with the latter becoming the new UHD standard. In the coming days, we will see the quality of displays reaching greater heights with higher definition. 8K displays and projectors are becoming more prevalent and so are the cameras and mobile devices. A bigger canvas is used to create captivating environments. Video walls, displays, and projection surfaces are getting larger in all spaces and industries, be it, corporate or entertainment.

• Smart AV

IoT is playing a key role in defining smart AV environments today and this trend is fueling the transition to smart offices. AV systems are increasingly getting integrated into the organization's IT and facilities solutions (Smart AV) as part of its ICT strategy. AV control systems' seamless integration

with IoT solutions enhances user control, and energy efficiency such as optimizing room conditions based on time, occupancy, or usage pattern, thereby creating smart spaces and smart offices. Pre-integrated AV equipment, furniture, and cable management systems for hybrid meeting spaces are designed to shorten implementation time and simplify support.

- **Cloud AV**

As hybrid and remote work models are snowballing, cloud-based AV solutions offering flexibility, scalability, security, and remote management are also transforming AV technology management further. These solutions streamline the audio-visual

ecosystem across different customers, vendors, environments, and device operations by provisioning and managing the entire AV infrastructure across networks regardless of location. In 2025, more organizations will invest in cloud-based AV solutions that enable seamless management, operation, optimization, and user experience of AV systems and establish smarter environments.

The Road Ahead

Advancements in the pro AV industry are driving organizations to adopt AV solutions offering superior experiences to the users and staying ahead of the curve. Corpo-

rate, education, retail, and entertainment sectors are driving the market's growth. Furthermore, the growing hospitality and event industry's need for advanced pro AV technologies is also boosting the demand for pro AV solutions. AI integration into AV practices is enabling organizations to ensure their communication strategies are innovative and dynamic.

The Asia-Pacific pro AV systems market is poised for significant growth over the next few years driven by technological advancements. Going forward, sustainable pro AV solutions will be in huge demand, setting new standards for innovation and responsibility.