

INTERVIEW WITH **ANDY LEE**, SENIOR INTERNATIONAL SALES MANAGER, DATAPATH

*With Indian pro AV market becoming one of the fastest-growing markets globally, companies like Datapath are an integral part of the big change. In this brief interview with AV-ICN Expo Magazine, **Andy Lee**, Senior International Sales Manager, Datapath addresses how Datapath is capturing the Indian pro AV market with its high-end AV solutions and exponential market strategies. Lee also points out Datapath's crucial partnership with Mindstec Distribution for the Indian market and their role in expanding the brand's key market solutions.*

1. With India identified as the fastest-growing Pro AV market in APAC, what strategic moves is Datapath prioritising to capitalise on that growth?

We've done very well in India over the past few years, and our partnership with Mindstec Distribution has been instrumental in expanding our presence. Alongside that, our new products have enabled us to capture more market share and enter new verticals. The continued development of our **Aetria** solution as we enter into AV-over-IP and KVM-based solutions, will drive further growth. These are exciting times for us.

2. Are there any specific market challenges that Datapath sees in the Indian pro AV market? How is the brand strategising itself to overcome these challenges?

We're often seen as a high-end brand, largely because of our quality and reliability. Naturally, this comes at a higher cost, and India can be a price-sensitive market in certain verticals. Our focus is on demonstrating that quality

and reliability are worth the investment. Rather than reducing features to cut prices, we emphasise the long-term value that our solutions deliver.

3. Datapath has been active at InfoComm India with some of its solutions like Aetria – how do you assess the demand for control room solutions like these within India?

We work through Mindstec, our authorised partner and distributor, whose wide network of system integrators, consultants, and indirect access to end-users is invaluable. Events like InfoComm give us the chance to meet these stakeholders face-to-face, strengthen relationships, and share our ideas directly with the market and get feedback from it.

4. Could you walk us through the capabilities and market positioning of Aetria, especially features that are resonating strongly with Indian customers?

Datapath is well known for video wall processors, capture cards, and graphics cards – all highly reliable and trusted by the industry. Aetria builds on that foundation by adding more functionality. For example, it has introduced redundancy for



Andy Lee, Senior International Sales Manager, Datapath

the first time, offering its own encoders and receivers, and allowing operators to securely manage sources in a rack room. With Aetria Workstation software, operators can control multiple PCs via a single keyboard and mouse, giving them far greater flexibility and control.

5. Speaking of Datapath's high-end product portfolio, can you share how does the VSNMini 300 enhance Datapath's offering for smaller-scale applications in India?

The VSN Mini 300 has two main functions. It can serve as a compact video wall controller with up to three card slots, mak-

ing it ideal for boardrooms or reception areas. It can also be used as an operator workstation PC. In combination with our Aligo capture card, it brings KVM Aligo streams into the operator environment. It's a flexible, compact, and quiet hardware option for smaller setups.

6. How are automation and operational efficiency trends shaping the demand for Datapath's control room solutions in India and other APAC markets?

There's a strong demand for visualising company data whether on dashboards, SCADA applications, or other platforms. Our solutions enable companies to centralise and interact with that data, whether it's displayed on a video wall, LED wall, or projector. This flexibility makes Datapath's offering relevant for control rooms, industrial sites, data centres, and automation environments.

7. Could you describe Datapath's approach to its partner network in India, particularly the role of distributors like Mindstec or system integrators and local partners?

We work exclusively with Mindstec

Distribution, which helps us centralise training and support through a single contact point. After 10 years of collaboration, their expertise has been critical. Events across India and open days at their experience centre give us access not only to systems integrators and consultants but also to end-users. This feedback loop helps us refine the roadmap and continuously improve our solutions.

8. From your interactions with customers in India, which pro AV segments like government, corporate, education, or command-control centres, do you feel are showing the strongest traction for Datapath?

Defence is a promising segment, though it takes longer to mature. Corporate is also strong, particularly as more companies look to centralise AV-over-IP capabilities across their premises. For instance, even smaller setups with security rooms, reception areas, and boardrooms benefit from Datapath's solutions. Additionally, data centres and network operation centres are emerging as major opportunities for us.

9. What long-term growth targets or

vision do you have for the Indian pro AV market over the next 3–5 years?

Our focus is on expanding into more cities, hosting local events with Mindstec, and increasing training and education in the market. These initiatives will raise awareness of what we can offer and strengthen partner support.

There are also some exciting developments coming for our solutions like Aetria while at InfoComm India, we have already introduced the Aligo capture card, the VSN Mini 300, and the Aetria touch panel, which were showcased for the first time in the country.

10. Are emerging use cases like smart cities or digital infrastructure projects driving new demand for Datapath solutions in India?

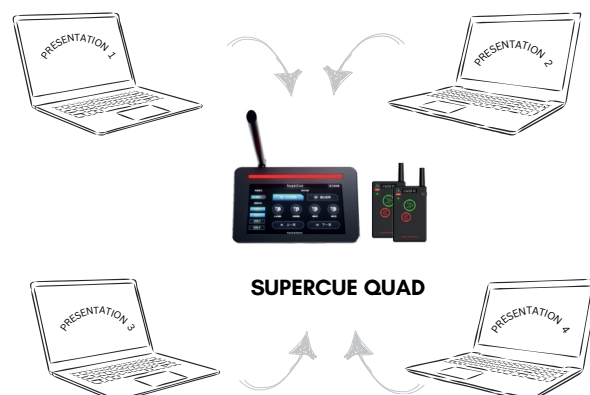
Smart cities have always been an important focus, and now, with the expanded capabilities of Aetria, we can play a larger role in such projects. Airports are another major growth area in India, and our solutions are well positioned to support their increasing requirements.

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