

India Drives Pro AV to The Top with Rise in Immersive Experiences

Indian pro AV is setting up its BIG game! According to various market insights like the *Grand View Research* report, Indian AV market is expected to grow at a CAGR of 9.8% from 2024 to 2030. Around all the significant corners under the hospitality and entertainment segment including restaurants, cafés and bar, airports, bus stops, or malls, pro AV is experiencing waves of advancement. The vibrant halls of luxury hotels and entertainment venues are also embracing impressive AV solutions for end-users' memorable experiences.

India is witnessing thrilling visuals on cutting-edge LED displays and digital signages in airports. Paying detailed attention towards advancement and rapid transformation, India has already invited tenders of more than 15 state-of-the-art airports to be operationalised in the country in 2024, according to AAI (Airports Authority of India).

Another major milestone for the pro AV industry is the rise in immersive projects. Systems integrators are finding unique ways to enhance visitors' experiences with projection mapping. The feature below, dives into some of the recently accomplished projects from around the country, recognising definite efforts of some of the industry's leading systems integrators and AV consultants.

Sneaking a Peek at Some Astounding Pro AV Projects

Laqshya Media Group, one of the award-winning advertising agencies in India, recently accomplished a landmark projection mapping ahead of the Delhi Assembly Elections. The project was covered for Election Commission of Delhi with an unprecedented innovation in OOH. This visual spectacle allowed 20-minute display, illuminated on one of India's most revered monuments – The India Gate. Gaining the attention of thousands of people around, India Gate delivered a powerful message acting as a remarkable canvas for larger-than-life storytelling.

India's massive adoption of cutting-edge technologies, rise in demand for immersive solutions, and digital transformation, is driving the country to experience a massive technological shift. This feature continues to explore the surge in demand for pro AV technologies in India and how systems integrators and AV consultants are catering to high-end projects, recognising pro AV's significance in the modern world.



A visual spectacle of India Gate provided by Laqshya Media Group in February

We can also recall one of the most expensive weddings of all times – The Ambani Wedding! The wedding's AV design was focused on the expansive ceremony room. **Blue I Europe** designed and implemented a media server system featuring a reliable signal management solution from Lightware. The teams created an immersive world to transport the guests to other environments, with digital content of rainforests, waterfalls, outer space and imagery of Ambani family members. The six-day extravaganza showcased an exquisite ceremony that raised the bar for weddings in India.

Another big-time project for India recently was the grand showcase of a prestigious investors' summit. 'Rising Rajasthan Global Investment Summit' was a visually stunning summit, built for an ultra-wide 76m x 5m LED screen, flawless storytelling, and impactful summit by the **Pixel & Ratio** team. The audience applauded the team's

work for VFX & animation enhancing real-world visuals, motion graphics tailored for the massive LED canvas, high-end colour grading for breathtaking visuals, and a powerful soundtrack & immersive sound design. (Readers can view detailed story in one of the upcoming editions.)

Conclusion

With the rise in world-class AV solutions, India is witnessing a new age of technology. Innovative projects, immersive experiences, and loads of opportunities for end users, are kicking off across various segments around the country. The adoption of advanced infrastructure, better quality, and impressive storytelling is fostering innovation and networking, allowing businesses to embrace the adoption and seek technological growth. These projects and immersive solutions are a testament to AV community's drive to meet the new needs and create a tech-driven demand.