

# VENUE SPOTLIGHT: WORKPLACE CENTRE

*Walk In. Experience Everything. Decide Better. All Wave AV launches a new Workplace Technology Concept Centre in India highlighting the need for credible, independent space where decision-makers could evaluate best-in-class solutions across vendors, categories, and use cases. This feature builds on the experience centre by All Wave AV designed to step into a fully functional, real-world environment, where stakeholders from corporate, IT, education, BFSI, or managed services, can map the environments directly to their requirements and make informed decisions.*

## INSIDE ALL WAVE AV'S WORKPLACE TECHNOLOGY CONCEPT CENTRE

*Establishing A New Benchmark for Collaboration Spaces in India*

Enterprise technology decisions have long been made in boardrooms, guided by brochures, slide decks, and controlled demonstrations. But as workplace ecosystems grow more complex, this approach has started to fall short. In fact, India's AV and unified communications market is also maturing rapidly, but the ecosystem seemed to lack a credible, independent space where decision-makers could evaluate best-in-class solutions across vendors, categories, and use cases.

Recognising this gap, All Wave AV introduced a first-of-its-kind Workplace Technology Concept Centre in India in January 2026 – a fully live, integrated workspace that truly mirrors what modern enterprises need and let decision-makers walk in, experience every technology, which is 90% accurate to what we see in a real live working environment.

Located at Prestige Turf Tower, Mahalaxmi, Workplace Technology Concept Centre sits at the heart of Mumbai, giving a proximity to the financial district, the headquarters of leading MNCs and the consulting and technology communities that drive investment decisions in this country.



*Corporate Broadcasting Space is a self-contained production studio alongside Evolve Divider set to enable spaces to be reconfigured without compromising on collaboration capability*

### A REAL WORKPLACE, NOT A SHOWROOM

Every square foot of the space has been purposefully curated to reflect real-world workplace environments. Not a showroom, not a lab, but an actual functioning workplace that demonstrates what is truly pos-

sible when AV, unified communications, IT infrastructure, and acoustics are integrated with intelligence and intentionality.

The space integrates 28+ best-in-class workplace technologies sourced from 30+ global manufacturers, all operating live and simultaneously, unified through a common enterprise-grade infrastructure

backbone. All Wave team did not want visitors to imagine how a solution might perform in their own environment, they wanted them to experience it.

Every design decision was governed by PSNI global standards and AVIXA best practices, ensuring what visitors experience at the Concept Space is not an idealised showroom environment, but a rigorous, standards-compliant workplace that reflects enterprise-grade deployment quality.

## EXPLORING THE NINE-ZONE ECOSYSTEM AND ITS FLAGSHIP TECHNOLOGIES

The Concept Center is organised across nine fully live, purpose-designed zones to serve a specific workplace function and together they create a complete ecosystem that reflects the full spectrum of how modern enterprises work, collaborate, and communicate.

**Huddle Space** brings together interactive displays, video conferencing, and active learning technology to serve small-group collaboration and training scenarios. This includes **Samsung WA Series interactive display** and the **Neat Bar video conferencing system**, brought together with the **Teammate Roomware Active Learning Terminal** transforming a standard huddle space into a dynamic collaboration

environment.

**Corporate Broadcasting Space** is a self-contained production studio covering everything needed for broadcast-quality enterprise content creation. This zone is anchored by the **Epiphan Pearl Mini streaming and recording appliance**, a professional **AVer PTZ camera**, and **Audio-Technica microphone systems**, complemented by the **Teammate Lectern** forming a complete enterprise production setup.

**Executive Cabins** present two contrasting personal workspace philosophies, one built around all-in-one collaboration, whiteboarding and digital display, the other around a streamlined video-enabled setup with networked audio control. The technologies at this zone include **Yealink A24 DeskVision** with a **Kaptivo whiteboard camera**, demonstrating how a single integrated device can consolidate video conferencing, whiteboarding and display into one seamless executive workspace.

**Smart Conference Room** is the most comprehensive integration in the space, bringing together dual commercial displays, matrix switching, structured connectivity, DSP-driven audio, ceiling microphone arrays, loudspeakers and a certified video conferencing system to replicate a fully engineered premium boardroom. This includes the **DTEN Bar** and a **Biamp Certified Meeting Room Bundle**, representing enterprise-grade meeting room integra-

tion.

**Evolve Divider** explores flexible, partition-based workspace design with integrated AV and intelligent power management featuring **Poly X52 video conferencing bar** alongside the **Teammate Evolve Divider**, a smart architectural furniture solution that integrates AV directly into a movable partition, enabling spaces to be reconfigured without compromising on collaboration capability.

**BYOD Space** demonstrates how a panoramic wide-angle video bar and a commercial display can transform an informal open setting into a seamless, walk-in collaboration hub. It is built around the **Jabra PanaCast 50** and the **Teammate Oval Table**, demonstrating how thoughtfully designed collaborative furniture with integrated AV can transform open environments.

**Digital Audio Processing Space** at the Concept Centre showcases the full depth of professional audio, DSP architecture, Dante networking, ceiling microphones, zone amplification and loudspeaker distribution. The space puts **Biamp TesiraFORTÉ DAN VT4 DSP** front and centre, showcasing Dante-networked audio architecture, multi-amplifier distribution and professional loudspeaker systems, giving visitors an in-depth look at how enterprise audio is truly engineered.

The **Acoustic Panels** zone highlights the foundational role of acoustic treatment in any AV environment, demonstrating how material choices and panel placement directly shape communication clarity and overall user experience.

Finally, the **Network Operating Centre** is the most technically ambitious zone combining the **Samsung 110" Direct View LED wall** and the **Yealink MVC S98 multi-camera Microsoft Teams Rooms system**, anchoring one of the most complex and ambitious integrations, built to replicate a true mission-critical command-and-control environment.

What ties the entire space together is **MTM Workspace Design Solutions**, encompassing chairs, carpets, partitions and seating deployed thoughtfully throughout the concept centre. The partitions bring spatial definition and visual coherence across zones, while the ergonomic seating and considered finishes ensure every environment is as comfortable as it is functional. It is a deliberate reminder that great workspace design is as much about the human experience as it is about the



*Huddle Space at the Workplace Technology Concept Centre is designed to bring together interactive displays, video conferencing, and active learning technology to serve small-group collaboration and training scenarios*

technology within it.

## WHO THE CENTRE IS DESIGNED FOR

The Concept Center has been designed to serve every stakeholder who influences how modern workplaces are built and equipped. CXOs, CRE Heads, IT Directors, and technology leaders will find environments like the conference room, NOC area, and executive cabins directly aligned with the decisions they are responsible for.

Workplace strategists, project managers, and facility heads gain a full-spectrum view of how different spaces can be technology-enabled in a coherent manner. Architects and interior designers can experience how AV integrates with spatial design, while AV consultants and system integrators can evaluate interoperability, signal flows, and integration architectures in a live environment.

## HANDS-ON EXPERIENCE OVER DEMONSTRATION

The Workplace Technology Concept Center has been designed with one principle at its core, that enterprise technology should be experienced, not just presented.

Visitors can initiate a live Teams or Zoom call on the DTEN or Yealink systems, experience the difference that Biamp DSP-driven audio makes to voice clarity in a real room and physically route content via Kramer switching to understand how a real enterprise AV infrastructure operates. In the Huddle Space, they can run an active learning session on the Samsung interactive display and control the room through the Extron MLC Pro. In the Broadcasting Space, they can operate the AVer PTZ camera, trigger a live stream through the Epiphan Pearl and see broadcast-quality

output come together in real time. In the executive cabins, they can experience what it feels like to initiate a call, capture a whiteboard session on **Kaptivo** and manage the entire environment from a single control interface. MTM Workspace Design Solutions brings comfort, form, and function to enterprise environments through ergonomic seating, partitions, carpets, and collaborative furniture.

The engineers and solutions experts are present not to present, but to enable, guiding visitors through scenarios that are directly relevant to their own environment, helping them compare microphone performance, test hybrid meeting scenarios across zones and validate technology choices in context.

## A LONG-TERM RELATIONSHIP INFRASTRUCTURE

The Concept Space is a long-term relationship infrastructure, not just a pre-sales asset. Once a client has deployed a solution based on what they experienced here, the space becomes a resource for onboarding, user adoption, and continuous learning.

It also provides a consequence-free environment for evaluating upgrades and expansions, while functioning as a 16x6 Network Operating Centre enabling remote monitoring, proactive support, and faster issue resolution.

## FUTURE-READY WORKPLACE SOLUTIONS IN ACTION

AI-powered meeting intelligence is showcased through real deployments of platforms like Microsoft Teams and Zoom, where features such as auto-framing, speaker tracking and transcription are experienced in real time. At the same time, the centre integrates enterprise-grade

audio and video infrastructure, ensuring that AI performance is supported by strong acoustic foundations.

What sets the experience apart is the end-to-end integration. Visitors can see how:

- AI-enabled video systems
- Unified communication platforms (Teams, Zoom, BYOD)
- CUE control systems unify room lighting, scheduling and device control across all zones from a single interface
- Acoustic design and sound management

## SCALING THE VISION

All Wave AV's immediate focus is to fully operationalise and learn from the Mumbai Concept Center, understanding how clients engage and how it influences decision-making.

Over the next three to five years, expansion into other key markets will be evaluated based on demand, regional opportunities, and business impact. The approach is measured and data-led, with a focus on building relevant, high-performance experience centres.

The team claims to be exploring strategic partnerships with leading commercial real estate developers, technology ecosystem partners, and managed services providers to accelerate their expansion footprint and ensure each space is positioned at the heart of its city's most dynamic enterprise community. The long-term vision is not just to have the most comprehensive network of workplace technology experience spaces in India, it is to establish All Wave AV as the definitive knowledge and validation destination for enterprise AV, UC, and workplace technology across the country.