

India's Pro AV Future: A Bold Leap into Integrated Innovation

T. IoT. AI. These aren't just buzzwords for the pro AV market anymore. As technological transformations are taking a leap around the globe, India is also emerging as one of the fastest-growing markets for pro AV innovations. Many sectors including corporate, education, hospitality, entertainment, etc. are not only gearing up for these tech-driven changes but are equipping themselves with the high-in-demand pro AV solutions.

AV-over-IP is emerging as one such solution to meet these scalable demands. According to *Cognitive Market Research*, "As per the current market study, out of 8573.7 million USD global market revenue 2025, Asia Pacific market holds 23.55% of the market share. The Asia Pacific AV-over-IP industry grew from 309.935 million USD in 2021 to 2019.11 million USD in 2025 and will record 15.35% growth." Not only this, but the study also mentions India's percentage market shares to amount 16.20% in 2025 – denoting the fastest adoption after China and Japan.

Global pro AV manufacturers like **NETGEAR**, **Kramer**, **Crestron**, and **Extron** are offering purpose-built AV-over-IP hardware to meet the country's rising appetite for advanced networking and communication systems. NETGEAR, for instance, recently announced in an official statement that the brand plans to grow the team by more than 100 engineers over the next 12 to 18 months.

As demand for advanced pro AV solutions grows, leading brands are introducing innovative technologies, while systems integrators and AV consultants are taking significant steps to meet evolving user needs and ensure the adoption of high-end pro AV solutions.

AV's Recent Transformative Introductions

From installing game-changing technologies in corporate offices to equipping universities and colleges with high-end

With AV-ICN Expo 2025 emphasising on 'Integrating AV Innovation', this column shares significant insights into transformative innovations captivating the Indian pro AV market. From systems integrators and AV consultants to leading pro AV brands, everyone is focusing on the deployment of state-of-the-art pro AV solutions and implementation of advanced AV infrastructure. This step highlights the industry's bold leap towards integrated pro AV innovation.



(Image credit: Freepik)

collaborative solutions, leading systems integrators and AV consultants are coming up with ways to introduce and deliver smarter pro AV solutions.

Actis Technologies has reintroduced **Actis Experience Centre** – first launched in 2009. This revamped experience centre now showcases latest collaboration tools and workplace technologies, reflecting its commitment to deliver state-of-the-art AV infrastructure. The experience centre now features five demo rooms spanning 2,500 square feet, offering visitors hands-on exposure to the future of integrated AV environments.

Speaking of experience centres, the industry has also noticed **Panasonic's** recent launch of its cutting-edge **Smart Home Experience Centre** — a significant showcase of IoT-driven smart living solutions. Catering to the residential AV segment, the experience centre is designed around

wellness, security, and convenience and integrates Panasonic's **Mirai** platform, demonstrating the brand's observation for security and well-being.

Notable AV Deployments Across India

From pro AV manufacturers to service providers, the market is playing a pivotal role in providing AV excellence and high-end system design. Many recent achievements prove rapid technological adoption, infrastructural evolution, and visionary collaboration of pro AV solutions across the country.

One such remarkable project accomplished recently is the Open Air Theatre (OAT) at Rashtrapati Bhawan, New Delhi, designed by **KLM Design India**. Inaugurated on 1st February 2025 by the Hon'ble President of India, OAT seamlessly blends

Continued on page 35

heritage architecture with modern acoustics and technology. From optimal acoustics and ergonomic seating to advanced stage lighting and AV Systems, the theatre sets a new benchmark for integrating performance with preservation.

Another standout initiative – GIFT City (Gujarat International Finance Tec-City), a government-led project aimed at establishing India as a global financial hub,

presents a transformative opportunity for leading AV service providers like DVS1 to deliver high-speed, AV-integrated connectivity. From immersive AV environments in command centres to experience-driven retail, learning, and innovation spaces, the upcoming FinTech Hub and GIFT City University promise groundbreaking AV deployments in education and enterprise segments.

Conclusion

While smart cities, digital classrooms, advanced workplaces, and heritage-integrated venues are taking centre stage, pro AV in India is all set to redefine the market with next-gen advancements. The country's AV market is poised to become one of the most dynamic and future-ready ecosystems in the world!