

AI-POWERED PRO AV: THE ROLE OF AI IN TRANSFORMING AV EXPERIENCES

An Excerpt from AV-ICN Conference and Seminar 2026 by Abdul Waheed, CTS-I, Managing Director, EYTE Technologies Pvt Ltd



Abdul Waheed from EYTE Technologies sharing how AI is transforming pro AV experiences at AV-ICN Conference and Seminar 2026

Setting the tone for the session, Abdul Waheed urged AV professionals to view AI as an immediate opportunity rather than a distant trend. Abdul stated, "Technology changes very fast, very quickly and in fact, it is continuously evolving. We all have to keep ourselves updated about what is happening in the technology domain."

He explained, "Although AI may not yet appear to directly impact consultants or systems integrators every day, manufacturers have already started integrating intelligent capabilities into their products". Having said that he added, "We have to be aware of what technology is bringing in because with technology it doesn't take much time." Waiting until AI becomes unavoidable

would mean falling behind in an industry that evolves at an extraordinary pace.

UNDERSTANDING AI BEYOND THE BUZZWORD

Moving beyond the hype, Abdul simplified Artificial Intelligence by comparing it with the way children learn. He said, "Artificial intelligence is the intelligence that we are putting in machines." Drawing parallels with a toddler's learning process, he explained, "Machines first observe, then learn the patterns, analyse information, and then continuously improve through experience." He added, "What once separated humans from machines – the ability to think, is now gradually narrowing as AI systems become increasingly capable of cognitive decision-making."

Artificial Intelligence has rapidly evolved from being a futuristic concept to becoming a core enabler of innovation across industries and the professional AV industry is no exception.

At AV-ICN Expo 2026, **Abdul Waheed, CTS-I, Managing Director of EYTE Technologies**, delivered an engaging session on how AI is transforming pro AV experiences. This feature shares an excerpt from the session where Abdul explores how intelligence is being embedded into conferencing systems, digital signage, smart buildings and enterprise collaboration, while encouraging industry professionals to stay ahead of the technological change.

He illustrated this transformation using everyday technologies or smart devices such as CCTV systems. Cameras that once merely recorded images can now recognise faces, compare them against stored databases, trigger automated security

actions and make informed decisions without human intervention.

FROM ASSISTIVE AI TO AUTONOMOUS INTELLIGENCE

The discussion then shifted towards the evolution of Artificial Intelligence itself. Abdul mentioned, "It started with assistive AI where computers would assist users in, for example, correcting a spelling mistake. Later, we upgraded to generative AI where users could create images by giving prompts, and now it is becoming agentive AI where AI agents can help users in different applications."

Using practical examples, he demonstrated how AI assistants can organise computer files, analyse financial statements, prepare dashboards, summarise emails and generate health reports within minutes.

AI IS QUIETLY TRANSFORMING EVERYDAY LIFE

Abdul highlights the growing influence of AI in education through interactive classrooms and automated assessments, while also emphasising its widespread use across e-commerce, banking, customer service and social media. "Recommendation engines, conversational chatbots and intelligent consumer devices", he explained, "have made AI an invisible yet indispensable part of everyday experiences". From smartphones predicting daily commutes to smart home appliances monitoring usage patterns, AI is increasingly making technology more intuitive and personalised.

The core of the technical presentation explored how Artificial Intelligence is reshaping AV technologies themselves.

AI IN AV: SMARTER VIDEO CONFERENCING

Abdul, during this session, explained that conferencing cameras have evolved far beyond simple imaging devices. He said, "The camera has got analytics. It can read faces, count people, auto frame, and continuously detect movement."

Modern AI-powered cameras automatically distinguish between participants and objects, adjust framing as people enter or leave meeting rooms, track presenters without camera operators and maintain accurate focus throughout discussions. Instead of static video feeds, conferencing systems now deliver intelligent, adaptive experiences that significantly improve hybrid collaboration.

INTELLIGENT AUDIO PROCESSING

The same intelligence, he noted, is trans-

forming audio technology. "Microphones are becoming intelligent." Abdul further explained how AI-enabled beamforming microphones identify active speakers while suppressing background noise, echoes and unwanted environmental sounds. Combined with intelligent Digital Signal Processors (DSPs), these systems automatically optimise room acoustics to deliver clearer communication without extensive manual configuration.

He also highlighted, "latest generation of AI-powered DSPs are capable of analysing room acoustics independently and configuring themselves automatically, significantly reducing commissioning time".

DIGITAL SIGNAGE BECOMES CONTEXT AWARE

One of the session's most compelling discussions centred on AI-enabled digital signage. Abdul stated, "Through camera sensors reading the faces, the content can now automatically be triggered and depending on who is standing in front of the display, it can show you the products which are meant for the specific audience."

Instead of showing the same advertisement to every visitor, AI-powered displays can estimate audience demographics, analyse viewing behaviour and dynamically alter displayed content based on age groups, gender and engagement levels.

Beyond personalisation, these systems generate detailed analytics on footfall, viewing duration and customer interaction, allowing businesses to optimise marketing strategies and maximise return on investment.

BUILDING TRULY INTELLIGENT WORKPLACES

Abdul then expanded the conversation to AI-powered smart buildings. He mentioned how AV systems are increasingly integrated with lighting, HVAC, occupancy sensors, room scheduling, visitor management and security infrastructure. "It is becoming scalable, flexible, affordable and economical," Abdul commented.

Using practical project examples, he described how facility managers can monitor occupancy in real time, reduce unnecessary energy consumption and automate routine operations through intelligent dashboards. He added, "Meeting room booking systems are evolving into integrated workplace management platforms capable of coordinating visitor access, parking allocation and hospitality services before meetings even begin".

AI IS ACCELERATING ENTERPRISE PRODUCTIVITY

Beyond hardware innovation, Abdul highlighted the productivity gains AI is delivering across enterprises. "Proposal writing, presentation creation, technical documentation and meeting summaries that once required hours of manual work can now be completed in minutes using AI tools," he emphasised.

He also discussed how collaboration platforms now generate live transcriptions, multilingual translations, automated meeting minutes and task lists, enabling professionals to focus on decision-making rather than administrative work.

PREPARING FOR THE FUTURE OF AV

Looking ahead, Abdul envisioned a future where AI becomes deeply embedded across every layer of the AV ecosystem. He said, "The future of AV is no longer just connected. It is intelligent, adaptive, and autonomous."

He spoke about AI-driven experience centres using robots to welcome visitors, holographic collaboration, real-time language translation, AI avatars and increasingly autonomous meeting environments while for AV professionals, he emphasised that continuous learning would remain the key to staying relevant as technologies continue evolving.

INDUSTRY QUESTIONS EXTEND THE DISCUSSION

The session concluded with an engaging Q&A that reflected the audience's keen interest in AI's practical applications.

One participant questioned whether AI has matured enough to accurately analyse multiple human emotions simultaneously during meetings. Responding, Abdul acknowledged, "while behavioural analytics and facial recognition technologies have advanced considerably, their accuracy still depends on the volume and quality of data available for training".

Another attendee sought career advice for newcomers entering the pro AV industry. Abdul encouraged young professionals to focus on understanding emerging technologies and solution design rather than relying solely on conventional integration skills. While he believes AI will increasingly automate many traditional processes, he noted, "the industry's transition will happen gradually, creating opportunities for professionals willing to continuously adapt and learn".