



The Opening act on the HARMAN Live Arena Stage: DRUMS SHIVAMANI & LYDIAN NADHASWARAM (FEAT. RUNAA RIZVII)

HARMAN Live Arena dazzles with a range of latest audio and lighting gear

The HARMAN Live Arena one of the most popular demo features at the PALM Expo entered its 11th year. The Live Arena facilitates live demonstrations of advanced sound and lighting systems, through three-day live musical performances, featuring popular and budding artists and bands from the country's independent music scene.

As in previous editions, HARMAN once again powered this PALM IP with top-of-the-line, newly launched products & solutions from brands in the HARMAN bouquet.

Deployment of the sound system at the live arena was entrusted into the capable

hands of Pune based ace technical services provider **SoundEffects** by **Uday Shah**, to ensure that the 2022 edition of the feature culminated into the largest and most flawless audience experience ever.

SoundEffects has commissioned various prestigious music festivals like Sunburn, NH7 Weekender, and Trikaal Festival besides countless private and corporate events featuring music big-wigs like Agnee, Kshmr, Pritam, Guru Randhawa, Lucky Ali, Rahul Vaidya, Falguni Pathak, Shalmali Kolgade, Salman Ali, Astha Gill, Stebin Ben, Swarathma and more.

With some of live music's biggest names like Sivamani, Runa Rizvi, Dipesh Varma, Darshan Doshi, Aditi Ramesh, MotherJane, Taufiq Qureshi, Louis Banks, and several more gracing the HARMAN Live Arena stage this year; the feature, as always, was equipped with an end-to-end technical infrastructure from industry leaders HARMAN Professional.

"It's great to be here at PALM AV-ICN 2022. Fantastic to see the footfalls. We have been meeting end-users as well as our partners. The HARMAN Live Arena features some of the most well-known artists in the country and it allows us to showcase HARMAN products in the most optimum manner," said **G Amar Subash** - Vice President and General Manager, Asia Pacific and India at Harman Professional Solutions

ASTOUNDING AUDIO INVENTORY

A stellar microphone inventory from **AKG** (451B / C1000S / D7 / C5 / D40 / HC81 / D12VR / 214B / DRUM KIT MICS / C411 / CSP / C51) was deployed for various vocal and instrumental exigencies and an all **JBL by HARMAN** loudspeaker system wowed the artists and audiences alike. The FOH system comprised the all-new VTX-A12 line array system accompanied by the G-28 subs along with the VTX V-20 modules deployed as center-fills and F15 modules along with F18s subs deployed as side-fills. Multiple numbers of the M20, M22 and VRX915 loudspeakers were deployed at the on-stage artist monitoring system, with the entire loudspeaker system powered through a formidable amplification infrastructure of **Crown** IT12000HD & Crown IT 4x3500HD power amplifiers (with VRack) and controlled through **Soundcraft** Vi3000 with the 9U Vi Stagebox deployed at FOH and the Soundcraft Vi2000 with the 9U Vi



ADITI RAMESH takes the stage

Stagebox deployed at MON positions respectively.

The above technical solution was provided in part by HARMAN Professional, with the rest being sufficed by SoundEffects' own personal inventory – thereby making it a joint-endeavor that spotlighted not just the confluence of superior technology but also extremely astute technical minds. The SoundEffects team worked closely with members from HARMAN Professional in ensuring a flawless technical execution of the feature on all 3-days of the event, including system setup and de-rigging; with reputed engineers **Lakir Mehta** and **Zahid Khan** representing SoundEffects on FOH and MON respectively, and **Sudarshan Srinivasan** responsible for systems engineering. Additionally, the SoundEffects stage-tech team shouldered the responsibility of ensuring a completely seamless experience in terms of performance/artist change-overs (i.e the transition between different artists per the performance schedule). Also, with due consideration to the diverse range of live performances penciled in for the HARMAN Live Arena across all three days, SoundEffects deployed their own personal cache of world-class backline inventory to ensure that artists and musicians on-stage were equipped with only the best gear for their performances. The complete backline inventory deployed included **Pearl Masters** Drum Kit; **EBS Reidmar** 250 Bass Head with Classicline 410; Markbass Little Mark Tube 800 with 104HR; **Roland** KC-550 & KC880; **Fender** 65'Twin Reverb; Fender Hot Rod Deville ML 212 Michael Landau Signature; **Roland** JC-120 Jazz Chorus; Latin Percussion Classic & Matador Series Conga, Quinto & Tumbas; Latin Percussion Wind Chimes; Remo Djembes; Tycoon & Masterworks Darbuka, Latin Percussion Cajon; Latin Percussion Timbales; Yamaha Montage 6/7/8 keyboards; and the Korg Kronos 2 – 61 keys.

Needless to say, the 2022 edition of the HARMAN Live Arena at the PALM Expo lived up to every single expectation of a superlative experience – not just for the crowd, but also for the artists – with noted independent mix engineers who visited and worked on various different acts that performed at the HARMAN Live Arena; showering heaps of praise for the sheer quality of the system setup and technical solution put together.



UDAY SHAH (c) and his team at SoundEffects celebrate after a successful deployment of the sound system at the live arena

HARMAN Live Arena schedule 2022

DAY 1: 26 MAY

- 1.00 PM - 2.00 PM
DRUMS SHIVAMANI & LYDIAN NADHASWARAM (FEAT. RUNAA RIZVII)
- 2.30 PM - 3.30 PM
72/35 SOUTHERN STREET
- 4.00 PM - 5.00 PM
CONFLUENCE BY DIPESH VARMA
- 5.30 PM - 6.30 PM
DARSHAN DOSHI TRIO FEAT. HASH-BASS & RICKRAJ NATH

DAY 2: 27 MAY

- 1.30 PM - 2.30 PM
ADITI RAMESH
- 3.00 PM - 4.00 PM
MOTHERJANE
- 4.30 PM - 5.30 PM
TAUFIQ QURESHI FEAT. HIS BAND MUMBAI STAMP & ANIRBAN ROY

DAY 3: 28 MAY

- 1.30 PM - 2.30 PM
THERMAL AND A QUARTER
- 3.00 PM - 4.00 PM
TA DHOM PROJECT BY VIVEICK RAJAGOPALAN
- 4.30 PM - 5.30 PM
THE LOUIZ BANKS MATRIXX BAND



LOUIZ BANKS MATRIXX BAND end the three-day musical extravaganza on the Live Arena stage with their spectacular performance

Summing SoundEffects' first year of direct association with the HARMAN Live Arena, Uday affirms "This was such a fantastic experience for all of us; and I'd like to thank every member representing the SoundEffects team who put their heart and soul into making the Harman Live Arena an overwhelming success at the PALM Expo this year. Of course, my deepest gratitude to the entire team at HARMAN Professional, in particular **Bineetha Michael, Ankush Agarwal, Sundar Raj Thaddeus, Vinayak Kamath, Pavan Chawda, Elisha Gladson Yeswanth, Sajag Gupta, and Yogesh Nambiar** for their unwavering support and active involvement throughout the entire process of bringing the Harman Live Arena experience together. It is truly humbling to have so many people – audience members and industry peers – sharing kind words of appreciation about their experience at the HARMAN Live Arena this year. Not only does this instill a great deal of confidence within every member of SoundEffects; but it's also got us all excited and looking forward to building on this synergistic association with HARMAN Professional, and pulling off bigger and better production experiences for future editions of the feature!"

Complementing the audio gear was some of the latest lighting fixtures from Martin Lighting by HARMAN.