



### FEATURED ARTICLES

#### Guest Column

Maximizing Impact with High Brightness in Outdoor LED Displays by **SANKET RAMBHIA**, Director, Xtreme Media Pvt. Ltd.

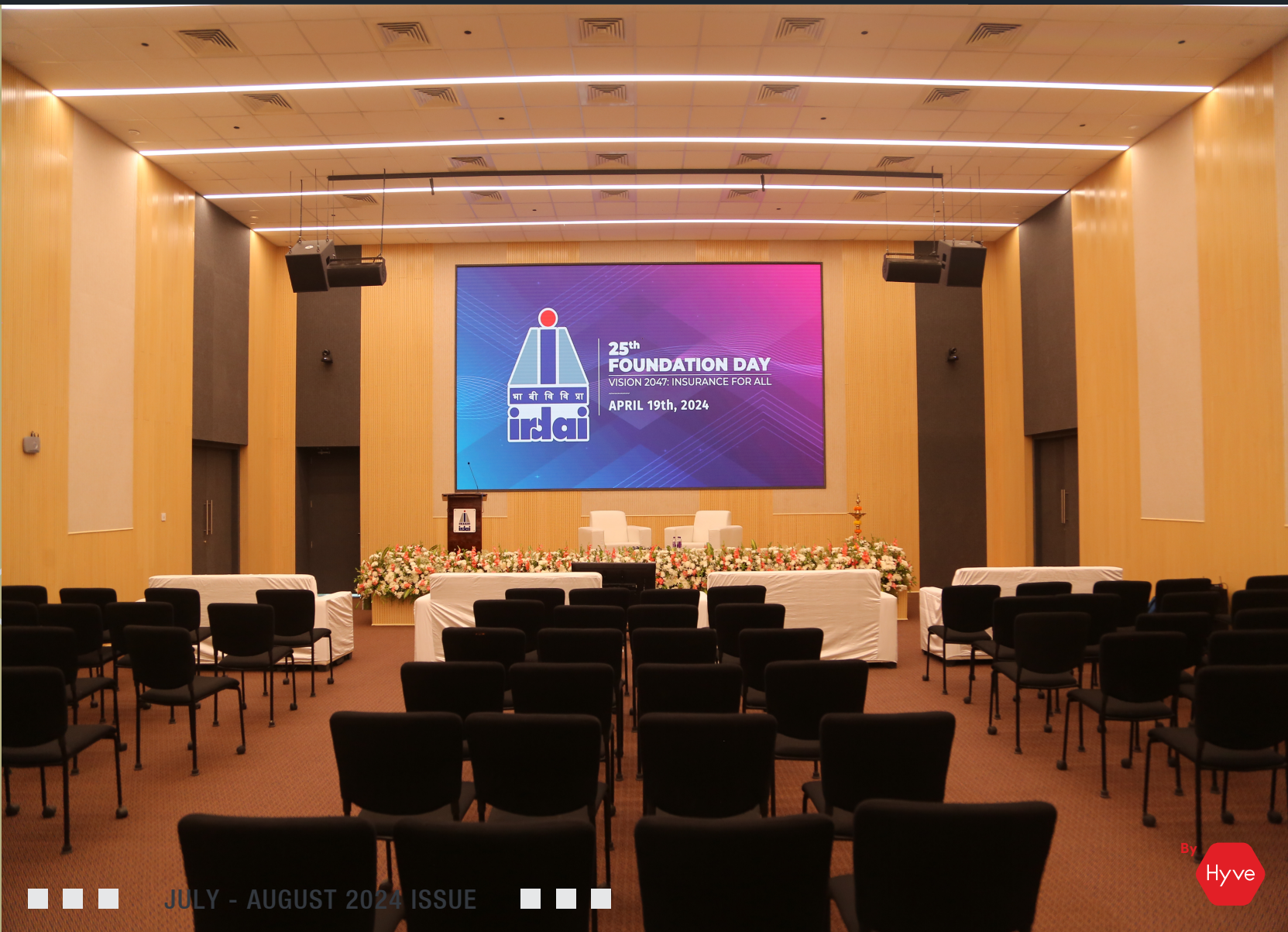


#### 11 Questions

**JAMES BERRY**, MD - APAC, Diversified, shares insights on the company's significant investments in the APAC region for robust and sustainable business growth



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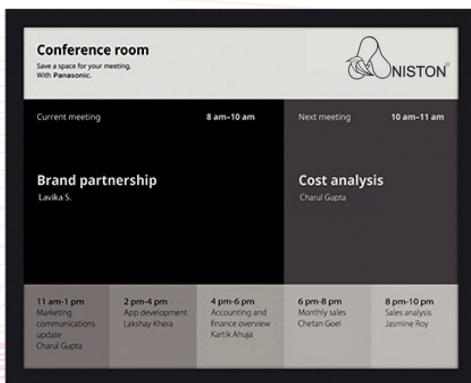
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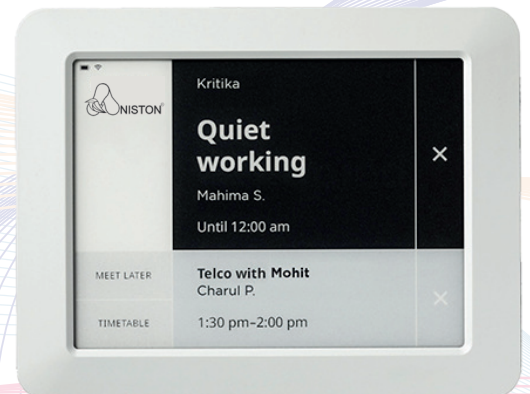
Bluetooth  
Technology



10 Years  
Battery Life



3 Colors E-Name Card



4 Colors E-Name Card

**NEW PRODUCT**

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*Pink Noise Professionals and Omsan Smart Technologies install state-of-the-art audio equipment at Audit Office, Shimla*

## GUEST COLUMN

**33** Maximizing Impact with High Bright-ness in Outdoor LED Displays by **Sanket Rambhia**

# REVOLUTIONIZING AV SOLUTIONS: CPWD, RKJ Electric & Wesco Anixter Set New Standards at IRDAI Auditorium, Hyderabad

With every progressing step taken by the pro AV industry, corporate and education sectors are also benefiting from state-of-the-art AV solutions and building more opportunities for the industry enthusiasts. AV-ICN Expo Magazine team gets in touch with **Rohan Kumar Shaw**, Sales Manager, Wesco Anixter, Pro AV vertical, bringing one of the latest AV installations in IRDAI Auditorium, India.

**Insurance Regulatory and Development Authority of India (IRDAI)**, Hyderabad is an autonomous and statutory body under the jurisdiction of the Ministry of Finance, Government of India, constituted by the Insurance Regulatory and Development Authority Act, 1999, an Act of Parliament passed by the Government of India.

IRDAI is tasked with regulating and licensing the insurance and re-insurance industries in India. The IRDAI Hyderabad

campus, spanning 5 acres, serves as its headquarters and is led by Chairman, **Debasish Panda**, where its guidelines and policies are formulated to ensure fairness, stability, and protection for insurers and policyholders. This project has been successfully executed with significant contributions from **DGM K. Anand Rao** and **CGM P. S. Jaganatham**.

Chairman **Debasish** likely envisioned the

auditorium as a modern, functional space offering an immersive audiovisual experience. By attentively listening to his requirements and meticulously executing the project, the teams achieved a remarkable transformation that surpassed his expectations, showcasing their dedication to quality and client satisfaction.

Wesco Anixter and CPWD, RKJ Electric deploy audio and AV solutions at the IRDAI auditorium providing a breathtaking visual

impact and immersive quality

## Introducing the facility

The IRDAI auditorium, 'Manthan' is a notable feature of the campus. This well-equipped facility serves as a venue for various events, seminars, and conferences related to the insurance and re-insurance sectors. With modern amenities and a spacious layout, the auditorium provides a conducive environment for gatherings

of industry professionals, policymakers, and stakeholders. It plays a crucial role in facilitating discussions, knowledge sharing, and networking opportunities within the insurance industry. Under the guidance of IRDAI's leadership, the auditorium contributes to the organization's mission of promoting transparency, collaboration, and growth in the insurance sector.

While the existing building was built in 2001, IRDAI's auditorium needed a revamp.

The upgraded auditorium, with the team's dedication, boasts state-of-the-art audiovisual equipment, advanced lighting systems, and ergonomic seating arrangements to ensure optimal comfort and engagement for attendees

Therefore, the upgraded auditorium, with the team's dedication, boasts state-of-the-art audiovisual equipment, advanced lighting systems, and ergonomic seating arrangements to ensure optimal comfort and engagement for attendees. Additionally, technological enhancements such as high-speed internet connectivity and video conferencing capabilities enable seamless virtual participation in events. Furthermore, the renovation includes improve-





*Wesco Anixter and CPWD, RKJ Electric deploy audio and AV solutions at the IRDAI auditorium providing a breathtaking visual impact and immersive quality*

ments to accessibility features, sustainability measures, and aesthetics, creating a welcoming and inclusive environment for all participants. With these upgrades, the IRDAI auditorium reaffirms its role as a premier venue for industry gatherings, seminars, workshops, and conferences, fostering collaboration, innovation, and knowledge sharing within the insurance community.

The newly redesigned auditorium has a seating capacity of 200 guests, spanning an impressive size of 30m x 14m and holds a double ceiling hall with two VIP lounge areas. The seating of the auditorium is also flexible as it can be converted into a seminar hall or a conference hall simultaneously.

For audio reinforcement, **Bose Professional ArenaMatch Utility AMU208 loudspeakers** were installed as the main Front of House (FOH) speakers, complemented by **AMS115 subwoofers** and **ArenaMatch Utility AMU105 loudspeakers**

## Addressing the challenges

Issues with the projector setup were affecting the quality of visual presentations, and the audio system lacked the required clarity and depth for an immersive experience. Additionally, the lighting was insufficient in creating the desired ambience for various events. Recognizing the potential for improvement, CPWD, RKJ Electric focused on addressing these deficiencies by proposing upgrades to the projector setups, implementing active LED walls for

enhanced visual impact, and overhauling the lighting infrastructure to cater to different occasions.

Through a systematic approach to identify and resolve these issues, CPWD, RKJ Electric aimed at presenting a comprehensive plan for rejuvenating the auditorium. With strategic planning and collaborative efforts, the goal was to deliver an audiovisual experience that would surpass the expectations of both the client and the audience.

The client emphasized on the importance of enhancing the overall audio-visual experience to captivate and engage the audience effectively. The team sought professional-grade audio solutions for crystal-clear sound reproduction throughout the venue, along with AV equipment to facilitate seamless presentations, performances, and multimedia displays. Additionally, customization, reliability, and user training were highlighted to tailor the setup to specific event needs, ensure longevity, minimize downtime, and empower venue staff to operate the systems proficiently.

In the successful completion of the IRDAI Auditorium in Hyderabad, the dedicated efforts of the CPWD team played a pivotal role in achieving a premium look with state-of-the-art automation. Chief Engineer **Mr. Ashok Kumar Khatua** lead the project, with EE **Mr. Durga Raju** overseeing the electrical works alongside AE **Mr. Rajendra** and JE **Mr. Akhilesh**, ensuring that the auditorium's electrical infrastructure and sound system met the highest standards. Under the

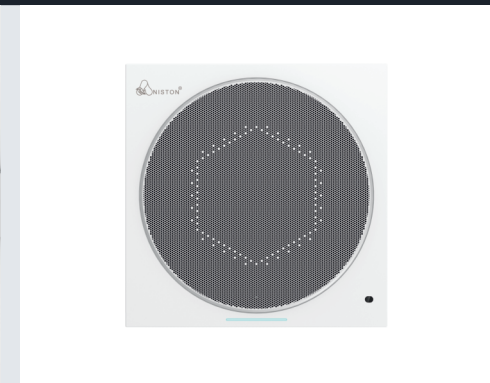
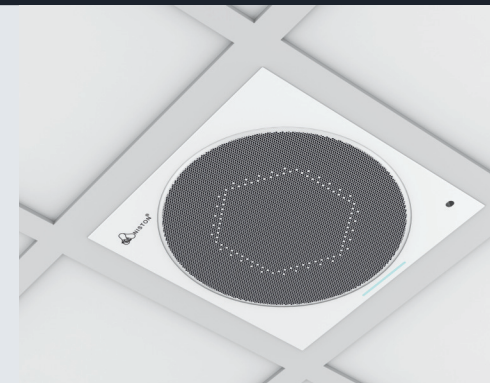
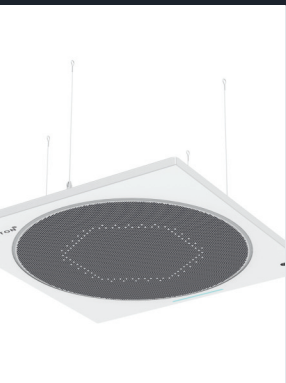
supervision of EE **Mr. Tara Singh**, the civil works—including acoustic treatment, false ceilings, and carpeting—were meticulously designed by AE **Mr. Mallika Arjun** and JE **Mr. Chandrashekhar**, contributing significantly to the project's success.

Throughout the project, the teams claim to have encountered several challenges that demanded careful navigation and problem-solving. **Rohan Kumar Shaw**, Sales Manager, Wesco Anixter, Pro AV vertical, states, "Initially, determining the most suitable audio-video and lighting solution for the IRDAI auditorium posed difficulties, but Wesco Anixter, representing brands like Bose Professional, Liberty AV, Christie Digital, Vaddio, Screenbeam, and Aniston Technologies provided invaluable assistance. When the client requested simultaneous presentation and video conferencing for live discussions with international CEOs of listed insurance companies, RKJ Electric proposed an audio solution by Bose Professionals and a video solution featuring Vaddio 4K cameras, and an active LED wall by Christie. He adds, "Despite these obstacles, our team remained dedicated and resilient, persevering through the complexities to deliver a final product that not only met but exceeded the recommended standards. Our commitment to excellence and meticulous attention to detail enabled us to overcome these challenges and successfully complete the project within the specified timeframe."



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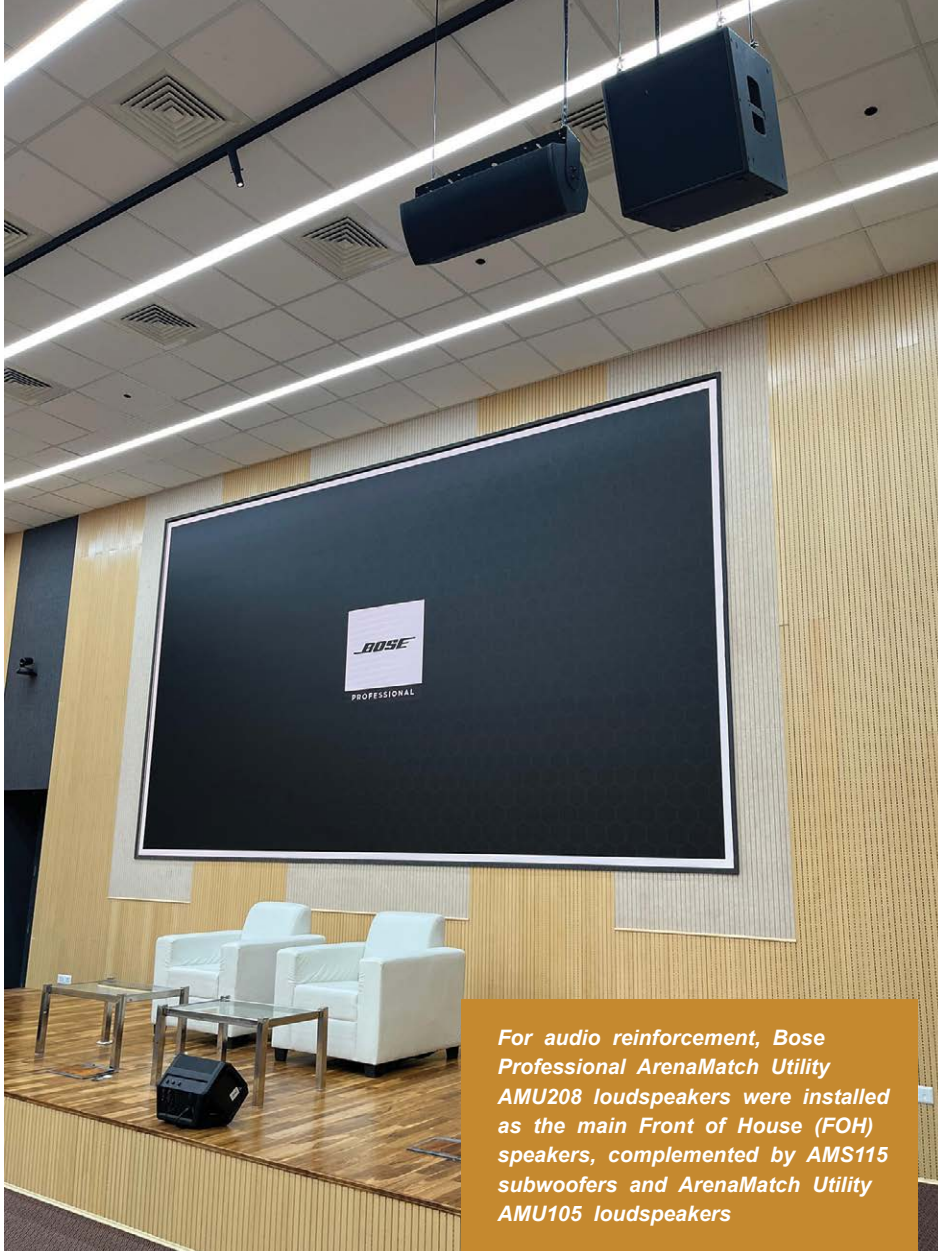
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*For audio reinforcement, Bose Professional ArenaMatch Utility AMU208 loudspeakers were installed as the main Front of House (FOH) speakers, complemented by AMS115 subwoofers and ArenaMatch Utility AMU105 loudspeakers*

Since the initiation of this project, Nitin Jindal, Owner of RKJ Electric, has been committed to pioneering cutting-edge AV technology. With the assistance of Rohan Kumar Shaw, both worked diligently to bring the conceptual solution to life. Embarking on a mission to maximize the potential of the auditorium, CPWD, RKJ Electric and Wesco Anixter teams approached the task with determination and optimism. While initial site assessments highlighted areas for improvement, such as outdated audio and projector systems, as well as inadequate lighting arrangements, RKJ Electric viewed these as opportunities for transformation rather than obstacles.

In response to the diverse requirements, the solution comprised a carefully selected combination of audio, video, lighting, and presentation equipment. For audio reinforcement, Bose Professional ArenaMatch Utility AMU208 loudspeakers were installed as the main Front of House (FOH) speakers, complemented by AMS115 subwoofers for enhanced bass

response. ArenaMatch Utility AMU105 loudspeakers were deployed as fill uniform sound coverage throughout the venue. In the VIP lounge areas, Design Max DM5C ceiling loudspeakers were installed, all powered by Bose Professional Power-Match PM8500N amplifiers.

To address video needs, Liberty IPEX5000 series AvolP solution was implemented, providing a versatile matrix of 25 x 15 for seamless video routing. Control of all video inputs and outputs is managed through the Liberty Arranger software.

For illumination, a combination of Aniston, Great White, and Havells lights was selected to meet the auditorium's diverse lighting requirements.

Video conferencing capabilities were facilitated by Vaddio Roboshot 40UHD and Roboshot 30 cameras, capturing both presenters on stage and audience members during video conferences and live streams.

For wireless presentations, ScreenBeam Inc. 1000EDU was chosen to enable seamless connectivity and collaboration.

Lastly, the stage features an active LED

display by Christie Digital Systems, utilizing Core III technology with a pixel pitch of 1.5mm and a diagonal size of 272 inches, delivering a stunning 4K display experience in the auditorium.

## Designing the space

Designing an auditorium involves careful consideration of various elements to create a space that meets the needs of its users while providing a comfortable and engaging environment. Here's an elaboration on the entire design of the auditorium:

**Architectural Layout:** The auditorium is designed with a double-height ceiling to accommodate the multiple applications it serves, including seminars, cultural events, and conferences with video conferencing. The layout is optimized for acoustics, with considerations for sound reflection, absorption, and diffusion to minimize reverberation and ensure clear audio throughout the space.

**Audio System:** The heart of the auditorium's design lies in its audio system. Bose Professional ArenaMatch Utility AMU208 loudspeakers are strategically positioned as Front of House (FOH) speakers, delivering crisp and powerful sound to the entire audience area. AMS115 subwoofers complement the AMU208s, providing deep bass reinforcement for a more immersive experience. ArenaMatch Utility AMU105 loudspeakers serve as fill speakers, ensuring consistent sound coverage in every corner of the auditorium. In VIP lounge areas, Design Max DM5C ceiling loudspeakers offer premium audio quality.

**Video System:** The auditorium's video system is designed for versatility and clarity. The Liberty IPEX5000 series AvolP solution provides a robust matrix for seamless video routing, controlled by Liberty Arranger software. Vaddio Roboshot 40UHD and Roboshot 30 cameras capture presenters on stage and audience members during video conferences and live streams. An active LED display by Christie Digital Systems, featuring Core III technology with a pixel pitch of 1.5mm, offers a stunning 4K display experience on the stage.

**Lighting System:** Aniston, Great White, and Havells lights are strategically placed to meet the auditorium's illumination needs. The lighting design enhances the ambience of the space while providing adequate visibility for different events and performances.

**Presentation and Connectivity:** Seamless wireless presentation is facilitated by ScreenBeam Inc. 1000EDU, allowing presenters to connect and collaborate

effortlessly. This ensures smooth transitions between presentations and enhances audience engagement.

**Integration and Collaboration:** The entire design of the auditorium is the result of teamwork between CPWD, RKJ Electric's and Wesco Anixter's design teams, leveraging their expertise and access to premium audio solutions from Bose Professional. This collaboration ensures the seamless integration of audio equipment and guarantees an immersive audio experience that exceeds client expectations. Wesco Anixter's Rohan Shaw worked closely with IRDAI Management for the past year to ensure every detail of the design met the customer's requirements. Most of the complex design was also formulated from a single point: Wesco Anixter's design team, which reduced chances of error, avoiding multiple contact points for clarifications.

## Wrapping Up

Chairman Debasish, on the successful deployment, patted the teams' backs for their exceptional proficiency in execution, particularly commending the comprehensive 3D -

diagram of the auditorium. The client also expressed admiration for the emerging and innovative lighting solutions sourced from Aniston. These solutions were lauded for their ability to set the perfect ambience, seamlessly enhancing the mood and atmosphere of every event hosted in the auditorium.

Additionally, the seamless transition from projectors to the transcendent video wall by Christie received praise for its breathtaking visual impact and immersive quality, exceeding the client's expectations. Moreover, Bose Professionals audio system garnered high acclaim for its crystal-clear sound reproduction and immersive surround sound capabilities, elevating the auditory experience to new heights. Overall, the client expressed gratitude for seamless integration of these cutting-edge technologies, which collectively transformed the venue into a premier destination for unforgettable events and presentations. Rohan Kumar Shaw, sharing his joy, conveys, "As the curtains close on our journey with the IRDAI auditorium project, we take pride in delivering state-of-the-art audio-video solutions that not only meet but exceed expectations.

From immersive sound experiences to seamless visual presentations, the team has elevated the auditorium's capabilities, setting a new standard for excellence. We look forward to continuing our commitment to innovation and excellence in every project we undertake."

## Inventory list:

- Bose Professional's Speakers and Amplifiers – 12 units
- Vaddio Legrand AV's PTZ Camera – 4 units
- ScreenBeam Inc.'s Wireless Presentation – 1 unit
- Liberty AV's AVoIP solution – 37 units
- LIBERTY AV's Cables – 40 units
- BOSE Professional's DSP – 2 units
- Christie Digital System's Active LED – 1 unit
- Aniston Technologies' Lighting
- AKG's Microphones
- LG and Samsung's OLED TV
- ATEN's Web streaming
- CRESTRON's Control Automation



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# VIEWSONIC BRINGS INNOVATIVE AV SOLUTIONS AT AV-ICN EXPO 2024, EMPOWERING SEAMLESS COLLABORATION AND COMMUNICATION

ViewSonic Corp., one of the leading global visual solutions providers, unleashed its latest innovation at AV-ICN Expo, India's foremost trade show for the audio-visual industry. Participating for the first time at the event, the company

**Muneer Ahmad,** Vice President of Sales and Marketing at ViewSonic India, said, "We are excited to participate at AV-ICN



**ViewSonic unveils large-size presentation display along with 'TeamJoin' solution for Microsoft Teams Rooms**

launched its innovative meeting room solutions that optimizes efficiency in collaboration and communication.

The company introduced ViewSonic TeamJoin, a single-touch solution for Microsoft Teams Rooms, which offers instant and intuitive meeting setup at an affordable price. TeamJoin is compatible with all display sizes, ensuring seamless integration and enhanced collaboration, meeting the needs of small to large meeting spaces. To further elevate the user experience, ViewSonic also launched its 98-inch large CDE30 presentation display, providing a broader and more immersive visual experience. The TeamJoin solution, compatible with this and all other display sizes, reinforces ViewSonic's commitment to delivering comprehensive and versatile visual solutions.

The exhibition took place at NESCO, Goregaon, in Mumbai from 30 May to 1 June 2024. At the three-day event, ViewSonic showcased its one-of-a-kind Foldable 135" All-in-One LED Display and flagship model, ViewBoard IFP105S. The company also gave an experience of its education ecosystem, bringing best-in-class products and solutions in one room.

Expo for the first time and showcase our innovative products and solutions. The platform gives us an opportunity to expand our network and reach to engage with more partners. During the event, we will be giving experience of our large format displays with a core focus in optimizing collaboration and communication. We are a leading player offering large format displays catering to all product segments such as projector, IFPs, presentation display, LED video wall hence meeting the needs across industries. From hardware to software, we bring comprehensive solution ensuring a seamless experience for our consumers. Pushing the boundaries of innovation, we offer a diversified range of AV products tailored to meet the needs of many industries."

## Presentation Display CDE9830

Expanding the CDE30 series, ViewSonic

## ViewSonic TeamJoin for instant and intuitive meeting setup

unveiled a new wireless large presentation display CDE9830. With sleek design and versatile connectivity, the display is compatible for both corporate and campus communication.

## TeamJoin with 105S" View-Board

During the event, the company also introduced ViewSonic TeamJoin solutions. This solution is designed for corporates and is compatible with all ViewSonic



**98-inch large CDE30 presentation display by ViewSonic**

displays. It enables users to connect effortlessly across multiple platforms and devices, ensuring efficient and productive collaboration.

The company showcased this solution in IFP105S, which has an ultrawide 21:9 aspect ratio, delivering a limitless canvas for digital whiteboard collaboration. This combination fosters inclusivity and equity by enabling all participants to actively participate and collaborate in real time.

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/AV-Tech-New-516-ViewSonic-Brings-Innovative.aspx>

## CHRISTIE DELIVERS IMMERSIVE EXPERIENCES WITH SMART TECHNOLOGIES

Christie showcased its expertise in delivering mesmerizing immersive experiences with an array of cutting-edge smart technologies at **InfoComm Asia 2024**, taking place at the **Queen Sirikit National Convention Center (QSNCC)** from July 17-19.

At the venue, Christie showcased highly immersive spaces that included RGB pure laser projectors, 1DLP laser projectors, LED video walls, and powerful content management and processing solutions.

### RGB pure laser projection for large, immersive applications

Among the key highlights are projection mapping demonstrations by **Christie M 4K RGB Series** and **Griffyn Series RGB** pure laser projectors, which push the boundaries of color reproduction, brightness, image uniformity, installation versatility, and operational lifetime. By achieving a color gamut of 98% of the Rec. 2020 color space, the highest available in the market, Christie RGB pure laser projectors enable customers to future-proof their investment.

### HS Series and Pandoras Box power immersive CAVE

Another main highlight was an interac-

tive, immersive CAVE setup, developed in collaboration with Hexogon Vietnam. This captivating experience utilizes three **Christie 4K13-HS 1DLP** laser projectors and the powerful **Pandoras Box Software**.

### Global debut of the brand-new Jazz Series

The brand-new **Jazz Series 1DLP** laser projector made its global debut at this show with a fascinating 3D wood art mapping display. Featuring Texas Instruments' 0.8" HEP DMD for enhanced color and contrast, along with a more efficient cooling system design, the **Jazz Series** offers high-brightness projection in a compact form factor, ensuring sharp and clear images. Additional highlights include built-in **Christie Twist**, compatibility with **Christie Mystique** and **Christie Intelligent Camera**, and a five-year warranty for complete peace of mind. The **23,750-lumen DWU2400-JS** and the **17,800-lumen DWU1800-JS** laser projectors were also showcased.

### LED video wall solutions offer performance and reliability

Christie's LED video wall solutions, including the award-winning **MicroTiles LED** and the high value **Core Series III**,

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were on full display. Users experienced firsthand flexibility and ease of the proprietary **QuickMount** system by mounting or dismounting individual **MicroTiles LED** tiles with a 1mm pixel pitch. Smaller, brighter, and more flexible, **MicroTiles LED** delivers fully compliant HDR-10 and P3 color space, with patented software ensuring the wall remains calibrated at 97 percent or greater uniformity.

### Content management solutions and static displays

The latest models on static display zone include the **Inspire Series 4K860-iS** laser projector, boasting **4K UHD resolution**, and **Captiva DWU500S** ultra short throw laser projector that maximizes space without sacrificing visual impact. Equally appealing is the high-performance **GS Series 1DLP** laser projector that offers long-lasting and reliable illumination, all in a small form factor.

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/AV-Tech-New-528-Christie-to-Deliver.aspx>

## CORNEA INTRODUCES FRAMELESS 86-INCH ULTRA HD (4K) SMART TV

### REVOLUTIONIZING HOME ENTERTAINMENT

Cornea, one of the pioneers in display solutions and television technology, unveiled its latest innovation: **Cornea Frameless 86-inch Ultra HD (4K) LED Smart TV**. Combining cutting-edge technology with sleek design, this television redefines home entertainment.

The **Cornea Frameless 218 cm (86 inches)** model delivers an unparalleled viewing experience with its expansive 86-inch screen size. Whether you're streaming your favourite shows, watching movies, or gaming, this TV ensures optimal enjoyment for every household.

Powered by LED display technology and

boasting a resolution of 4K, the **Cornea Frameless TV** provides stunning visuals with vibrant colours and crisp details. With a refresh rate of 60.0 Hz, motion blur is minimized, resulting in smooth and lifelike images. The TV supports popular internet services such as Netflix, YouTube, and browsing capabilities, offering endless entertainment options.

Measuring at 14D x 190.1W x 112.5H centimetres, the **Cornea Frameless 86-inch TV** features a frameless design that enhances the aesthetic appeal of any living space. It comes with complimentary wall mount stands and table stands for flexible

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installation options. Additionally, the TV is backed by a comprehensive 1-year standard manufacturer warranty from Cornea, ensuring customer satisfaction and peace of mind.

The **Cornea Frameless 86-inch Ultra HD LED Smart TV** includes special features like **Mira cast**, allowing seamless screen mirroring from compatible devices. The mounting hardware includes a wall mount, table stand, and screws for easy setup. Each purchase includes 1 TV unit, 2 remote controls, and a user manual for convenience.



## PINK NOISE PROFESSIONALS AND OMSAN SMART TECHNOLOGIES INSTALL STATE-OF-THE-ART AUDIO EQUIPMENT AT AUDIT OFFICE, SHIMLA

Omsan Smart Technologies LLP, in partnership with Pink Noise Professionals Pvt. Ltd., successfully executed the installation of state-of-the-art audio equipment in two conference rooms at the Audit Office in Shimla. This case study outlines the equipment used, installation process, and the outcomes of the project.

### Installation Process

#### Site Survey and Planning:

The teams conducted a detailed survey of the conference rooms to understand the acoustic environment and layout and further, designed a comprehensive audio setup plan tailored to the specific needs of the Audit Office.

#### Installation:

The teams installed DSP units and configured them for optimal performance within the conference rooms. Furthermore, microphones in both conference rooms were positioned and secured to ensure uniform audio coverage. They also integrated the DSP units with existing audio systems ensuring compatibility.

#### Configuration and Calibration:

Setting up the conference room with cutting-edge AV solutions, the team fine-tuned the DSP settings to match the acoustic properties of each room, calibrated the microphones for optimal sensitivity and clarity, and conducted multiple tests to ensure there were no audio feedback issues and that the sound quality met the client's expectations.

#### Training and Handover:

To achieve the successful installation, the team ensured careful handover of the solu-



*Pink Noise Professionals and Omsan Smart Technologies integrated Audit Office with the combination of Erthpot Keyer1616 DSP units and Clockaudio CRM102F microphones*

tions to the client and therefore, provided training sessions for the Audit Office staff on how to use and maintain the new audiovisual systems. Furthermore, they also supplied detailed user manuals and technical support contacts for managing and utilising AV solutions efficiently.

### Outcomes

The new conferencing systems integrated smoothly with existing infrastructure caused minimal disruption during the installation process. The combination of Erthpot Keyer1616 DSP units and Clockaudio CRM102F microphones significantly improved the clarity and quality of audio in both conference rooms. The teams received positive feedback from the Audit Office staff regarding the ease of use and improved audio experience during meetings and conferences.

**Tushar Verma**, Director of Omsan Smart Technologies commenting on the installation, said, "We are proud to have partnered with Pink Noise on the Audit Office Shimla

Project, bringing our expertise in conference room systems implementation to the forefront. Our dedicated team worked meticulously to ensure the seamless integration of advanced technologies, perfectly aligning with the project's requirements. Through our innovative solutions and unwavering commitment to excellence, we played a crucial role in enhancing the project's overall effectiveness. We look forward to continued collaborations and opportunities to deliver solutions that drive success for our clients."

### Inventory list:

#### Conference Room 1:

- Number of Microphones: 22
- DSP Units: 2 (Erthpot 1616 DSP)
- Microphone Model: Clockaudio CRM102F

#### Conference Room 2:

- Number of Microphones: 16
- DSP Units: 2 (Erthpot Keyer 1616 DSP)
- Microphone Model: Clockaudio CRM102F

## GWALIOR FORT, INDIA, ENHANCES SOUND AND LIGHT SHOW WITH LIGHTWARE'S TECHNOLOGY

Gwalior Fort, which entered the history of India as one of the most impenetrable bastions in the country, nestled in the heart of Madhya Pradesh, has stood witness to centuries of grandeur and intrigue. For more than 16 years, the Sound and Light Show hosted at the Man Mandir Palace of the Fort

narrated its glorious history to its guests. Over time, however, the allure of the show began to fade, prompting the Ministry of Tourism of Madhya Pradesh to seek for its revitalization.

The project is epic in its size, narrative, and implementation. Tricolor India Schauspiel

Pvt. Ltd. has accomplished the immersive 360 projection installation to feature a vast canvas stretching upon the walls of the Man Mandir imposing palace; each being 800 meters wide, across the front yard and even over a tree between the palace walls, that is

*Continued on page 14*



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## DATAPATH DRIVES MEDITATION CENTRE VISUAL EXPERIENCE IN INDIA

DATAPATH USED ITS 40+ YEARS OF VIDEO PROCESSING EXPERTISE TO PROVIDE STUNNING VISUALS TO ONE OF THE BIGGEST MEDITATION CENTRES IN THE INDIAN SUBCONTINENT

As the world headquarters for the Heartfulness Institute, the **Kanha Shanti Vanam**, located on the outskirts of Hyderabad, Telangana, is an ecological paradise, a place for spiritual retreat, where attendees can experience simple living in-tune with inner and outer nature.

Visitors can benefit from meditation areas, spiritual connection, and therapeutic healing facilities. Adding to the atmosphere of peace and serenity at the centre, the interior is en-

hanced by huge visual displays covering the Vanam's large walls and interior spaces. With such large areas to cover, the imagery would need to blend from one source into another, providing seamless, jaw-dropping displays of harmony in pixel-perfect 4K resolution.

Integrator for the project – **Pixelart Colours** – used a combination of 15 Epson projectors, plus various active LED displays to deliver the content. Providing the edge blending and seamless visual experience,

Pixelart chose Datapath's tried and trusted **Fx4-SDI processors** to manage the content.

"Datapath Fx4-SDI is one of those unique products available which gives the flexibility to control the resolution with the frame rate", explained **Moses Madhi**, MD at Pixelart Colours.

Four FX4-SDI were installed across the Centre, capturing 4K sources and converting each source them to 1080p@30Hz before being blended into one large image and/or separate moving content.

The result is something which is a feast for the senses as the slow, calming imagery adds an additional air of natural calm. "Datapath's Fx4-SDI and Epson's Projection mapping are the perfect blend to achieve the required solution and visual treat to the Vanam's audience," added Moses.

### Inventory list:

- Datapath Fx4 SDI – 4 units
- Epson EB-PU2216B projectors – 15 units
- Blackmagic Fiber SDI Extender Kit
- Resolume Server Video Engine



*Pixelart Colours used a combination of 15 Epson projectors and various active LED displays to deliver pixel-perfect resolution*

## GWALIOR FORT, INDIA, ENHANCED ITS SOUND AND LIGHT...

*Continued from page 12*

strategically included into the imagery. The visuals are synchronized with the narration and laser lights to give an impression of history speaking to the audience.

Central to Tricolor's AV signal transport and management solution is Lightware's technology, which is renowned for its reliability and advanced features. Leveraging

Lightware's matrices and fiber optic extension and cabling technology, Tricolor has enabled the seamless transport of 4K@60Hz 4:4:4 video, free of latency, and supporting perfect synchronization across the expansive canvas of Man Mandir Palace. This technological feat has ensured a breathtakingly immersive experience that carries spectators

deep into the annals of Gwalior Fort's history.

The project features Lightware's 10 sets **DVI fiber optical extension transmitters** and receivers **DVI-OPT-TX110** and **DVI-OPT-RX110** providing signal delivery up to 2500 meters, 1 unit HDMI 2.0 compatible 4K@60Hz 4:4:4 **matrix switcher MX2-8x8-HDMI20-CA**, 12 units of premium high-speed HDMI 2.0b **flexi cables CAB-HDMI20-PHS100F**, as well as 2 units of premium hybrid optical active cables **CAB-HDMI20-AOC5000H** to transport 4096x2160@60Hz at RGB 4:4:4 video resolution.

Tricolor's revamped Sound and Light show breathed new life into Man Mandir Mahal to captivate audiences with vibrant imagery and envelop them in a symphony of sound and riveting history of the Gwalior Fort. The Fort's footprint on the global tourism map solidifies as visitors from far and wide flock to witness this mesmerizing spectacle.



*Leveraging Lightware's matrices and fiber optic extension and cabling technology, Tricolor has enabled the seamless transport of 4K@60Hz 4:4:4 video*

# DESIGNING THE HISTORIC SPACE

## *SoundTube's Transformation of H.T. Parekh Legacy Centre – India with Audio and AV Solutions*

*Instilling elegance for a memorable walkthrough of the visitors, H. T. Parekh Legacy Centre establishes the venue design with simplicity. AV-ICN Expo Magazine gets in touch with Mitul Soni, Techno Commercial Lead, SoundTube India to understand the integration of H. T. Parekh Legacy Centre with best-in-class sound and pro AV solutions by SoundTube.*

**H**ousing Development Finance Corporation Limited (HDFC Ltd) and H. T. Parekh Foundation announced the opening of the H. T. Parekh Legacy Centre, located on the 4th floor of HDFC's corporate headquarters at Ramon House, Churchgate, Mumbai.

**Hasmukhlal Thakordas Parekh** at the age of 65, after relinquishing his role as the Chairman of ICICI Limited, decided to turn to his dream project of bringing housing finance to India and founded HDFC. The H. T. Parekh Legacy Centre is a humble attempt to tell his story, encompassing his early life, years as a stockbroker, the establishment of ICICI as a development bank, and finally HDFC in 1977, which was the culmination of his life's dream.

The Legacy Centre was conceived as a space that reflects simplicity and warmth - the key principles that distinguished Mr. H. T. Parekh. The exhibition design was conceived and executed by **Abhishek Ray of Matrika Design Collaborative**, who shaped the space by introducing ubiquitous arches reminiscent of pre-independence British



*Walkthrough of the Legacy Centre with AV design reflecting elegance*

architecture. The resulting niches provide a spatial break as visitors move from one area to another. The center ends with the

'historic space' - the original hut of **H. T. Parekh**, which has been preserved for 46 years and is symbolic of the roots of the HDFC.

### The brief

Audiovisual scope included solution for exhibit concept with seamless AV design. The brief given to Abhishek for AV, was to offer contained audio solution for the walk-through area inside the gallery and create a unique user experience. As one walks around the exhibit, AV content plays personal interviews and audio content of Mr. H. T. Parekh and team who work very closely and tirelessly with him to build HDFC.

With many brands offering contained audio solutions, Ray decided to zero down on SoundTube, for its aesthetic appeal and unique package. SoundTube India team worked closely with Abhishek Ray to design and implement AV systems solution for the venue.

### Installed audio solutions

FP6020-II Focus Point Parabolas were used for the job, powered by SoundTube's SA202-RDT-II Mini stereo amplifiers. SA202-RDT offers inbuilt crossover of 120Hz





Seamless integration of AV design with amplifiers, switchers, and commercial displays at H.T. Parekh Legacy Centre

and measures only 4" x 6", saving a lot of rack space. Furthermore, two of the FP Pods were installed with LED and motion sensing modules to further enhance user experience. SoundTube's FP6020-II were installed with precise planning. Every loudspeaker is installed not more than 7.5 ft height from the floor level. "We measured the SPL level outside the dome during busy hours and set the gain 6dB higher inside the dome to get perfect containment of audio. Floor rags were added under every focus point pods to minimise reflections from surfaces and maximise the directivity of FP6020-II parabolas," commented, **Mitul Soni**, Techno Commercial Lead, SoundTube India.

**Samsung** commercial displays were also installed at various locations and **Alfatron Electronics Matrix** switches were used to send Ultra HD AV Signals over long distance using HDBaseT technology from NUC with AV content.

### Outcomes

As a result, the team was able to achieve desired level of directivity, contain audio into the intended AV zone/area, and able to deliver flawless experience at the legacy centre. After installation and systems commissioning, Ray commented, "Out of options available, SoundTube's technology

**FP6020-II Focus Point Parabolas were used for the AV design, powered by SoundTube's SA202-RDT-II Mini stereo amplifiers.**

### Inventory list:

- FP6020-II – 6 units
- SA202-RDT-II – 6 units
- FP-Motion – 2 units
- FP-LED – 2 units
- ALF MUH44E – 1 unit
- ALF WUK4A – 1 unit

offering directional audio is more reliable and readily available. Tech support and after sales service provided by SoundTube India team is great and makes all the difference, especially when you are implementing a unique solution using technologically advanced product such as SoundTube."

The Legacy Centre was later inaugurated by **Jamshyd N. Godrej**, Chairman and Managing Director of Godrej & Boyce Mfg. Ltd. Co. and is open to public from July'23 onwards.



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# AV-ICN ESTABLISHES ICN TECHNOLOGIES FURTHER WITH ON EXHIBIT FLOOR

CONFERENCE SHOWCASES LEADERSHIP OF AV INDUSTRY DELIVERING FUTURE ROADMAP



Another **AV-ICN** wrapped up in May this year, and the show along with the concurrent **PALM Expo** was bursting at the seams with a record number of attendees exploring the latest Pro AV solutions. As the premier event for the professional audiovisual, integration, communication, and networking industry in India, the AV-ICN Expo with its showcase of cutting-edge solutions and highlight content features has emerged as a force to reckon with.

Held from 30th May – 1st June 2024, the 3rd consecutive AV-ICN Expo surpassed expectations, cementing its status as the ultimate destination for pro AV industry professionals and thought leaders. With a groundbreaking year, welcoming a unique attendee presence of **25,510** and a total footfall of **38,636** visitors from various parts of the country and the world, AV-ICN along with the concurrent PALM Expo marked yet another milestone with a **20%** increase in visitor numbers from 2023.

AV-ICN Statistics and Demographics on page 28-29.

Spanning across Bombay Exhibition Centre in Mumbai, India, the event showcased a range of audiovisual solutions for the systems integration, lighting, live events, and IT industries. This year, the expo welcomed almost 300 exhibitors with more than 750 brands, and attendees were able to explore over 30,000 square metres of floor space across four halls, a live arena zone and two Demo Qubes.

With the increasing demands of LED displays, projectors, conferencing and collaboration devices, digital signages, interactive displays, and more, Indian pro AV market is expanding than ever before. From education sector deploying smart and hybrid classrooms to government sector catering to large visitor attractions and events, AV industry is exploding with cutting-edge solutions.

“Though creating an alternate AV industry platform in India has been challenging, establishing a neutral, independent expo

that is international in scope and accessible to the Indian market and entrepreneurs has been no easy. Continuous support from OEMs and distributors across the country has been crucial. The growth in attendee figures is testament to the fact that there is clearly a lot of investment into audio visual technologies across various industry sectors”, says **Ramesh Chetwani**, Project Director, **PALM AV-ICN Expo**.

Through a sheer range and depth of offerings, from immersive displays to augmented reality experiences, control automation and end-to-end AV integration solutions, AV-ICN attendees were treated to a plethora of state-of-the-art products. The bustling expo floor hummed with action as attendees steered through a maze of booths, brands, and products, each one more fascinating than the last.

Displays continue to get bigger, better, and cost-effective. LEDs, interactive touch screens and large-scale display companies showcasing improved pixel densities, smaller tiles, curved screens, dominated the

**SU PIOW KO**

CEO

AET DISPLAYS LIMITED

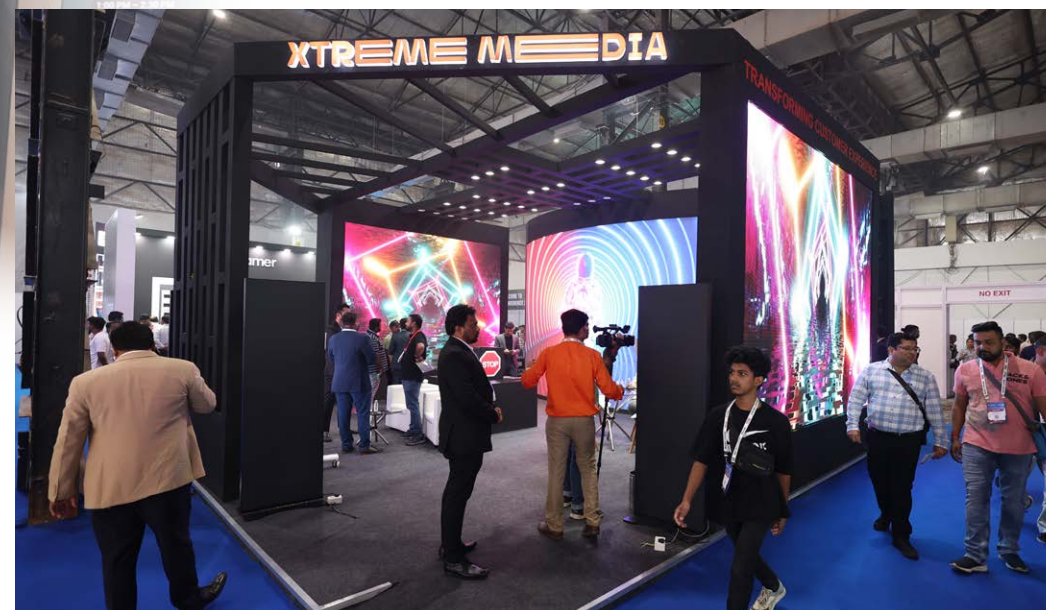
“We are thrilled to have participated in the AV-ICN Expo as we displayed our latest rental panels, including the QC, UV, QR, and QI series. The high attendance and enthusiasm at our booth was remarkable. Additionally, we had a productive Conference with industry leaders. Overall, the event has been exceptionally well-organized and successful.”

**VIJAY SHARMA**

COUNTRY HEAD INDIA & SOUTH ASIA

OPTOMA

“This is our second year at the AV-ICN Expo, and we are impressed by the significant improvement in both the size and quality of the crowd. We anticipate continued growth and enhancement in the future. We look forward to ongoing participation in this excellent event.”



First time exhibitors Xtreme Media Pvt. Ltd. showcase their LED Video Wall solutions to visitors





**The Lumina Screens booth at AV-ICN Expo 2024**

AV-ICN Expo floor along with the projection solutions companies, all competing for their share of the pie.

While AET LED Displays launched its indoor creative rental solutions, the QV Series, which comes with a 10-degree curve, ViewSonic launched the CDE9830 for wireless presentation and Jona LED launched the Platinum Plus Series and the latest 5th generation Jona LED Norah Indoor Series LED video wall displays.

“This year, the newest product in Active LED Screens is the COB - Chip on Board Technology, which was brought at the expo this year. It was a 136-inch P0.9, which we introduced at AV-ICN Expo. Its one-of-a-kind and the newest technology in the Active LED industry,” said **ANSH AHUJA** – DIRECTOR, EVERGLOW LED PRIVATE LIMITED. “The expo has offered us excellent exposure, enabling us to present our

cutting-edge technology to a diverse and wide-reaching audience. We are incredibly pleased with the enthusiastic and positive response we have received.”

First time exhibitors Xtreme Media Pvt. Ltd. showcased their LED Video Walls and enterprise-level digital signage solution. “This year marked our debut at AV-ICN Expo, and we were delighted by the enthusiastic response we received. The reception from the crowd was incredibly positive, with numerous inquiries showing genuine interest in our offerings. The feedback we gathered was particularly encouraging, reinforcing our decision to participate again next year,” said **KSHITIJ MAKWANA** - BUSINESS SOLUTIONS MANAGER, XTREME MEDIA PVT. LTD.

Elite Screens unveiled its latest innovation the Kestrel Tab-Tension 2 CLR, an electric floor-rising projector screen.

“The event has drawn a significant audience, showcasing a diverse range of sound, lighting, and AV technologies all in one location. This consolidation offered a remarkable opportunity for attendees to explore and engage with cutting-edge innovations across these sectors. The cohesive nature of the exhibition enhanced convenience and underscored its value as a comprehensive industry gathering,” said **OM PRAKASH DUBEY** - BUSINESS DIRECTOR, VIEWSONIC.

Echoing the same view **NIYATI MALHAN KAKKAR** – DIRECTOR, JONA LED said, “PALM and AV-ICN Expo is a cornerstone event in the sound, light & AV industry. This exhibition not only connects us with clients but also educates them about new products and industry advancements. The expo plays a significant role in fostering meaningful networking and knowledge-sharing beyond sales conversions.”

Jona LED’s premium line of XR COB series tiny LED displays and the flagship all-in-one video splicing processor - H series by Nova-Star were also on display at the show.

Other leading manufacturers and distributors who showcased their range of display/projection solutions at the AV-ICN Expo 2024 included ABSEN (SEPL Visual Solutions), Acton Pixel, Atenti LED Display India, DI Impex, Epson, G H Starled Display, Hawaii Sign & LLP, Infonics Technologies, Newtech Video Systems, NVS, Pixel LED, Optoma, Sunrise LED Tech, Tentech LED Display, Unilumin, Vishwanjali Technology, Zuper LED Media, YEON LED LLP, Maven Enterprise, TRANS SWAG 24 ENTERPRISES, and MTek Solutions.

“At the AV-ICN Expo, we displayed our key solutions including the immersive zone, 3D mapping, the latest hybrid meeting room solution, and more. The expo gave us the opportunity to showcase our solutions to the audience. Earlier, people were under the impression that Epson can only be used for indoor applications in corporate or education sector but with the opportunity to participate in the AV-ICN Expo, Epson could make people understand about other parameters and applications as well. Meeting the rental and staging customers at the expo made it possible. AV-ICN has given us an opportunity and I would like to thank AV-ICN Expo for creating this platform. The expo is opening new doors for us and acting as a one-point solution as well,” explained **ARBAAZ KHAN** - PRODUCT MANAGER – VP, EPSON INDIA PVT LTD.

“At this year’s AV-ICN Expo, we displayed our popular FL and NT Series curved LEDs and floor LEDs. The show has been



**Epson display key solutions including the immersive zone, 3D mapping, the latest hybrid meeting room solution, and more**



**SABARISHAN N**  
**MANAGING DIRECTOR**  
**MINDSTEC**

*It was the first time I was participating in AV-ICN Expo, and I felt I witnessed the right audience and the right foot-fall. To expand the business, it is essential to meet the right set of people and talk to them and therefore, I feel, AV-ICN is a great platform to ensure people connect with each other. I would love for AV-ICN to expand to other cities for more reach and exposure throughout the AV industry.*

**MEET SHAH**  
**COUNTRY BUSINESS HEAD**  
**PEOPLELINK**

*“This was our second year participating at AV-ICN Expo. We started off very small with AV-ICN last year but the kind of response that we got and the kind of people we met, made us come back with almost three times as big as what we did last year. Moreover, in terms of the content that PALM and AV-ICN have been covering in the magazine, that itself speaks a lot, be it in terms of the AV industry, the brands in the market, or the upcoming AV solutions. The kind of experts that AV-ICN has got in the Conference is also amazing and with the knowledge that is being shared to 100, 200, or 500 people, is also creating the required networking for us. We are glad to have participated again and we are here to stay.”*



**A busy ABSEN / SEPL booth at AV-ICN Expo 2024**

**outstanding, with numerous enquiries and a high volume of visitors from across India, making the show a tremendous success,”** said **STANEY ANTONY - SENIOR VP, SALES, MARKETING AND OPERATIONS, SEPL VISUAL SOLUTIONS.**

What was notable this year was the marked increase in the number of brands that brought integration, communication, conferencing, collaboration and networking to the fore. Mindstec Distribution showcased cutting-edge AV solutions like video conference cameras from Telycam, best-in-class technologies like real-time graphics and live production solutions by Vizrt, collaboration solutions by Avocor, MTC Technologies, and T1V, secure engagement technologies by Uniguest, HDMI solutions by Kordz, Inc. and Blustream, videowall systems, scalable graphics, and video capture technologies by Datapath, video wall management by POLYWALL and screen and display mounting solutions

from B-Tech AV Mounts, cutting-edge AV products by Audio Logic, etc.

**“PALM and AV-ICN Expo is an outstanding exhibition. Having attended many events, I found this one particularly engaging, attracting a highly interested and interesting audience. Over the three days, I made numerous valuable business connections. It was a very positive experience,”** said, **IVON ROMASHKO - HEAD GLOBAL SALES, VIOLOGY (POLLYWALL SOFTWARE SOLUTIONS).**

Collaborating with Crestron Electronics, Cavitate Marketing displayed futuristic technology and revolutionary products like AirMedia, a device for wireless presentation and conferencing, that captured everyone’s attention. The PeopleLink, InstaVC, and in-Lynk teams unleashed the power of virtual and video collaboration at their booth.

**“We were delighted to highlight our key products at the Crestron booth during the AV-ICN Expo, including HDMI and USB**



**Attendees got the opportunity to explore the power of seamless connectivity at Kramer Electronics’ booth in collaboration with DC Infotech & Communication**





## NATARAJU UPPUTURI

FOUNDER AND CEO

NTECK SYSTEMS

*I have attended PALM Expo for more than 10 years and when I heard that AV-ICN team is building the first-ever Indianized professional AV show, I was the first one to come along. The biggest thing is, earlier teams had to follow the concept of RTM – Read The Manual, but with the show like AV-ICN, now the industry gets the required training through CAVS, etc. We have always been a part of the AV-ICN Expo as an exhibitor and would continue to contribute our part towards the AV industry.*

**Crestron highlight key products at their booth including HDMI and USB extenders, wireless presentation and conferencing tools, etc.**

extenders and wireless presentation and conferencing tools. The response was incredibly positive, with significant interest from systems integrators and customers. We appreciate the opportunity provided by the AV-ICN Expo, which continues to be an excellent platform for reaching our target audience and generating valuable leads," said - **PRATIK PRAJAPATI** - PRODUCT MANAGER- AV SOLUTIONS, CAVITAK MARKETING PVT. LTD.

Attendees got the opportunity to explore the power of seamless connectivity at Kramer Electronics' booth in collaboration with DC Infotech & Communication who showcased Kramer's range of cables, adapters, range extenders, switchers, scalars, multi-viewers and much more!

"AV-ICN Expo is an excellent platform for networking and showcasing new technology. We received positive feedback from rental partners, systems integrators, IT partners, and end customers. The event

provides a valuable opportunity to present solutions and engage with a diverse audience," said **GAUTAM MANISH** - REGIONAL SALES MANAGER -WEST INDIA, KRAMER.

Nteck, an AV-ICN exhibitor from the first edition of the show was back with high-performance connectivity solutions from brands like Inogeni, Hall Technologies, Crowd Beamer, Opticis and Ultrasonic Audio.

Comcon Technologies unveiled Optocore's FESTIVAL BOX, which is the main hub unit for a wide range of professional audio devices, with MADI inputs and outputs such as digital consoles, DAW, playback devices and professional broadcast units, IP protocols, Optocore or any fiber-based audio system.

First time exhibitor AV Master Technology used their space on the floor to introduce intelligent PPT Clicker, HDMI 2.1 Multi Core AOC Cable 4 in 4 Out designed for LED screens operations, Fiber Cables and

Extenders and more.

Exhibitors like Global LED, Leksa Lighting, Nikita Distributors, and Apna Studio exhibited their lighting solutions and professional ecommerce platform Rzone Pixel showcased LED Light Bars at their booth. Canara Lighting unveiled the Canara LED Octagonal Panel Light at the AV-ICN Expo 2024.

The Expo was supported by All Delhi Sound & Light Association, Audio Engineering Society, Professional Audio & Lighting Association, ASIRT, All India Electronic Association, CAAK, Electronic Security Association of India, EEMA, and EESA.

Providing insights into the growth trajectory for the AV industry, **Anil Chopra**, Founding Director of PALM AV-ICN Expo in his keynote address elucidated, "We realize that India has gone AV in a big way like no other country in the world. India is as robust as any developed economy in the world, with investment into audiovisual for education, infrastructure, hospitality, retail and hospitals. Our goal at AV-ICN is that Indian AV goes global. Today, Indian AV market is as developed as the US or any part of Europe. The keynote of this address to the AV industry from the AV-ICN platform is this that manufacturing is the key, not only for India, but for the world. India must have a determination and mindset to manufacture for the world. Indian AV product must go global!"



**Mindstec Distribution showcased cutting-edge AV solutions from Telycam, Vizrt, Avocor, MTC Technologies, T1V, Uniguest, Kordz, Blustream, Datapath, POLYWALL and B-Tech AV Mounts, etc.**



# KNOWLEDGE HUB: AV-ICN CONFERENCE & SEMINAR PROGRAMME BRINGS TOGETHER LEADING AV INDUSTRY EXPERTS AND THOUGHT LEADERS

The key highlight of the AV-ICN expo 2024 was the presence of a knowledgeable lineup of 27 key AV industry experts and thought leaders at the AV-ICN Conference platform, which featured a diverse series of seminars and panel discussions across the three days. AV-ICN is committed to bringing the best Indian & International speakers on this reputed platform, delivering their skills and expertise to an informed and elite audience of media and entertainment professionals.

The platform, provided attendees a valuable opportunity for learning and networking as AV industry experts including **Abdul Waheed** - EYTE Technologies, **Abhishek Pratap Singh** and **Meet Shah** - PeopleLink, **Mustafa Rampurawala** and **Punit Rastogi** - SISPL, **Ashish Bajaj** - AMX, **Bharat Chheda** – ASIRT, **Farhan Walele** - Crestron, **Gangasagar Amula** – Absen, **Griffiths Zachariah** – ClearOne, **Kelvin Ashby-King** – Clarity Consulting, **Kuldip Kamat** - Allwave-AV Systems, **Manikk Gupta** - HAVI Design, **Manu Sharma** – Neat, **Mayank Jani** – Nanta Tech, **Narendra Naidu** - Rhino Engineers, **Prashant Govindan** – Generation AV, **Rajesh Patkar** - ZeeVee Inc, **Rhythm Arora** - Qubix Technologies, **Rohan Tadke** – RTAV, **Sachin Jain** – Play Technologies, **Sajan Joseph** - Ctrl Alt Experience, **Sanket Rambhia** - Xtreme Media, **Su Piow Ko** – AET Displays, and **Vineet Mahajan** - Unilumin India, provided insights on emerging trends, best practices, and imminent course of the AV and systems integration industry.

## Topics included:

**MicroLED – Future of Display** that attempted to explore MicroLED’s potential to reduce manufacturing costs and drive widespread adoption, along with its applications in AR/VR displays through MicroOLED technology. The session also discussed current and future challenges to MicroLED adoption, including the impact of thin film technology.

AV-ICN Expo Keynote address by **Anil Chopra - India Goes AV.**

**Designing the Process to Deliver Excellent AV Projects** where **Rhythm Arora** provided insights on steps to engineer a great AV Project - building, how to structure the



**Panel Discussion on MicroLED – Future of Display?; Moderator Abdul Waheed - EYTE Technologies with panellists Gangasagar Amula, Sanket Rambhia, Vineet Mahajan and Su Piow Ko**



**Panel Discussion on The Future of Unified Communication: Trends and Video Conferencing Systems; Moderator Rohan Tadke with Abhishek Pratap Singh, Griffiths Zachariah, Mayank Jani and Manu Sharma**



**Panel Discussion on Future of Pro AV Managed Services in India; Moderator Prashant Govindan with Kuldip Kamat, Rhythm Arora and Kelvin Ashby-King**



**Panel Discussion on How AV over IP is Revolutionizing Modern Audiovisual Systems and Importance Of AV and IT Convergence; Moderator Abdul Waheed with Farhan Walele, Ashish Bajaj, Rohan Tadke and Rajesh Patkar**



teams, responsibilities, documentation, and more.

**The Future of Unified Communication: Trends and Video Conferencing Systems**, which discussed the trends in cloud-based video conferencing systems, AI revolution



**Anil Chopra - Founding Director, AV-ICN Expo**



**Bharat Chheda - President, ASIRT**



**Smita Rai, Deputy Project Director of AV-ICN Expo with Kelvin Ashby-King Principal Consultant, Clarity Consulting**



**Sajan Joseph - Co-Founder & CEO, Ctrl Alt Experience**

in communication, challenges and opportunities, security and data privacy, user experience and accessibility.

**Transformative Engagement: Unlocking the Power of Audio-Visuals & Hybrid Classrooms** where Mr. **Meet Shah**, Country Business Head - USA from PeopleLink unveiled latest trends and essential considerations when deploying AV solutions in both enterprise and education sectors.

**Future of Pro AV Managed Services in India** explored the shift towards Pro AV Managed Services, enabling 24/7 intuitive system management across multiple locations, and discussed the ideal model for seamless integration, remote management, and cost reduction through analytics-driven optimization.

**How AV-over-IP Is Revolutionizing Modern Audiovisual Systems And Importance of AV and IT Convergence.** The transition to IP-based infrastructures is transforming the AV industry, but the lack of a unified standard and communication gaps between AV and IT teams can lead to integration challenges. This session explored strategies for buyers, technical considerations, and business opportunities in the Pro AV sector as it converges with the IT industry.

**ASIRT – A Platform to Collaborate and Grow Together.**

**Pro AV Project Market - Challenges**



**Meet Shah - Country Business Head (USA) - PeopleLink Unified Communications**



**Abdul Waheed - Managing Director, EYTE Technologies**

**ABDUL WAHEED**  
**MANAGING DIRECTOR**  
**EYTE TECHNOLOGIES**

*People were extremely excited about the expo. Prior to the exhibition, when the teams were doing advertisement, people were calling me to ask about my session as the conference speaker. The hall was full during the session. These kinds of sessions give us an opportunity to learn more about the industry and from the right people. It also gives an opportunity to interact with the manufacturers and upgrade our knowledge about the industry. The AV-ICN conference is growing day-by-day. Post-Covid, we have seen a major footfall at the expo and clients are knowledgeable about the equipment, industry, and their requirements. What they are looking for, is the first-hand experience and therefore, AV-ICN Expo provides them a posh attitude towards their work. It's awesome!*

**SAJAN JOSEPH**  
**CO-FOUNDER AND CEO**  
**CTRL ALT EXPERIENCE**

*This is the second year that I have been at the AV-ICN Expo, and it has really been great. Last year, we had a Virtual Reality (VR) booth and attended the CAVS as well. The session was interactive last year, and I could see the same this year at both the conference seminar and CAVS. It was exciting to see that there was something new to share about VR and AR in the AV industry.*



## ABHISHEK PRATAP SINGH

NATIONAL PRODUCT HEAD

PEOPLELINK UNIFIED COMMUNICATIONS PVT. LTD.

*The future of Unified Communications is bright, bold, and borderless. At our AV-ICN Conference session, we delved into how AI, VR, and hyper-personalization are reshaping collaboration. It's about creating immersive, intelligent workspaces that prioritize human connection. A big thank you to the organizers for this incredible opportunity to explore the future of UC. Moreover, this was our second year of participation and the robust support and extensive coverage provided by the event has encouraged us to expand our presence. This promising environment fostered continued growth and amplified our impact within the industry.*

and Opportunities discussed India's unique cultural and logistical landscape presenting distinct challenges and opportunities for AV solutions, requiring innovation and adaptability from AV consultants and systems integrators. The session explored emerging opportunities in IoT/Smart Buildings, various

industry verticals, and government sectors for both established and new players in the AV systems integration space.

*Optimizing Acoustics for Workspaces* attempted to equip AV partners with essential knowledge and practical insights to optimize acoustics in modern workspaces,

enhancing speech clarity, reducing distractions, and creating productive meeting environments. The session covers acoustic fundamentals, key metrics, and practical applications, enabling AV partners to design and implement effective acoustic solutions that meet technical standards and boost user experience.

*The Role of AR And VR In Advancing the AV Industry* that discussed how AR and VR can be leveraged in the AV industry to design, train, and support. These sessions initiated engaging discussions and provided informed knowledge to attendees.

*With the vision to not only inform the visitors but reach a large audience across the globe, AV-ICN Expo Magazine features excerpts from each conference session in its recurring issues throughout the year. The conference series share the informative discussions in brief with the link to view entire sessions on PALM AV-ICN Expo's YouTube channel - <https://www.youtube.com/@PALMExpoIndia/videos>.*

# AV-ICN ADVANCES AV EDUCATION WITH CAVS

The 5th edition of the Certified AV Specialist (CAVS) program, a prominent feature of the AV-ICN Expo, successfully delivered a comprehensive and impartial educational experience to 37 registered students. Renowned faculty members, including **Narendra Naidu** (Rhino Engineers Pvt Ltd), **Satyanarayana Reddy** (The Siemon Company), **Arif Patil**, and **Abdul Waheed** (EYTE Technologies Pvt Ltd), led the program.

The CAVS curriculum was structured into three modules, spanning three days. Day 1 focused on Pro Audio, covering topics such as sensitivity, sound waves, impedance, frequency range, and signal-to-noise ratio. Day 2 explored Integration Networking, including IP networking, IP address basics, IPv4 vs IPv6, and routers. Day 3 covered Video, encompassing screen resolution, aspect ratio, viewing angle, refresh rate, and more.

Each day's training sessions, held from 10:00 a.m. to 4:00 p.m., emphasized basics, design, and implementation for each module. The program included a 40-minute buffet lunch break and an evening coffee break, courtesy of AV-ICN.

On the final day, attendees took a comprehensive examination to assess their



**CAVS Training Day 1; Topic – AUDIO; Trainer: Narendra Naidu – Rhino Engineers**



**CAVS Training Day 2; Topic – INTEGRATION NETWORKING; Trainer: Satyanarayana Reddy - The Siemon Company**

learning. Successful participants received certificates, marking the conclusion of the course.

As a leading provider of AV education in

the country, CAVS is dedicated to developing professionals for the future. The CAVS curriculum aims to certify new talent seeking a career in the AV industry. Amidst the

**ABDUL WAHEED**  
**MANAGING DIRECTOR**  
**EYTE TECHNOLOGIES**

*The Conference Programmes and Educational sessions at AV-ICN 2024 were particularly noteworthy, offering industry professionals the chance to engage with thought leaders, share knowledge, and gain valuable insights.*

*The CAVS AV certification training program in particular conducted during the expo plays a vital role in:*

- Enhancing the skills of existing professionals
- Empowering newcomers to enter the field
- Elevating industry standards

*Overall, AV-ICN Expo 2024 has set a new benchmark, fostering growth, innovation, and excellence in the AV industry.*



**CAVS Training Day 3; Topic – VIDEO; Trainer: Arif Patil**



**L-R: Anil Chopra, Abdul Waheed, Arif Patil and Smita Rai with the CAVS Certificates**



**Abdul Waheed (R) hands the CAVS Completion Certificate to a successful candidate**

rapid growth of AV communication, integration, and networking, attracting talent to the industry is crucial.

**Anil Chopra**, Founder of CAVS training, stated, "I firmly believe that CAVS education should be expanded to every AV-centric city in India. Following successful programs in Mumbai and Ahmedabad, Bengaluru, India's AV hub will host CAVS Bengaluru training from 16th – 18th January, 2025."

# FIRST-EVER AV-ICN EXCELLENCE AWARDS 2024 CELEBRATES EXCELLENCE IN AV DOMAIN

The first AV-ICN Excellence Awards 2024 took place along with the PALM Sound and Light Awards at a glittering and well-attended ceremony at the Taj Hotel, Santacruz on 31st May 2024.

Acknowledging the expertise and technology that goes behind completing large-scale AV projects, AV-ICN Excellence Awards 2024 honoured outstanding individuals and organizations for their significant contributions to the audiovisual industry. The AV-ICN Excellence Awards not only celebrates technological innovation and excellence, setting higher standards for future developments in the AV Industry but also individual achievements.

The first AV-ICN Excellence awards an-



**Kramer awarded with the 'Best Network Communication Innovation Award'**



# ST PROJECTION MAPPING



'Best Projection Mapping Projector' awarded to Epson



AV-ICN Expo felicitates veteran AV Consultant Kelvin Ashby-King

nounced just six awards in its inaugural year. AET LED Displays received the award for 'Innovative Indoor Display Solutions', awarded to the QR Indoor Series for outstanding display in Colour Dynamics. 'Best Projection Mapping Projector' was awarded to Epson for its outstanding innovation in the super compact EB-PU2213B Large Venue Mapping Projector. Awarded for innovation and technology in the domain of AV Network Communications

that facilitate seamless transfer of complex data of AVoIP, Kramer was awarded with the 'Best Network Communication Innovation Award'. RHINO ENGINEERS PVT. LTD. was awarded with Outstanding Interior Luminescent Illuminations for lighting design, AV, ELV, and MEPF system designs at Ram Mandir.

The award's flagship – 'AV Architect of the Year Award' was established with a vision to identify and celebrate distinguished

## ARBAAZ KHAN PRODUCT MANAGER EPSON

I was very happy that Epson was considered as one of the brands for the mapping category. Epson, earlier, was not majorly present in this category and was majorly known to provide solutions to the corporate sector but with this award, Epson will now also be recognised in the mapping category.

# INNOVATIVE INDOOR DISPLAY SOLUTIONS



AET LED Displays received the award for 'Innovative Indoor Display Solutions'

# OUTSTANDING INTERIOR LUMINESCENT ILLUMINATIONS



RHINO ENGINEERS PVT. LTD. was awarded with Outstanding Interior Luminescent Illuminations for Lighting Design, AV, ELV, and MEPF system designs at Ram Mandir

AV professionals, integrators, and consultants, who have contributed to the field of audiovisual in immense proportions. These individuals have always traversed the extra mile, thought out-of-the-box, and pushed the boundaries of AV design and application in various fields around the globe. This award was bagged by **Aarti Parwaney** of **Pyramid technologies** for highest standards in adopting best innovation and vision in AV architecture.

Pyramid Technologies also received the 'Best Project Systems Integrator' award for innovation in systems design, equipment choice, and efficient project implementation and management with timely delivery and service support for the Yashobhoomi Convention Centre project.

## CONCLUSION

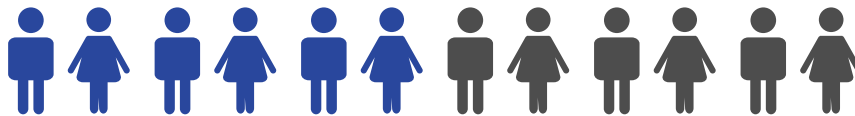
Overall, AV-ICN Expo 2024 was a resounding success, showcasing latest improvements in technology and steering the AV industry forward towards a future designed to transform the way we interact and communicate. AV-ICN Expo 2025 is scheduled to take place from May 29th – May 31st, 2025.

# AV-ICN EXPO *Statistics*

## EMPOWERING CONNECTIONS, ENERGIZING INDUSTRY: AV-ICN EXPO 2024 STATISTICS

At the AV-ICN expo 2024, attendees actively engaged with exhibitors to foster business connections and identify products tailored to their specific needs. The expo successfully facilitated substantial business opportunities to meet the growing demand within the professional AV industry. The demographics and professional interests reflected in our statistics underscore the significant demand for Pro AV products from a substantial user base.

### AV-ICN 2024 BUYERS AND SELLERS WHO ATTENDED THE SHOW

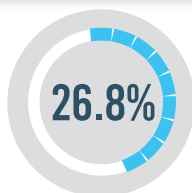


**ACTUAL USERS**  
**47%**

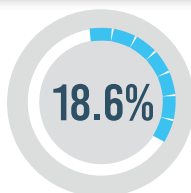


**TRADE USERS**  
**53%**

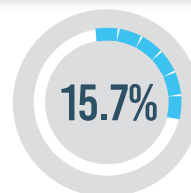
### PURPOSE OF VISIT



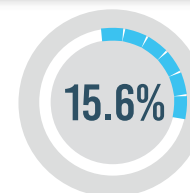
**NEW PRODUCTS  
& TECHNOLOGY**



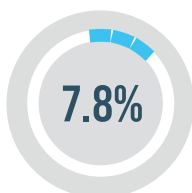
**PURCHASE &  
ORDER**



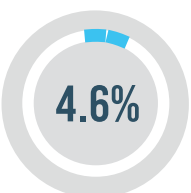
**CONNECT WITH  
THE TRADE**



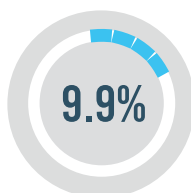
**LOOKING FOR BUSINESS  
EXPANSION**



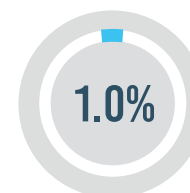
**NETWORKING /  
MARKET RESEARCH**



**OTHERS**



**EVALUATE SHOW FOR  
FUTURE PARTICIPATION**



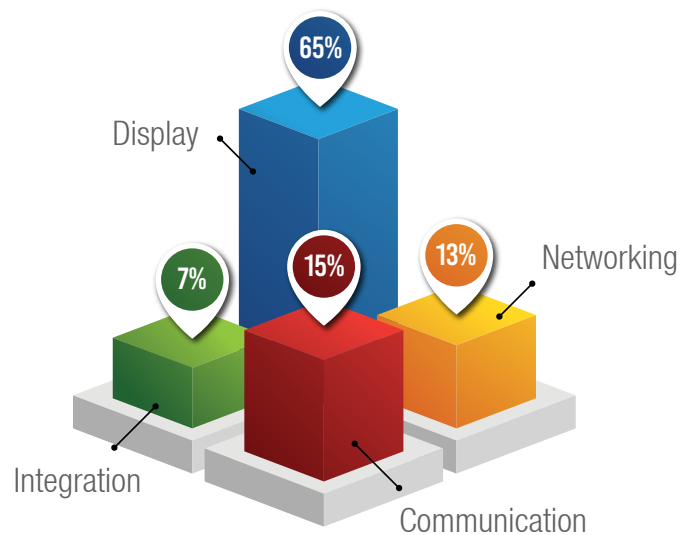
**SEEKING  
REPRESENTATION TIE-UP**



## PROFESSIONAL INTEREST OF THE VISITORS

LED SCREENS	20%
DIGITAL DISPLAY	15%
DIGITAL SIGNAGE	12%
PROJECTION MAPPING	8%
INTEGRATION	7%
COMMUNICATION	13%
NETWORKING	14%
RESIDENTIAL AV	6%
AUDIO	5%

## EXHIBIT PROFILE



# ESTABLISHING THE INDIAN DISPLAY MARKET WITH MICRO-LEDS



**A Session on 'Micro-LEDs: Future of Displays' By Panellists - Abdul Waheed, Managing Director, EYTE Technologies Pvt Ltd (CTS-I), Gangasagar Amula, Director, Absen India, Mr. Su Piow Ko, CEO, AET Displays Limited, Vineet Mahajan, Director, Unilumin India, and Sanket Rambhia, Director, Xtreme Media Pvt. Ltd.**

According to the reports, "true MicroLED display market for pro AV is set to skyrocket and accelerate from just \$24.0 million in 2023, to reach annual revenues of \$26.2 billion in 2032". AV-ICN Conference Programme 2024 marked its beginning at AV-ICN Expo with the panel discussion on 'Micro-LEDs: Future of Displays', attempting to define micro-LEDs and the current and future challenges in the display industry. This feature shares the session in brief and attempts to answer questions like – Is there significant interest in MicroLEDs from the giants of LCD panel manufacturers and are they motivated to leverage their expertise, will MicroLED drive down manufacturing costs and build a bridge to widespread adoption, what is MicroOLED and MicroLED - The Future of AR/VR Displays, what are the current and future challenges to adoption, will MicroLED be impacted by thin film technology?

## Micro-LEDs: Defining the technological trend

There have been broad disagreements about the proper definition of MicroLED. As per the reports, it has been largely agreed now, that a true MicroLED will be implemented as sub-100-micron chiplets, mass transferred onto a TFT backplane with active driver technology. **Abdul Waheed**, Managing Director, EYTE Technologies Pvt Ltd (CTS-I), kicks off the panel discussion by posing the question - what are Micro-LEDs and how is it changing the technology trend in video displays?

**Gangasagar Amula**, Director, Absen India, responding to the question, states, "The trend is going to be much more refined LEDs coming up in the future. We are talking about SMD, mini-LEDs, micro-LEDs, then things that will go on with variables having active LEDs on watches, and more. This is just the beginning." He adds, "Active

LED is nothing but a concept where we have LEDs directly lighting up the colours compared to the LCDs with conventional type of technologies. Active LEDs are changing the entire game and so, users can make any canvas, design, or curves with active LEDs."

## Evolution of LEDs and the Indian display market

Adding to Gangasagar's thoughtful words and continuing the discussion on LEDs, **Sanket Rambhia**, Director, Xtreme Media throws light on how this field emerged from those days. He states, "As Mr. Waheed said at the beginning of the discussion, we've all seen activities from around 20-30 years back, but we didn't recognize them as active LED displays and that time active LEDs were basically in the form of single colour, tickers, or indicator panels. So, our parent company, Energy Control started manufacturing active LEDs

in India since 1990 with railways, Bombay Stock Exchange, etc. amongst the few primary clients to exchange information. So, it started getting used as a primary source for distributing information primarily in outdoor medium." He adds, "There's a change of pace because obviously the technologies in the market and the affordability of the products have made it possible."

India is an emerging market in the world not only for active LEDs but for many other things as well. Keeping the transforming world in mind, the session's moderator, **Abdul Waheed** raises another question for **Vineet Mahajan**, Director, Unilumin India – "We see a lot of companies coming to India, so how does the Indian market look like and how is it growing?"

**Vineet Mahajan** responds by saying, "The beauty of this industry lies in the kind of versatility and you're right this industry is moving at a very fast pace. There are very few businesses, which are growing in double digits and active LEDs is one of them. So, if I give you the numbers – globally the market is \$13 billion with the ratio of 70% indoor and 30% outdoor and it is growing at a CAGR of 18% while India is hardly contributing less than 1% of the total global market i.e. around \$100 bil-

lion. Therefore, the potential of the Indian market is still to be tapped. Furthermore, India's growth rate is 28%, which means in the next three years, Indian market can see the change from \$13 billion to \$20 billion globally." He adds, "What is fuelling the change? I think the most valid reason is the falling prices of active LEDs. Now because active LEDs are reaching the economy of scale, we see prices tumbling down by 3 to 5%. Second reason can be the limitations of other technologies like LCDs."

Keen on discussing more about the Indian display market, **Waheed** asks **Mr. Su Piow Ko**, CEO, AET Displays, about his journey in this industry, especially in India to which **Mr. Ko** replies, "I think India is one of the fastest growing display markets in the world because of the expenditure on the infrastructures. For the next 5-10 years, railway stations, airports, subways, or all the government infrastructures can see the massive investment into display. Therefore, our vision to bring technology to India is because of our confidence in the expanding market of India. Recruiting and training people is one of the areas India can improve with the technical people on the substance of LED display or active LEDs and that's what we are committed

*"The beauty of this industry lies in the kind of versatility and this industry is moving at a very fast pace. There are very few businesses, which are growing in double digits and active LEDs is one of them."*

**VINEET MAHAJAN,  
DIRECTOR,  
UNILUMIN INDIA**

to do. We have roughly around 40 people amongst which around 20 people are technical specialists that are sent overseas for training to understand the key principles



of active LEDs like chip manufacturing or display assembling, etc.”

Continuing the discussion further about the LEDs in the Indian market, Waheed inquires Sanket Rambhia, “How much are the Indian key players like distributors or OEMs prepared to grab the opportunity of entering the global market and what are the challenges?” Rambhia responds, “There are two segments in the Indian market – The organized segment and the unorganized segment. Both are growing very rapidly. As one of the leaders or pioneers of the Indian display industry, it’s our job to navigate the industry in the right format because unorganized means more non-standardized products, ending up with bad customer experiences. The most important challenge I face is to educate the customer to make the right decision, keeping in mind the quality, service, and price.”

## Exploring indoor and outdoor LEDs

Dividing the demands to indoor and outdoor as brought up at the beginning of the session, Waheed further interrogates, “What are these applications or areas we can look at where these active LEDs can go?” With interesting insights on the topic, Gangasagar Amula replies, stating, “We can divide active LEDs into five segments – Pro AV segment, rental segment, retail segment, outdoor segment, and virtual production. Every segment has a different set of challenges and people in the industry are working hard on those aspects, trying to deliver optimum results in front of the customers.” The panellist continued to talk about the applications of LEDs further, explaining every aspect of active LEDs in detail to the audience.

Further interrogating on the live experiences of the panellists, Waheed enquires to Vineet Mahajan about what areas are being covered by the customers at the exhibitions like AV-ICN since there’s a demonstration of rental businesses catering to LEDs, LCDs, and even OLEDs, and how does he see the market evolving. Presenting his thoughts on the reviewed topic, Vineet states, “As Mr. Ko said that the biggest challenge with LCD manufacturers is the size and we need to have a seamless display, which only LEDs can offer. This is the only reason that the LCD manufacturers are shifting from LCDs towards LEDs. In fact, LCD production has been stopped 15 months back in India because of the transition from LCD video walls to LED

***“As per the reports, it has been largely agreed now, that a true MicroLED will be implemented as sub-100-micron chiplets, mass transferred onto a TFT backplane with active driver technology.”***

video walls. Not only are the LED displays providing a pixel pitch of 0.6 mm, 0.4 mm, and 0.5 mm with the better resolution, but are also bringing more versatility in the form of curved displays, aspect ratios, and better sizes.”

Another question proposed by Waheed to Gangasagar during the session brought out a very fascinating fact on outdoor LED displays. He asked about the key elements that should be looked at while going for outdoor displays, to which Gangasagar responded, “We installed the first outdoor LEDs in 2009 in India and that time we were talking about P16. Today, we are talking about P4 or P2.5. As an OEM, I feel that there is too much of saturation happening on the streets and even the advertisers are facing the challenges of using it. Therefore, we always suggest our partners to use warm lights while installing outdoor LEDs. We also inform users about the power saving factor because the screens are big and consume a lot of power, especially with the huge power fluctuating problem in India.”

## LEDs power consumption: Exploring the technical possibilities

For indoor LED displays that are installed in boardrooms, auditoriums, etc., heat generation is a major challenge. Waheed questions, “how are we addressing this challenge?” Mr. Ko responds by saying, “As a manufacturer, I think there are many ways by which we can overcome this challenge, starting from the efficiency of

the chips because that’s where the heat is coming from. Basically, there are two levels. One is the efficiency of the chip because everybody is trying to minimize or optimize specific areas. We have to look into the little details of the products. For instance, checking the first portion, which would be the chips, then the next portion, which is the driver level or the common cathode driver. Common cathode driver compared to common anode driver will be saving nearly 20 to 30% in terms of power consumption. Furthermore, the thickness of the PCB is also very important to keep the heat in check.” Leading the conversation ahead, Mr. Ko along with other panellists, further explored many other intricate technical possibilities that can help manage heat generation in indoor LEDs.

Exploring about the technologies, Waheed continues to ask questions like what are the key elements that active LEDs have as a technology that other video displays, LCDs, cubes, or video walls cannot fill, what other developments are taking place in terms of pixel pitch, color brightness, other applications, etc., what is the role of AI, what are the major challenges that arise while selecting any product or brand for active LEDs, key factors to count while designing outdoor signages, what kind of training needs to be imparted to ensure safety during installations, how active LEDs are replacing older technologies and what are the additional features that active LEDs are offering, and many more.

## Conclusion

Concluding the discussion with wonderful insights and persuasive thoughts, panellists opened the floor for Q&A with the audience about micro-LEDs and the future of displays. Making the session more interactive and informative, audience came up with some questions like – what the OEMs are doing for the products to fit the Indian market, how to eliminate the structures, and more.

LED is a huge market in India and with common understanding, customisation, and standardisation, brands or OEMs are able to define different AV standards around the country considering Indian environment and conditions. The session ended with a fruitful discussion on the future of LED displays with panellists sharing their experiences about the technologies and responding to the curious minds about the coming up technical innovations.

# Maximizing Impact with High Brightness in Outdoor LED Displays

by Sanket Rambhia, Director, Xtreme Media Pvt. Ltd.



In the realm of outdoor LED displays, brightness is not merely a feature but a fundamental necessity that defines the effectiveness and impact of digital signage. Whether it's a bustling cityscape, a sun-drenched highway, or a vibrant public square, the brightness of the LED display determines its visibility, clarity, and overall ability to captivate and communicate with audiences. High brightness levels ensure that messages remain vivid and legible under the harshest lighting conditions, making it an indispensable element for businesses and organizations aiming to leverage the full potential of outdoor LED displays.

While maintaining brightness levels of the LED display is crucial, several other factors are essential to ensure that outdoor digital displays remain readable even in broad daylight.

## Visibility under various lighting conditions

Outdoor LED displays operate in environments where lighting conditions can change dramatically. From sunrise to sunset, these displays must always remain clearly visible. High brightness levels ensure that the content on the screen is legible and engaging, regardless of the time of day or weather conditions. An LED display with insufficient brightness can appear washed out or unreadable, significantly reducing its impact and effectiveness.

## Combatting sunlight

One of the primary challenges for outdoor displays is direct sunlight. Sunlight can cause glare and reflections, making it difficult for viewers to see the display. With brightness levels ranging from 5,000 to 10,000 nits, these outdoor LED displays are essential to overcoming this challenge. By emitting light at a higher intensity, these

displays can cut through the brightness of the sun, ensuring that the content remains vivid and clear even on the brightest days.

## Enhancing content clarity

Brightness also plays a vital role in enhancing the clarity and vibrancy of the content displayed. Whether it's advertising, public information, or entertainment, the content must be visually appealing to capture and retain viewers' attention. High brightness levels enhance color saturation and contrast, making images and videos more dynamic and attractive. This is particularly important for advertisers who rely on the visual impact of their messages to drive engagement and conversions.

## Extending viewing distance

Outdoor LED displays are often intended to be viewed from a distance, such as those installed along highways or in large public places. Higher brightness ensures that the display remains visible and legible from far away, allowing it to reach a broader audience. This extended viewing distance can be a significant advantage for businesses and organizations looking to maximize the reach of their messages.



*While high brightness is essential, it's also important to consider energy efficiency and the longevity of the LED display.*

## Energy efficiency and longevity

While high brightness is essential, it's also important to consider energy efficiency and the longevity of the LED display. Modern outdoor LED displays are designed to deliver high brightness while minimizing power consumption. This balance is achieved through advanced technologies that optimize the performance of the LED displays without compromising on brightness. Additionally, high-quality LED displays are built to withstand the rigors of outdoor environments, ensuring long-lasting performance and reducing the need for frequent replacements.

## Conclusion

Brightness is a critical factor that can make or break the effectiveness of outdoor LED displays. Understanding and prioritizing brightness in the design and selection of these displays is key to unlocking their full potential and achieving the desired impact. As we continue to innovate and push the boundaries of what these displays can achieve, brightness will remain at the forefront of our considerations, ensuring that our displays shine brightly in any environment.



## SENNHEISER GROUP MAKES ONGOING INVESTMENT IN GERMAN PRODUCTION FACILITY

Sennheiser Group is investing significantly in its own plants. In this way, the family-owned company is strengthening the independence of its production and ensuring its continued success in shaping the future of the audio world. At its headquarters in Wedemark near Hanover, investments are currently being made in state-of-the-art production technologies, particularly in printed circuit board assembly. Under the banner of 'Moving into the Future', a series of expansion and restructuring measures are taking place: The first step was to relocate an existing production line in order to free up space. Then, two new reflow ovens were lifted through the roof of the production hall by crane. This allows four assembly systems to fit in the production halls instead of the previous two, thereby increasing capacity for printed circuit board production.

Sennheiser is further expanding its production capacity at its headquarters in Germany. Within production, the relocation of 'Surface Mounted Device (SMD) Line 1' to create space for additional

printed circuit board assembly systems was only the beginning.

The first SMD 1 production line has been in use at the Wedemark site since 2017; another line with double the production capacity was put into operation in 2022. Together, they reliably produce printed circuit boards on an assembly line. With the help of eight placement heads, the SMD 1 system places components on a printed circuit board at an average speed of 25,000 pieces per hour. The relocation of the machine means that there is now space for a total of four SMD placement systems on the production floor instead of the previous two. With the arrival of the reflow ovens of the new lines, the company can not only increase its printed circuit board production capacity several times over, but also keep pace with technological developments. The new setup also allows for an optimized material flow.

### Moving into the Future

The move is part of a series of investments to strengthen the plant in Wede-



**By continuous investments in the production capacities at the Wedemark site, Sennheiser plans to make it more independent of supply chains**

mark. The site in Wennebostel specializes in technologies for high-precision, automated processes, and manufacture of high-end products, including microphone capsules in its own clean room. To sharpen this focus, the company invested in a new SMD line in 2022 and a digital tool management system as well as ten additional production systems for microphone components in 2023. Other upcoming measures include the addition of an automated SMD storage system.

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/industry-news-115-Sennheiser-Group.aspx>

## AET GLOBAL ENTRUSTS MR. SU PIOW KO, VICE PRESIDENT OF AET GLOBAL WITH AN ADDITIONAL CHARGE AS THE CEO FOR INDIA

AET Displays, one of the renowned industry experts in fine pitch LED displays, has entrusted **Su Piow Ko**, Vice President of AET Global, with an additional charge as the CEO for India. With over three decades of experience in LED technology, Mr. Ko brings a wealth of expertise to his new position.

Under his guidance, AET aims to push the boundaries of technological advancement, expand its market presence, optimize after-sales support services, and forge strategic partnerships that drive sustainable growth in India. Having officially entered the Indian market on October 26, 2023, AET expeditiously solidified its foothold, offering over 50 products and boasting more than 2000 installations nationwide. In addition, AET strategically operates one assembly plant, three offices, three customer experience centers, and five service centers throughout the

country, ensuring extensive coverage and support for its clientele.

Su Piow Ko, Vice President AET Global,



**Under Mr. Su Piow Ko's guidance, AET aims to push the boundaries of technological advancement and expand its market presence**

expressed his enthusiasm about his new role, stating, "I am honored to take on the responsibility of CEO, India, at AET. India presents immense opportunities for growth and innovation in the LED display industry, and I am excited to guide AET in achieving excellence and surpassing customer expectations in this dynamic market. My vision extends beyond establishing AET as a leader in the LED sector in India; I am also dedicated to bolstering the nation's economy through our commitment to local manufacturing."

Mr. Ko's journey in the LED technology sector began over 30 years ago, quickly ascending through the ranks on account of his outstanding leadership skills and technical proficiency. His 7-year tenure at Siemens as a Senior Production Operation Manager provided him with invaluable experience in managing large-scale manufacturing operations and optimizing efficiency.

## CAVITAK PARTNERS WITH AET DISPLAYS TO BRING CUTTING-EDGE TECHNOLOGIES IN INDIA

Taking a step ahead towards shaping the future of visuals, AET LED Displays, one of the world's finest LED screen manufacturers, has partnered with Cavita Marketing to bring its top-notch displays with the latest technology in India.

Pioneering the world of visual experiences, AET seamlessly combines research, development, production, and sales for the Mini/Micro LED technology.

With the vision to reach and expand the Indian Market, Mr. **Su Piow Ko**, CEO, AET LED Displays India, expressed his excitement, stating, "Our collaboration with Cavita marks a new era in LED display innovation, transforming display technology, boosting our marketing capabilities, and expanding our business reach across the Indian market."

Adding to his words, **Ravi Shah**, Director, Cavita Marketing, also shared his



**Team Cavita Marketing and AET LED Displays come together to lead the industry with a variety of LED Displays**

insights, stating, "India is beginning to adopt LED signage's for their scalability and suitability over LCDs. With pixel pitch decreasing by the day & fixed-sized configurations being available, its requirement is surely going to boost. We're excited about our partnership, sensing

the AET's commitment towards India with significant investment they've made in the factory, team & market outreach they're enabling. We're confident the business will scale and multiply in the coming times. Huge thanks to Mr. Ko for this opportunity."

## EPSON RETAINS NO.1 POSITION IN THE INDIAN PROJECTOR MARKET

Epson, one of the global leaders in digital imaging and printing solutions, announced its continued leadership and year-on-year market share growth in the Indian projector market. According to the latest data published by *Futuresource Consulting* for FY23, Epson sold 77,637 projectors out of the overall 172,414 projectors sold in the country during the fiscal year 2023-24. This gave Epson a significant market share of 45.03% in FY2023. Epson has grown its market share by 13.49% in FY2023 from its earlier share of 31.54% in FY2022.

Epson has been the leader in the Indian projector market since the FY 2016-17. Globally, Epson has been the No. 1 projector brand for 22 years with a global market share of 32.3% in FY 2022-23. The brand remains the market leader in both B2B and B2C categories. Epson attributes its success to its proprietary 3LCD technology, which delivers vibrant and true-to-life images with up to 3 times higher color vibrancy and a higher color gamut than others. Epson says its projectors have always been renowned for their high-quality performance, innovative features, and

advanced technology. The most recent projectors elevate the user experience with laser light source, ultra short throw, 3LCD reflective laser technology and 4K for state-of-the-art home theatre projectors. Epson says it will continue to focus on developing cutting-edge technologies and solutions to ensure it remains the most preferred projector brand both in India & worldwide.

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/industry-news-114-Epson-Retains-No.aspx>

## AVOCOR APPOINTS ROHIT A.K. AS DIRECTOR OF SALES – INDIA

AVOCOR, one of the global leaders in collaboration solutions, announced the appointment of **Rohit A.K.** as the Director of Sales – India.

Rohit A.K.'s primary role at AVOCOR is to introduce AVOCOR to market segments like SME, Education, and Government.

"I am currently responsible for the overall business for Indian market for all



**Rohit A.K., Director of Sales, AVOCOR**

AVOCOR's products," said Rohit A.K. "Communication through collaboration' is AVOCOR's tag line and we follow this policy in principle and collaborate with a lot of other OEMs in the AV industry. We are coming out with some exciting products dedicatedly for the Indian market in this year and you are going to be seeing and hearing a lot about us."



## KRAMER ACQUIRES ASHTON BENTLEY TO ENHANCE ITS UCC DOMAIN AND IMPROVE HYBRID MEETING EXPERIENCE

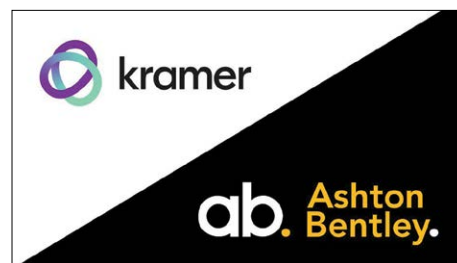
Kramer, one of the leading companies in audio-visual experiences, announced the acquisition of **Ashton Bentley**, a UK-based provider of collaboration spaces. This acquisition is a pivotal step in Kramer's three-year strategy, elevating its capabilities and offerings in the Unified Communication and Collaboration (UCC) domain.

Ashton Bentley's solutions enhance Kramer's current offerings, providing the most integrated and seamless solution in the market. This strategic move will allow Kramer to deliver a comprehensive audio-visual experience, encompassing a coherent, end-to-end approach to hybrid conferencing from audiovisual enabled meeting room furniture to display mounts,

alongside high-quality audiovisual technology products.

The acquisition of Ashton Bentley enables Kramer to offer complete meeting room solutions for enterprises in all markets. Providing fully integrated 'out of the box' meeting room solutions, ensuring consistent, top-notch hybrid meeting spaces globally.

Ashton Bentley's solutions are designed for simplicity, efficiency and scalability. Their intuitive installation process reduces the time and cost of setup from days to just a few hours. This ease of use is a testament to the deep integration knowledge and firsthand experience of Ashton Bentley's leadership. The unique blend of



diverse perspectives from their team, combined with a thorough understanding of the challenges faced by systems integrators and the needs of global enterprises, has resulted in the most user-friendly and easy-to-install AV solutions available.

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/AV-Tech-New-520-Kramer-Acquires-Ashton.aspx>

## TVONE WELCOMES NEW REGIONAL SALES MANAGER FOR INDIA

tvONE, a leading video processors, signal distribution technology and media server developer, announced the appointment of **Amit Singh** as the Regional Sales Manager for India. With a decade of experience in the Audio Video industry, Amit brings a wealth of expertise in AV project design, brand develop-

ment, and distribution management to the team.

Amit is a seasoned techno-commercial professional with a proven track record in the AV industry. Over the past 10 years he has successfully managed and developed business relationships, designed AV solutions, and driven brand growth and

awareness in companies like **Audio Technica** and **Wyrestorm**.



**Amit Singh, tvONE**

## ORIX ENTERS INTO CAPITAL PARTNERSHIP WITH PANASONIC CONNECT FOR TRANSFER OF PROJECTOR BUSINESS

ORIX Corporation (ORIX) announced that it has entered into a capital partnership agreement with **Panasonic Connect**, a subsidiary of **Panasonic Holdings Corporation**, for its professional projector and professional display businesses.

The related businesses will be carved-out from Panasonic Connect and certain parts of Panasonic Holdings to establish a new company. The new company will be 80% owned by ORIX and 20% by Panasonic Connect, and the two parties will jointly operate the business. Subject to certain closing conditions, the new company is anticipated to start operations on April 1st, 2025.

The business is truly global, with ap-

proximately 90% of sales in markets outside of Japan and expects sustainable growth in the future as the live entertainment market continues to expand.

ORIX aims to enhance global business value by leveraging the investment capabilities as well as Panasonic Connect's advanced technological capabilities and a deep customer base. As a dedicated operator of both businesses, the new company will continue to invest in management resources and build a highly competitive business organization, evolve and expand its global customer network, expand into emerging markets, and enhance customer support services, with the aim of achiev-

**Panasonic**  
**CONNECT**



ing further business growth.

ORIX has accumulated a considerable track-record in the private equity business, mainly focusing on business succession transactions to date. ORIX also sees significant investment opportunities in carve-outs and other public companies, reflecting changes in public stock markets and structural reforms in Japanese companies. Through these transactions, ORIX aims to contribute to Japan's industrial development.

## UNILUMIN OPENS NEW SHOWROOM IN INDIA

Unilumin, one of the LED application pioneers, providing professional LED application services, announced the grand opening of its first state-of-the-art Experience Centre in India on 1st July, located in Noida. This landmark event represents a significant milestone in Unilumin's development strategy, showcasing its unwavering commitment to the Indian market with ambitious plans to establish additional centres across the country.

### Premier showcase of cutting-edge LED technologies

The soft launch event was a prestigious gathering, inviting partners and customers to witness firsthand Unilumin's cutting-edge LED technologies. The experience centre offers an immersive visual experience, featuring the latest LED COB and MIP technologies. Attendees marvelled at the innovations on display, including micro-LEDs, transparent LEDs, and all-in-one displays, which demonstrated their versatility in various settings such as control rooms, meeting rooms, XR studios, home cinemas, retail environments, education, and DOOH.



*Unilumin invites partners and customers to witness firsthand cutting-edge LED technologies in Noida, India*

### Building strong local partnerships

Approximately 50 leading partners attended the event, engaging in in-depth exploration of the showcased products and interacting with the Unilumin team. This provided a platform for meaningful discussions and valuable feedback, fostering strong relationships and collaborations. The attendees had the unique opportunity to experience firsthand the superior

quality and capabilities of Unilumin's LED solutions, designed to elevate visual experiences across diverse applications.

**Vineet Mahajan**, Director of India Business, commented, "This state-of-the-art experience centre is dedicated to our partners and customers, aiming to raise awareness about the immense potential of LED displays. It will also serve as a learning centre for systems integrator partners, where we will conduct regular training sessions on active LEDs."

## PPDS EXPANDS WITH PHILIPS DIGITAL SIGNAGE AND INTERACTIVE DISPLAYS NOW 'MADE IN INDIA'

PPDS, one of the exclusive global providers of Philips digital signage, interactive displays, videowalls, direct view LED, and professional TVs, announced the expansion of its global manufacturing operations into India, bringing exciting new opportunities for partners and customers, and employment in the local community.

Continuing an accelerated investment and expansion strategy in the region, inspired by a desire to deliver unrivalled levels of support and value to partners and customers in all markets in which it operates, this 'historic' development, celebrated at a special opening event on 21 June 2024, is the latest example of PPDS' global 'local for local' strategy, aligned with the Government of India's 'Make in India' initiative.

Launched by the Prime Minister in September 2023, 'Make in India' was set up to encourage companies to develop,

manufacture, and assemble products in the country, with the target of creating up to 100 million additional jobs. According to figures from AVIXA, India remains the third largest pro AV market in APAC, valued at more than \$7.7 billion and forecast to become the third largest economy in the world by 2028-2030.

### Local for local

Following the recent opening of a brand new, state-of-the-art PPDS Studio in New Delhi's National Capital Region, Gurugram – showcasing the company's full suite of solutions and providing unprecedented access to its local teams – PPDS has partnered with **Mirc Electronics** to manufacture a selected range of the company's most advanced and best-selling Philips digital signage and interactive displays.



### New partnership opportunities

Strengthening its channel strategy further, PPDS is also now actively seeking to further grow its existing reseller base in India (including AV/IT integrators, consultants, and architects), ensuring maximum access and exposure of all PPDS products and solutions in the region.

Read the full news on AV-ICN expo magazine's website: [www.av-icnx.com/magazine/industry-news-118-PPDS-Expands-with.aspx](http://www.av-icnx.com/magazine/industry-news-118-PPDS-Expands-with.aspx)



# Reinventing AV Spaces with Admirable Visual Spectacles

Projectors in today's world are doing more than enhancing viewing experiences. With large venue projectors, AV industry is expanding in terms of image quality, versatility, and immersive storytelling. It is now feasible to communicate with the audiences at the right time through visual projections. In this feature, AV-ICN Expo Magazine brings latest projectors from the pro AV industry, introduced to deliver best-in-class visuals at large venues and edutainment spaces.

## BARCO I600 4K15

The I600-4K15 is a light-weight high-resolution projector with 4K UHD image quality and 14,000 lm brightness. With its focus on long-lasting image quality, multichannel compatibility and its compact size, this single-chip projection platform is a perfect pick, fit for a wide range of applications requiring high-quality content. I600 makes for smoother images and sharper pixels at the lowest latency.

### Main features include:

- Most compact & lightweight design in its category
- Premium 4K UHD image quality thanks to SuperShift
- DynaBlack contrast enhancement
- Smooth integration in single- and multi-channel set-ups
- Next-gen Barco Pulse electronics

### Technical specifications:

- Projector type: 4K UHD 1-chip DLP digital projector
- Technology: 0.8" DMD
- Resolution: 3840 x 2400 (4K UHD), 1920 x 1200 (native)
- Brightness: 14000 ISO lumen
- Contrast ratio: Full field 1500:1; Barco DynaBlack 10,000:1
- Light source lifetime: 20,000hrs
- Aspect ratio: 16:10 Native
- Color space: REC 709
- Orientation: 360° rotation no restrictions
- Throw Ratio: From 0.37 to 7.4
- Lens range: ILD lenses - 0.37:1 / 0.5:1 / 0.65-0.8:1 / 0.8-1.0:1 / 1.0-1.4:1 / 1.4-2.1:1 / 2.1-4.0:1 / 4.0-7.4:1



## Christie 4K22-HS

Christie 4K22-HS stands out with bright, impressive visuals as the 22,500-lumen, high-performance projector. The 4K22-HS delivers deeper blacks and more natural and realistic onscreen visuals thanks to Christie BoldColor+ technology. Using onboard Christie Twist warping and blending, users can quickly and easily set up and align irregular screens and multi-projector displays.

### Main features include:

- The first 4K UHD 1DLP projector on the market with 22,500 ISO lumens/19,000 ANSI lumens
- RealBlack technology to produce the deepest possible black onscreen by completely turning off the laser light when displaying black scenes
- Compatible with Christie Mystique automated camera-based alignment and recalibration software
- Compatible with Christie Intelligent Camera (CIC) – Use CIC to trigger autofocus, automatically calibrate projector color, optimize color uniformity, and more

### Technical specifications:

- ISO lumens: 22,500
- Color wheel: 3 Segment (RGB) - 4X speed
- Contrast ratio: 4,000,000:1 with Christie RealBlack
- Illumination performance (hrs): 20,000 hours to 50%



## Digital Projection M-Vision 27000 WU

Outputting 27,000 ISO lumens, the M-Vision 27000 WU is the brightest single-chip laser projector on the market and excels in environments with high ambient light. The all-new projector is 14.8% brighter and 9.2% lighter than its predecessor, with environmental considerations taken into account at every stage with a 23.8% light efficiency improvement over the previous model.

### Main features include:

- 27,000 ISO / 24,000 ANSI Lumens
- WUXGA Resolution
- 10,000:1 Dynamic Contrast
- ColorBoost + Red Laser Technology
- Sealed Optics

### Technical specifications:

- Display Type: 1 x 0.96" DarkChip 3 DMD
- DMD Specification: 1920 x 1200 pixels native display
- DisplayPort 1.2 with HDCP 2.2 compliance
- 10-bit colour processing (30-bits per pixel)
- Support for 1080p 24Hz native display
- Support for 4K 4096 x 2160 resolution
- Aspect Ratio: 16x10
- HDBaseT Interface: Built in support for transmission of uncompressed high-definition video over standard CAT5e/6 LAN cable
- HDBaseT Includes Ethernet 100BaseT and RS232/IR control



## NEC PV710UL

A highly economical projection solution, the PV710UL offers essential installation flexibility, low maintenance and long-life laser performance, yet remains impressively cost-efficient and conveniently compact. 3LCD technology generates brilliantly vivid colour, which, at 7100 Lm brightness, promotes an outstanding visual perception.

### Main features include:

- Great performance without compromising on quality and ease of use.
- Low noise level with 31dB, the silent technology will not disturb your meeting.
- Impressive vivid colour & contrast with brilliant white and wide colour space with high dynamic contrast.

### Technical specifications:

- Projection Technology: 3LCD Technology
- Native Resolution: 1920 x 1200 (WUXGA)
- Aspect Ratio: 16:10
- Contrast Ratio: 3000000:1
- Brightness: 7100 Lm Normal / 7400 Lm Center / 6400 Lm Silent Mode
- Laser Light Source: 20000
- Frequency: Horizontal: analog: 0-0 kHz, digital: 15/24-100 kHz; Vertical: 50 – 120 Hz
- Dimensions (W x H x D) [mm]: 499 x 164 x 407 (without lens and feet)
- Power Supply: 100-240 V AC; 50 - 60 Hz



## Panasonic PT-MZ882

The light and compact MZ882 Series works efficiently, as the main projector unit contains about 10%1 recycled plastics, reducing its environmental impact, while the refined optical engine boosts brightness over the MZ880 Series without increasing consumption.

### Main features include:

- Eco-conscious design includes recycled materials
- Bright and sharp for comfortable viewing
- Streamlined workflow and smooth UX

### Technical specifications:

- Pixels: 2,304,000 (1920 x 1200) pixels x 3
- Resolution: WUXGA (1920 x 1200 pixels)
- Light source: Laser diodes
- Light output: 8,200 lm2 / 8,200 lm (ANSI)3
- Time until light output declines to 50%: 20,000 hours (Normal/Quiet), 24,000 hours (ECO)
- Contrast Ratio: 3,000,000:1 (Full On/Full Off)
- HDMI IN: HDMI x 3 (Deep Colour, compatible with HDCP 2.3, 4K/60p signal input), CEC supported
- Maximum Power Consumption: 465 W (5.0-2.0 A) (475 VA)
- Operating environment: Operating temperature: 0-45 °C (32-113 °F)9, operating humidity: 20-80 % (no condensation)



## Vivitek DU7099Z

The DU7099Z laser projector by Vivitek, offers a low total cost of ownership and delivers tremendous value for companies. The DU7099Z ensures superior visibility with 7,600 ANSI lumen brightness and true-to-life colours within the rec. 709 colour space, all while operating quietly at 33dB.

### Main features include:

- .67" DLP and BrilliantColor technology
- Powered Lens Control with Lens Positioning Memory (LPS)
- Low power consumption designed to reduce energy costs
- Constant Brightness for extend light source life & easy blending
- 360° free installation and multiple geometric adjustments
- Built-in Speaker 10w x2
- HDBaseT interface for the transmission of high quality audio and video (4K) data over 100M

### Technical specifications:

- Native Resolution: WUXGA (1920 x 1200)
- Max. Supported Resolution: 4K-UHD (3840 x 2160) @60Hz
- Brightness: 7600 ANSI Lumens
- Contrast Ratio: 20,000:1
- Native Aspect Ratio: 16:10
- Lamp Life: Laser light source lasts up to 20,000 hours
- Display Type: Single chip DLP Technology by Texas Instruments



## GENELEC LAUNCHES 3440A SMART IP POE SUBWOOFER

Genelec, one of the global leaders in professional loudspeakers, further expanded its Smart IP family of active installation loudspeaker systems at InfoComm 2024 with the introduction of the 3440A – a truly pioneering new PoE subwoofer. The 3440A joins the existing Smart IP range of wall, ceiling, and pendant loudspeaker models to provide a scalable full-range audio solution that combines exceptional sound quality and networked convenience. With the addition of the 3440A, the Smart IP family now represents an even more flexible and future-proof choice for integrators and installers everywhere.

Originally launched in 2019, the Smart IP range provides flexible power, audio, and management features via a single standard CAT cable. Producing studio-quality audio with superb clarity, intelligibility and uniform coverage, all models can be freely combined on a network. The Smart IP range is compatible with both Dante and AES67 streams, deriving power via PoE or PoE+ Power-over-Ethernet formats.

As well as receiving both power and audio-over-IP, the 3440A's RJ45 connector also allows access to Genelec's sophisticated Smart IP Manager configuration software. Smart IP Manager enables installers

to configure an almost unlimited number of rooms, zones, loudspeakers, and audio channels. It includes system organisation, status monitoring, and a versatile room equalisation tool set – including adjustment of the 3440A's crossover frequency. For day-to-day end user control, a public API command set, and growing range of drivers allows easy integration of Smart IP models with third party automation/control systems.

Measuring just 475 mm x 475 mm x 220 mm (18.75 in x 18.75 in x 8.75 in) and weighing in at a modest 14.5 kg (32 lb), the compact design of the 3440A features a 165 mm (6.5 in) driver, an efficient 70 W internal Class D amplifier stage and dual reflex ports, delivering clean, controlled low frequency performance between 35 and 120 Hz. The 3440A's proprietary internal power supply technology stores power in order to produce an impressive 106 dB of short-term SPL whenever needed. Genelec's power-saving Intelligent Signal Sensing (ISS) circuitry provides further efficiency by activating a low power 'sleep' mode if no audio is detected for a defined period.

The active design of the 3440A provides both optimum audio performance and removes the need for bulky racks of exter-



**Genelec introduced 3440A Smart IP family of active installation loudspeaker systems at Infocomm 2024**

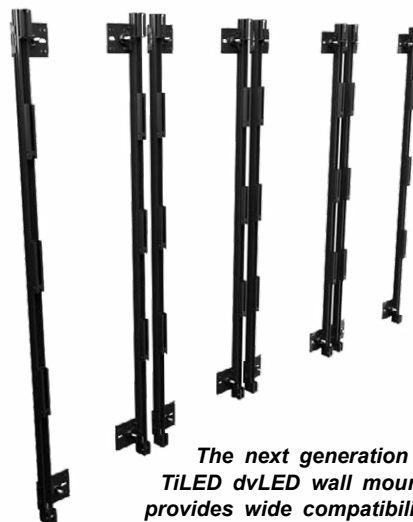
nal amplifiers and their associated cabling. Alongside the support for lossless, low latency IP audio streams, analogue connectivity is also supported via a Euroblock connector – which can be used either as a failsafe backup, or to enable IP control of an analogue source.

Available in black or white finishes, the 3440A can be discreetly integrated into any environment, and can either be positioned on the floor, or mounted on the wall or ceiling via an optional heavy-duty bracket. Designed, assembled, and tested by Genelec in Iisalmi, Finland, the 3440A will provide decades of reliable performance in even the most challenging environments.

## CHIEF ANNOUNCES TILED DVLED UNIVERSAL WALL MOUNTS FOR EASY INSTALLATION OF INTERLOCKING VIDEO WALL PANELS

Chief, a brand of Legrand AV, announced the release of the TiLED dvLED Universal Wall Mounts, the next generation of TiLED dvLED wall mounts that offers unparalleled flexibility and compatibility across a multitude of interlocking panels. Designed for adaptability, scalability, and precision, these universal wall mounts simplify the installation process, reduce installation time from days to hours, and provide a uniform display with no misaligned pixels or gaps between panels.

Catering to the growing demand for efficient video wall installations, the TiLED dvLED universal wall mounts boast cutting-edge features that ensure flaw-



**The next generation of TiLED dvLED wall mounts provides wide compatibility, regardless of manufacturer make and model**

less installations, accommodating displays with pixel pitches below 1 mm. With its three-axis adjustments (X, Y, and Z), the mount provides precise alignment and levelling capabilities on uneven surfaces, ensuring uniform video wall installations for most interlocking dvLED displays. The double-depth adjustment mechanism ensures a perfectly flat video wall installation, while the independent column adjustment allows for precise leveling. Additionally, the independent Y-axis adjustment at each panel edge helps set a flat and level base for the dvLED video wall, while the double-depth Z-axis adjustment creates a perfectly level video wall installation.



## MAXHUB PARTNERS WITH MORE THAN 1000 EDUCATIONAL INSTITUTIONS TO DIGITALIZE SMART CLASSES AND PROVIDE DIGITAL SOLUTIONS

MAXHUB, one of the leading providers of interactive and collaborative technology solutions, announced its collaboration with more than 1000 educational institutes across India. This strategic partnership aims to enhance learning experiences in tier 3 and tier 4 cities, ensuring that advanced educational tools reach every nook and corner of the country.

In many parts of India, especially in smaller cities and rural areas, access to modern educational technologies remains limited. MAXHUB aims to bridge this gap by equipping schools and colleges with interactive displays, digital whiteboards, and other innovative solutions. These tools foster interactive and immersive learning, empowering educators to deliver high-quality education and creating an environment where students can thrive.



**Pankaj Jha**, Managing Director of MAXHUB India, expressed his enthusiasm about the collaboration, stating, "Our partnership with these educational institutes is a significant step towards transforming the educational landscape in India. We believe that every student, regardless of their geographical location, deserves access to the best educational resources. Through this initiative, we are committed to making a meaningful impact on the lives of students and educators in tier 3 and tier 4 cities."

This collaboration is part of MAXHUB's broader vision to revolutionize education in India by integrating technology into the

learning process. By providing schools and colleges with cutting-edge tools, MAXHUB is not only enhancing the educational experience but also preparing students for a technologically advanced future.

### MAXHUB Pivot: Enhancing Educational Efficiency

MAXHUB Pivot is a software program designed specifically for educational institutions to manage their MAXHUB devices effortlessly. Key features of MAXHUB Pivot for education include: Centralized Device Management, Remote Functionality, Improved Efficiency and Security Focus

**MAXHUB Class** is a software specifically designed for educators to create engaging and interactive lessons. It essentially turns MAXHUB Interactive Flat Panels (IFPs) into powerful teaching tools.

## EXPERIENCE THE LATEST IN AV NETWORKING TECHNOLOGY BY NETGEAR

NETGEAR, one of the leading providers of networking products for businesses of all sizes, showcased its advanced AV solutions at InfoCommAsia 2024. The NETGEAR Pro AV team unveiled their latest innovation: the **M4350 series** of fully managed AV switches.

Designed for even the most demanding AV-over-IP installations of up to thousands of endpoints, the M4350 series combines enterprise-class hardware with the simplicity of out-of-the-box multicast functionality and profile-based configuration. The M4350 series features redundant power supply options, PoE++, larger switching fabrics, 25G and 100G uplinks, and port speeds of 1G, 2.5G, 10G, 25G, and 100G. All of this is centrally managed by the NETGEAR Engage Controller.

As part of the show setup, the team used the **PR60X multi-WAN cloud-managed router**. The PR60X guarantees ultra-fast connections with multi-gig and 10Gbeports, plus dual-WAN failover. NETGEAR also featured M4250 AV switches, Engage

Controller, and Pro WiFi Access Points.

**NETGEAR M4350:** Purpose-Built for Pro AV Community Building upon the success of the M4250 line of AV switches that pioneered a simpler way of network configu-

ration with a great aesthetic, this line of a dozen models brings greater scale and redundancy when used on their own, or at the aggregation layer in concert with M4250 switches at the edge.

**Marthesh Nagendra**, Senior Sales Director Commercial, NETGEAR APAC said, "We are excited to showcase our latest advancements in AV networking technology at InfoComm Asia this year. Our groundbreaking AV-centric user interface simplifies the installation and configuration process, featuring pre-configured AV profiles certified by 250+ AV manufacturers. This ensures seamless integration across major audio, video, and lighting protocols, offering unmatched ease and reliability for our customers."

Traditionally, AV professionals had to use a switch designed for IT purposes which takes a lot of time to understand and configure. They had to learn arcane IT



**NETGEAR unveils its M4350 series at Infocomm Asia 2024**

*Continued on page 42*

# ADTECHNO DEBUTS DANTE AV ULTRA ENCODER AND DECODER DAV-02HT AND DAV-02HR

ADTECHNO Inc. introduced the Dante AV Ultra Encoder (DAV-02HT) and Decoder (DAV-02HR), featuring advanced source-switching capabilities. These devices deliver visually lossless video and perfectly synced audio with a single network clock, eliminating any lip-sync issues. They support the transmission of 8-channel audio, up to 4Kp60 4:4:4 video, USB and RS-422 serial commands over a 1GbE network. Users can conveniently manage all signal streams through the widely used Dante Controller software.

The DAV-02HT Encoder is equipped with USB-C and HDMI input ports. It automatically switches sources when it detects an incoming TMDS signal. Users can also manually select sources by pressing a front-panel button or by utilizing a sensor input to connect custom-tailored press button, allowing system integrators to

externally wire a press button, suitable for installation on a table.

The DAV-02HR Decoder features dual HDMI output ports, allowing for simultaneous video display. Each HDMI port automatically reads Extended Display Identification Data (EDID) of connected screens and adjusts the output video resolution to ensure the optimal display resolution for each screen. Additionally, HDCP is automatically converted to the appropriate revision for each connected screen.

Both units are designed for optimal heat dissipation without the need for a built-in cooling fan, ensuring silent operation, increased reliability, and reduced maintenance needs, thus extending the devices' lifespan.

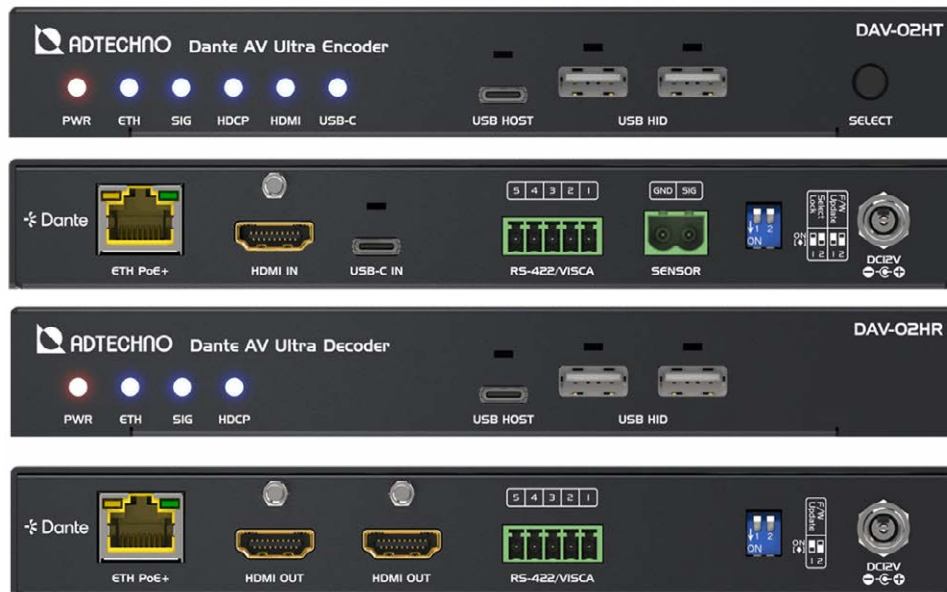
These Dante AV Ultra devices are perfect for enhancing AV performance in high-end conferences settings, educational

environments, and professional meetings.

## Feature highlights

- Transport up to 4K HDR UHD video sources with imperceptible subframe latency over 1GbE Network.
- ProAV-optimized Colibri codec to correctly encode any graphical content while preserving a visually lossless quality for video.
- Utilizing a single network clock enables perfect audio and video synchronization.
- The DAV-02HT features HDMI and USB-C input ports with manual or automated source selection.
- Source selection from select button or sensor input connecting external-tailored press button.
- Locking feature for select button.
- The DAV-02HR features dual HDMI output ports.
- Advanced signal management for independent routing of audio, video, USB/KVM and RS-422.
- A fanless design guarantees stable performance with minimal maintenance required.
- Auto-downscaling and HDCP revision conversion on HDMI output ports.
- HDCP 1.x/2.x compliant with advanced EDID management.
- PoE+ (IEEE802.3at) or DC (12V) power to power the device.
- Universal 2U EIA shelf unit with 4 x horizontal blade shelves.
- Compatible with Dante Controller and Dante Domain Manager (DDM).

The series, DAV-02 also received the 'Best of Show' Awards for AV Technology at Infocomm 2024.



**Dante AV Ultra Encoder (DAV-02HT) and Decoder (DAV-02HR) to deliver visually lossless video and perfectly synced audio**

## EXPERIENCE THE LATEST IN AV NETWORKING...

*Continued from page 41*

commands and terms and/or hire an IT person to set it up. It was complicated and time-consuming. The M4350 solves this challenge out of the box for many installations with an AV-centric user interface and the engage controller offering easy, port-based AV profiles to take the

guesswork out of configuring a switch when needed. When M4250 switches paved the way for small to medium installations, M4350 models now bring scale and redundancy on their own or at the aggregation layer in concert with M4250 switches at the edge.

### Additional M4350 Features:

Compact form factor, redundant PSUs, high availability, SMPTE ST 2110, NETGEAR IGMP Plus, automatic configuration, quiet operation, speed flexibility, plenty of Power over Ethernet (PoE) and full control.



## CABASSE COLLABORATES WITH ALPHATEC TO INTRODUCE PEARL MYUKI – A LUXURY AUDIO SYSTEM, TO INDIAN CONSUMERS

UNVEILS THE NEW ULTRA-PORTABLE, ULTRA-POWERFUL, HIGH-RESOLUTION CONNECTED, ACTIVE BATTERY-POWERED SPEAKER FROM CABASSE THE PEARL COLLECTION

Cabasse, one of the iconic French brand leaders in the high-fidelity acoustics market, announced its strategic partnership with **Alphatec**, one of the leading distributors of professional audio and video equipment in India. This collaboration marks Cabasse's entry into the rapidly growing Indian market, poised to redefine the luxury audio experience for discerning Indian consumers.

Along with this, Cabasse has further announced the introduction of its new luxury audio system - **THE PEARL MYUKI** in the Indian market. This new model represents portable luxury as a battery-powered, connected, ultra-compact, and elegant high-resolution active speaker. The product boasts high acoustic performance and incorporates top-notch technologies found in high-end Cabasse systems, providing users with quality sound both at home and on the go.

THE PEARL MYUKI by Cabasse sets a new standard in portable audio with its impressive features. Delivering peak sound levels of 103 dB in mono and 109 dB in stereo, it ensures a captivating listening experience. With a wide bandwidth of 30 to 23,000Hz and equipped with a Dôme 45 medium-tweeter and two 12 cm

woofers, it offers balanced, detailed sound. Versatile connectivity options include Ethernet, WiFi, Bluetooth, a 3.5 mm jack, USB-C, and SPDIF optics, supporting various devices. Supported formats encompass MP3, WAV, AAC, and more. Advanced features like automatic calibration and high-resolution multiroom functionality enhance user experience. Compact and lightweight, measuring 186 x 174 x 180



**The PEARL MYUKI by Cabasse enters the portable audio market with impressive features**

mm and weighing 2.1 kg, it's designed for portability. Complete with a custom carrying bag, it's the perfect companion for indoor and outdoor listening.

"We are thrilled to bring Cabasse's premium audio solutions to Indian consum-

ers. With Alphatec's extensive distribution network and market expertise, we aim to offer a seamless and immersive audio experience to our customers in India who seek high-end, opulent audio experiences, ensuring they can enjoy the unparalleled sound quality of THE PEARL MYUKI", said a Cabasse representative.

Celebrated for its commitment to perfect sound reproduction without alteration, colouring, or distortion, Cabasse – one of the iconic French brand leaders in the high-fidelity acoustics market operates in 58 countries. It currently offers a diverse range of products, including wireless speakers, traditional loudspeakers, home cinema systems, custom installation solutions, and lifestyle audio solutions.

Talking about the association, **Devasis Barkataki**, Founder and Managing Director at Alphatec shared, "This partnership is a significant step forward in bringing elevated audio experiences to Indian consumers. We are excited to collaborate with Cabasse and introduce their high-end audio products, including THE PEARL MYUKI, to the Indian market, providing a seamless and enriching listening experience."

## LOGIC INTRODUCES LOGIC PODS FOR TRANSFORMING COLLABORATION SPACES

In today's dynamic business landscape, seamless collaboration is no longer a luxury, it's a necessity. Recognizing this shift, **Logic**, one of the pioneers in innovative AV solutions, introduced Logic Pods – a revolutionary line of AV frames designed to transform the way enterprises approach meeting spaces.

Logic Pods leave traditional huddle room limitations behind. Conference rooms, meeting halls, and collaboration hubs can be integrated with sleek, modern environments that facilitate effortless information sharing and encourage effective teamwork. Their clean design

eliminates clutter, creating a sophisticated aesthetic that sets the stage for focused and professional interactions.

"Logic Pods represent a significant leap forward in how enterprises approach meeting environments," said **Pankaj Belad**, Business Head, Logic. "We understand the challenges businesses face in creating functional yet inspiring spaces for team interaction. Logic Pods address this need by offering a streamlined and functional solution that prioritizes both form and function. By integrating displays, equipment racks, customizable camera and soundbar placement, Logic Pods empower teams to



**Logic Pods offer a suite of features to enhance collaborative experience**

communicate and share ideas effortlessly."

Read the full news on AV-ICN expo magazine's website: <https://av-icnx.com/magazine/industry-news-113-Logic-Introduces.aspx>

## SHURE MXA920'S INTEGRATION WITH Q-SYS ACPR CAMERA TRACKING

As part of the program, Shure has worked closely with Q-SYS, which has fully vetted and endorsed Shure's MXA920 Ceiling Array Microphone Plugin integration with a Q-SYS Certified badge (developed with Q-SYS and supported by Shure and Q-SYS). The Shure MXA920 is also selectable within the Q-SYS Automatic Camera Preset Recall (ACPR) v3 plugin (version 3.1). Customers can use the MXA920 seamlessly as part of a Q-SYS camera control system without the need for an additional plugin. This update makes use of the MXA920's Automatic Coverage Mode and Talker Position command strings to provide accurate data to the ACPR plugin.

A successful collaboration of both brands showcased and demonstrated Voice-Lift and Camera Tracking solutions to AV Community in New Delhi. The event witnessed 270 customers with the invitation in two different sessions on Friday, 19th July 2024.

**Ravi Kant Sharma**, Regional Director, South Asia, stated, "Shure's partnership with



*Team Shure and Q-SYS at the collab event on 19th July 2024 in New Delhi*

the Q-SYS Technology Partner Program is a testament to our commitment to enhancing the audio and conferencing landscape in India. Our strong regional connect will ensure that this collaboration serves the unique needs of our customers, further strengthening our presence in the Indian market."

"As we move forward, this partnership symbolizes the strong bond between Q-

SYS and Shure. Together, we will continue to address the unique needs of our customers in India, ensuring that our combined expertise strengthens our presence in this dynamic market. We look forward to a future of innovation, collaboration, and delivering exceptional audio solutions to our customers," said, **Rajesh Mittal**, VP, India & SAARC for QSC India Pvt Ltd.

## NETHERLANDS BASED AVONIC ENTERS INDIA, JOINS HANDS WITH ALPHATEC TO BRING CUTTING-EDGE AV PRODUCTS TO INDIAN CUSTOMERS

Avonic, one of the leading manufacturers of PTZ cameras and AI software, announced its foray into the vibrant Indian market through a strategic distribution partnership with Alphatec, one of the leading Mumbai-based distribution houses for premier audio and video equipment across India.

Avonic's entry, in partnership with Alphatec, strategically aligns with the AV trends, providing high-quality AV solutions tailored to diverse needs. Avonic's PTZ cameras, acclaimed for reliability, pristine image quality, and low-latency technology, position it to effectively meet India's evolving market demands.

Talking about the partnership with Alphatec, **Martijn van Bodegom**, COO, Avonic, said, "At Avonic, we recognize the paramount importance of selecting a reliable partner when venturing into new markets. Our collaboration with Alphatec underscores our commitment to delivering unparalleled support and guidance throughout the customer journey. With



**CM93 Series**



**CM70 Series**



**CM22-VCU**

shared values of dedication, expertise, and excellence, we are confident that our entry into the Indian market, alongside Alphatec, will not only enhance customer satisfaction but also propel Avonic's brand presence across the APAC region."

**Devasis Barkataki**, Founder and Managing Director, Alphatec, said, "At Alphatec, our collaboration with Avonic represents a significant step forward, enhancing our capabilities in the audiovisual industry. This partnership reflects our dedication to offering top-tier products and support

to our customers, solidifying our stand among systems integrators, AV consultants, and end users. We aim to establish Avonic as the top choice, renowned for its superior product quality in the Indian market. Together, we are committed to providing comprehensive and reliable solutions, and elevating Avonic's brand presence."

Avonic's product range includes a variety of PTZ Cameras and AI tracking software designed to cater to the diverse needs of consumers.



# AV INSTALLATIONS: GLIMPSES

## Xtreme Media Illuminates Ayodhya's Historic Moment by Installing India's Largest Outdoor Floating LED Display

Xtreme Media was presented with a unique opportunity to contribute its expertise to the historic inauguration of Ram Mandir in Ayodhya on January 22nd, 2024. The company contributed to the sacred milestone by installing India's largest floating LED display of 6.67mm pixel pitch and size 21m H X 5m W in the waters of Ayodhya, enabling the live telecast of the Pran Pratishtha ceremony.

Xtreme Media proposed



its outdoor LED display from Earth series that could perfectly match the purpose of this event, which was to spread the visual joy to the devotees while the Pran Pratishtha ceremony was taking place. This outdoor LED display offered exceptional features during the live telecast including:

**IP66 Rated:** The robust design of Earth series LED display ensured durability and reliability, even in challenging outdoor weather conditions.

**7000 Nits Brightness:** The brightness levels of 7000 nits

and the high-quality visuals of this LED display created an ideal engaging experience for the attendees while uncovering the hidden depths of spiritual wisdom.

**Low Power Consumption:** Thanks to its capability of operating at low power consumption, the LED display was functioning efficiently, but at low operational expenses.

**7-Year Warranty:** The long-life span of the LED display provided peace of mind to the organizers who are running the floating LED screen day in

and day out in the waters of Ayodhya.

The installation needed to be seamlessly integrated while ensuring high-quality live telecast capabilities. Xtreme Media's team took very well care of this aspect and installed such a large sized LED display in just two days. The successful integration of technology into this sacred ceremony showcased Xtreme Media's commitment to pushing the boundaries of innovation to create impactful and memorable experiences.

## MSS World Flaunts On-Site Projection at JAI ODISHA - BANDE UTKALA JANANI

MSS World and Ocupus provided on-site mapping using cutting-edge technologies at JAI ODISHA - BANDE UTKALA JANANI from 3-5 February 2024 using Pixera Media Server. The inaugural World Odia Language Conference in Bhubaneswar concluded successfully, drawing thousands of participants, including students, linguists, writers, and achievers from Odisha.



Chief Minister, Naveen Patnaik declared that this celebration of language would become a quinquennial tradition. In fact, attendees also expressed gratitude for being part of the historic event, emphasizing their love for Odisha with the resounding

chant.

Retracing ancient origins and its path to modern day, MSS World and Ocupus projection mapped this façade with the essence of Odisha's literary treasures. Furthermore, XP&D checked out the boxes for the

concept and creative parts of the event. Weaving a journey through its scriptures obtained from stone inscriptions, architectural heritage and Sambalpur folk art created a visual narrative supported with voiceover narration.

## HS Series Projectors Illuminate Osmania University

Christie DWU23-HS laser projectors played a pivotal role in the new light and sound show at Osmania University, transforming the façade of its iconic Arts College building into a canvas for breathtaking visual displays.

Aura Bright Light India Pvt Ltd integrated the project and was instrumental in bringing this amazing display to reality. Its expertise in integrating advanced AV technologies with historic architecture ensured a seamless blend of modern visuals with the university's history. Aura Bright Light India meticulously managed the installation, testing, and commissioning of the Christie DWU23-HS projectors, ensuring optimal performance and reliability.

The Christie DWU23-HS



projectors are strategically positioned to deliver colourful, lifelike imagery on the Arts College's façade, which spans 350 feet in length (107 meters) and 60 feet in height (18 meters). With guidance from Rhino Engineers Pvt Ltd, which managed the project and provided design consultancy, and the creative content expertise of Knownsense Stu-

dios, the project was executed seamlessly and completed on schedule.

Featuring BoldColor+ technology that enhances colour performance with deeper blacks and more natural, realistic onscreen visuals, the 23,650-lumen DWU23-HS laser projector is known for its compact form factor and quiet operation, with noise levels

as low as 35dBA. This makes it ideal for various applications ranging from live events to museums and boardrooms. Additionally, the DWU23-HS is compatible with Christie Mystique, an automated camera-based alignment and recalibration software that allows for quick installation, alignment, calibration, and maintenance of multi-projection systems.

## Redefining Lulu Mall's Elegance with AET LED Displays in Bengaluru

AET LED Displays, one of India's fine-pitch LED display panel manufacturers, recently performed the installation in LuLu Mall, Bengaluru, India. Situated strategically in Rajajinagar, Lulu Mall is located in the western part of Bengaluru. The installation at the site included one of the biggest outdoor screens in the South Indian region with a

size of 24000mm x 7488mm.

AET's Outdoor Pixel Pitch P6 mm with a resolution of 4000x1248 pixels, approx. 50 lac pixels was installed for visitors' immersive experiences. The product installed at the site is one of AET's unique products with the starting power load of 100%, which is around 180 KVA. Additionally, the product's run-

ning power comes down to 60 KVA approx., total power needed to run is 30 mcb's of 32 amp each and the main cable should be considering 200 KVA Servo as suggested by AET's team. Screen weight, for the installation is expected to be 10 tons with an expected metal structure weight of 6 tons. At the site, 1/3 of the portion of structure is fixed to

the wall using crane. Fulfilling the client's requirements, AET's team ensured careful installation at the site delivering state-of-the-art AV solutions for the visitors.

Performing 175 cabinets installation on the site's structure, AET LED Displays successfully integrated the outdoor display attracting the visitors' attention.



# AET DISPLAYS LIMITED

To share installation stories leading the AV industry,  
contact: Ritika Pandey | [ritika.pandey@hyve.group](mailto:ritika.pandey@hyve.group)





# 11Q

with **James Berry**

*Managing Director – APAC, Diversified*

*As one of the top three systems integrators, Diversified retains its significant position, catering to AV clients' needs globally. Diversified's focus in delivering quality at scale, diversifies AV integration not only in different parts of the world but considerably in India as well. In this feature, AV-ICN Expo Magazine gets in touch with **James Berry**, Managing Director – APAC to recognize Diversified's work in India and James' role in catering to the integration needs.*

**Can you talk about your career trajectory and throw some light on your role as the Managing Director of Diversified in the APAC region?**

Via Banking and Finance, I first experienced the incredibly vibrant, challenging and, rewarding professional experiences the Asian region represents. This has culminated in 20 years of living and doing business in Asia, spending time in Hong Kong, Singapore, and India. I have undertaken roles such as Standard Chartered – Global Chief Procurement Officer and a Regional CIO, HSBC's Global IT CFO, the Worldpay CPO, Atos ANZMD, and now at Diversified as the MD for APAC, passionate about the Diversified business and its potential in the APAC region. At Diversified, we aim to deliver amazing audio-visual experiences for its enterprise clients in India and across Asia as a key differentiator in managing productivity and client outcomes.

**With the addition of several key industry veterans in the team recently, what is Diversified's long-term plan in terms of future-proofing the business? How do you think the strategy is working out for the organisation as of now?**

We are investing heavily in the APAC region to ensure our business and operational capabilities are robust and sustainable. Apart from my passion for Asia and in-depth knowledge of the industry, we have also brought on board several senior leaders for our Indian business and centres of excellence. Furthermore, we are committed to the long-term success of Diversified in APAC pinned to our strong belief in the potential of the India and Asia growth stories. We are uniquely positioned to deliver for multi-national enterprise clients and are already delivering projects for and servicing over 30 such clients in the APAC region.

**Please share insights on the AV integration market in the APAC region, specifically India. In one of the earlier interviews, a spokesperson from Diversified mentioned, "India has become the third largest pro-AV market in the world and is the fast-growing economy in the APAC region." What's your take on the statement?**

We fully understand and agree with the statement. India is a burgeoning economy both domestically and from an inbound multi-national investment perspective. The progress the Indian economy has made in the last 10 years is staggering and that growth story will continue. Our deep relationship with multi-national enterprises is enabling Diversified to help deliver on their APAC strategy.

**Which pro AV segments, according to you, are dominating the Indian**

**market? Could you provide a statistical analysis of the pro AV market for different segments?**

The multi-nationals are continuing to invest in their shared services capabilities. India-based staff demand and deserve the best AV infrastructure to ensure they deliver on their strategic potential. In India, the current key segment is global shared service centres while in the rest of Asia, it is APAC headquarters and client facing facilities. In Australia we cover all major segments including stadiums, corporate offices and lobbies, collaboration spaces, airports, defence and government facilities, and retail property. All that specialised knowledge from the US and Australia is being brought to bear in India.

**AV projects in India and around the world face hindrance due to the lack of skilled AV talent. How is Diversified navigating the challenge?**

Diversified understands that the competition for talent is very real in the AV industry. We invest heavily in developing and growing our people, so we are self-sufficient in providing our own skilled resource requirements, rather than relying on the market.

**As a global AV integrator, what particular expertise/manpower/technology are you bringing to your execution of AV projects in India?**

Knowledge transfer from Diversified's international operations into India happens across all capabilities. The unparalleled expertise in delivering market leading AV solutions from large corporate engagements to incredible stadium experiences is shared with our India based teams to ensure that they can deliver world-class outcomes at a local level.

**What are a few of Diversified's most stand-out AV projects in India? Can you mention the highlight features that make them stand out?**

A leading retailer of auto replacement parts opened its first office in India, with seven meeting rooms equipped with MS Teams, a full audio/video feature packed town hall and event area built in limited space, on

***“Diversified understands that the competition for talent is very real in the AV industry. We invest heavily in developing and growing our people, so we are self-sufficient in providing our own skilled resource requirements, rather than relying on the market.”***

time and delivered with proactive software upgrades and health-checked to maintain systems' efficiency. The client is particularly happy with the immaculate cabling. Also, Diversified delivered a global biotechnology firm's Bangalore office, equipped with Cisco and Microsoft Teams meeting rooms, room schedulers, a divisible training room, a signage player, and an experience centre. The projects were successfully provided to the client with no snags because of the perfectly neat cabling and installation, as well as the successful coordination with the stakeholders.

**If, and how, are you leveraging the Indian establishment of your company to execute projects globally?**

The Diversified India capability is critical to our international service delivery and is the cornerstone of our APAC expansion. For example, we are rapidly expanding our AV engineering team and our project management support at all levels, as well as the more standard support in terms of HR, Finance and Procurement. They are fully integrated into our APAC capability.

**Please share some insights on the 'Global Capability Centre' in Bangalore. What is**

**the purpose of this centre?**

The Global Capability Centre includes both operational and client facing capabilities, which are being leveraged by our Indian business and all key international locations to serve our customers.

**Since the past 11 years, Diversified has consecutively been ranked amongst the top three integrators in various lists by various media. What is a unique AV knowledge resource or application expertise that makes your company a differentiator?**

At Diversified, we leverage the best in technology and ongoing advisory services to transform businesses. Our comprehensive suite of solutions is engineered to help our clients build connections that make a difference – whether by inspiring viewers, engaging associates, motivating audiences, or streamlining and safeguarding operations. Our solutions reach millions every day.

Diversified has a very strong focus on providing great client experience as well as fixing technical issues with our managed service offerings. This is evident in the great NPS feedback we receive from our clients. While the following are standard offerings, it's important to note that clients often have unique requirements, and we tailor services to meet their needs.

- **Break-fix support - Assurance:** We respond to issues raised by clients within a set time. Often bundled into this, is preventative maintenance, which means we are proactively checking client spaces regularly.
- **Resident Technician – ADOPT:** A Diversified technician is based permanently at a client site to provide support for end users instantaneously. We currently have 37 ADOPT technicians at client sites nationally.
- **Remote Support – PULSE:** A growing requirement from clients is the need to have their AV/IT infrastructure remotely monitored and actioned when faults arise. We have several platforms to enable this remote management, including a customised version developed in Australia.

**What is your vision for Diversified for the next five years?**

We envision to achieve our goal of being our clients' first choice in delivering their business transformation objectives to create the unforgettable.





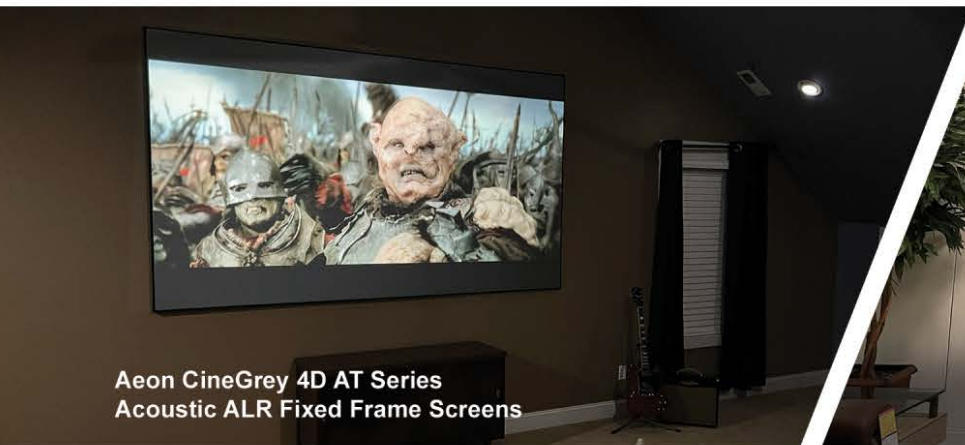
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