

HIGH QUALITY ATTENDANCE AT PALM & AV-ICN EXPO 2022 POINTS TOWARDS STRONG MARKET REVIVAL

*The professional sound, professional display, professional lighting and integration market of importers, distributors, dealers and actual users congregated in full strength at the Bombay Exhibition Centre Grounds in Mumbai, India to witness the largest display of product range from top global brands, sourcing millions of dollars inventory for distribution and rental. It says a lot about the **PALM AV-ICN Expo Mumbai**, when hordes of visitors swamp the registration halls across the three days of the show, a clear indication that the expo has evolved into a much awaited and pivotal event which is "not to be missed".*



Destination for Professionals & Buyers

After a gap of two years, when the 20th edition of the PALM AV-ICN expo, held **May 26 – May 28, 2022**, welcomed the pro audio, lighting, and audiovisual industry to reconnect and stimulate the market towards a recovery path, the attendee count clocked an official figure of

Unique
20,228

registered attendees. Total footfall across the three days touched **26,466**.

"We are happy to be here at PALM, after two years. In the last two years, this is the first time we got to showcase our products



to the customers. It has been a great experience for us to meet our customers with whom we have been only communicating on phone calls till now. Our customers for the first time were able to touch and feel the products. The footfall normally on the first day is a little less, but this year it has been great from day one. We met a lot of people from South, North and North-east India too," says **Nitesh Narayan**, Sales Manager of StageMix.

"Thanks to PALM we can meet our friends in the industry. Our industry has taken a massive hit - companies don't have budgets and money to buy equipment; lots of companies are struggling and it's going to take some more time for things to get back to normal, but I'm confident that the industry will regain its former glory," said industry veteran and Proprietor - Electrocraft | Roger Drego Theatre Management | Star Professional Audio, **Roger Drego**.

"PALM is a great melting point for people who come here to learn, network, learn about new products, study about new technology, interact with dealer, distributors, manufacturers and also just to meet friends and colleagues," says **Warren D'souza**,



Founder & Managing Director - SOUND.COM. "It has been nearly two and a half years with no show and since then everybody is rearing to go. This is the show that everybody comes to, from the pro-audio to the pro-lighting and pro-video industry."

"The return of PALM Expo is a strong indication of come back from our industry after a pause of two years. There is a lot of business for our customers in the market. Industry professionals are looking at it in a very opportunistic way and all are now coming back with great enthusiasm. We received quite a nice feedback for ClayPaky products, and we are supporting our customers with products at competitive pricing with the help of our distributor - Hi Tech Audio and Image," said **Pankil Ahuja**, Sales Manager for India and Sub-continent, Clay Paky.

"We get vast exposure to a new type of customer base. This year has been a tremendous success for PALM and obtaining this type of response from customers after covid is surprising," said **Ankit Gupta**, Director - AERONS India Exim Pvt. Ltd. "Every year, the quality of the crowd keeps getting better and better. This year's customer response was very good. PALM provides us the platform to present ourselves in the market. Overall, the industry is growing, the market is good, and the show was a success."

"PALM expo 2022, has been a remarkable show. It is end of day two and we are already overwhelmed with the response. I'm quite excited and concerned for Saturday, which is a weekend; I'm sure the numbers are really going to be big. We have been closed for covid but now the industry is coming back with a vengeance, and it has been a fabulous turn out at the show. I think nobody expected this kind of turnout, and I'm glad we are here, and we look forwards to PALM 2023," says **Rashesh Parekh** of Integrated Entertainment Solutions. "We have launched new products like the latest **Avolites D92 console**, the **RDM Nebulas** from Madrix and lot of new products from HK Audio and Ashley."

Another happy exhibitor, **Yogesh Mehndiratta**, owner of Sound Solutions says, "It has been an amazing show this time, because everyone here has been sitting at home for a while and now, they want to break-free. So, we see a lot of foot fall here. We have been here for more than a decade, and this seems to be one of the best PALM shows that we have been in."

Trade and actual user

The attendees to the expo represented the highest level of influential professionals who are key decision-makers and whom the industry follows in choosing brand and product. Attendees represented a mix of industry professionals from project buyers seeking pro AV solutions to pro audio and pro lighting buyers, professional sound & lighting engineers, musicians & artists, AV manufacturers, design consultants, system integrators and AV consultants. India's independent full spectrum Pro AV platform witnessed the highest-level gathering of AV intelligentsia, who produce spectacular AV installations and exceptional communications experience.

"The show was great in terms of the audience who

visited. There were only serious business visitors. We had more than 4000 people visiting us at the booth on the first day. It is the best expo, and we will be continuing our support for the expo for years to come," enthuses, **Hemal Bhatt**, owner of N-Labs. "We have been participating since 2016, but this year the show was very important for business as it was taking place after a gap of two years. Visitors were looking for new products and brands. Footfall was great. Even on the last day after closing the entry, there was a queue of new visitors. This showed the visitors' trust in the exhibition. As an exhibitor, this year PALM was beneficial for us. Helped us reach new customers, especially where we didn't have our reach. We expect next year's expo to be bigger." N-Labs was also the **Lanyard Partner** for the show.



Also on display were premium products from the Sennheiser family like **Digital 6000, 2000- IEM, EWD (evolution wireless digital), wired microphones, evolution G4 series, Pro headphones, Sennheiser audio for video.**

Mr. Vipin Pungalia, Country Manager & Director- Sales Pro Audio at Sennheiser India, said, "We at Sennheiser have always been committed in delivering and introducing audio professional products for our stakeholders. The main objective is to evolve as per the industry needs to make life seamless for our audio professionals, enable them to capture the best of audio and video content. We are excited to be back with offline events after pandemic which is almost 3 years. PALM AV-ICN Expo is a great platform to showcase our products as the industry comes together under one roof with technologies that shape the present and future of Indian audio. Additionally the platform gives us an opportunity. The platform has helped us secure tremendous business and make fruitful connections for a long run."

AHUJA RADIOS, India's leading manufacturer & exporter of Public Address Equipment was back displaying a whole range of products on their front row booth. "We started back in 1940, and if you have a look at our stand, we have so many products - around 400 product range and the objective is that anything that is required for public address for pro audio should be available from Ahuja. Ahuja should be one-stop stall for all professional audio products," said **Sandeep Ahuja,** Sr. Vice President of Ahuja Radios. "Talking about new products- we have introduced many products with combos some with trolleys and some with easy carry with handles. There is also a move to make more and more products with the 'Atmanirbhar concept'. We have now introduced the sound lectern system **ASL 3000** on our booth. It has a podium microphone, a light and a charging unit for mobile phones. It also has two wireless microphones. We have on display the complete product range required in a small auditorium, we have amplifiers and court room systems. We have got specially designed microphones which work on fathoms supply. Lots of courts around the country are being installed with these systems."

"After the gap of two plus years, the expo provided opportunities to meet with Industry experts, musicians, new players and stakeholders as well as to showcase the latest audio solutions that we had missed during the pandemic period," said **Neeraj Chandra,** Director, Sun Infonet Pvt. Ltd.



On display at the Sun Infonet booth was the **Shure Stem Ecosystem** for board rooms to training rooms to huddles and every type of conference room and the **Shure KSM11** wireless vocal microphone capsule which redefines vocal performance by providing a prized combination of full lows, clear mids and high-end detail, without the need for extensive EQ. A cardioid condenser designed specifically for live performance, event recording and premium streaming, the KSM11 allows digital wireless systems to present strong live vocals. Also showcased at the booth besides other products was the Allen & Heath **Avantis and AHM32.** The third mixer based on 96kHz XCVI FPGA engine, Avantis puts next-generation technology in a 64 channel / 42 configurable bus console, with dual Full HD touchscreens, a super-flexible workflow with Continuity UI, extensive I/O options, add-on processing from our flagship dLive mixing system, and a rugged full metal chassis. With 32 zone outputs, echo cancelling and audio networking options, AHM-32 is ideal for multi-room installations in hospitality, corporate and education environments.

On display at the Beta3 booth was the **DT series** of professional touring amplifiers, designed with the goal of achieving unmatched performance and outstanding reliability. The DT series is available in eight different models with various channels and power alternatives, each comprises of efficient zero-temperature-difference temperature



control, functional limiter designed for low distortion, and complemented by precise detection and protection control. Also on display was the **SLA12H 3-Way Full Range Speaker** and the **VX12a 12" Two-Way Full-Range Active Speaker.** The Beta Three® SLA-12H Series is a high SPL line array speaker used in applications including sound reinforcement for Houses of Worship, Events, Indoor Stadiums, Theme Parks, Multifunctional Auditoriums, Schools, and Transit Terminals etc. These are excellent for live, rental, and portable sound reinforcement applications. The SLA Series line array loudspeaker delivers extraordinary performance where high SPL, high speech intelligibility and natural sounding music is required at unmatched value. The VX12a is a two-way full-range active speaker composed of a 12" LF woofer and a 1" HF compression driver with Titanium diaphragm. Its characteristics include big dynamic, high sensitivity, clear MF and HF with powerful LF. VX12a adopts the design of combining the horn with the cabinet, with rigging points surrounding the cabinet, and there are mounting holes at the bottom of the cabinet to facilitate the formation of an array. Standard hosting structure and 2-way XLR/TRS input mode ensures ease of use and simple installation.

Audible Avenue displayed the **AA Series** at the Aerons booth, which was the first in their line of commercial installation solutions. With the series comprising three discreet multi-purpose loudspeakers i.e. the AA 3M, the AA 6F, and the AA 8M, along with the ultra-compact AA B10 subwoofer; Audible Avenue's AA Series has been designed to seamlessly fit into any room and blend in with any style of décor with minimal visual intrusion while assuring a wide dispersion pattern and full range frequency response. On display amongst others included leading transducers from **FaitalPRO and the Audiocenter K-LA210,** a passive crossover line array speaker, for touring, rental, and fixed installation.

Clay Paky showcased the **Xtylos** compact beam moving light, the **Arolla Profile MP,** which is the smallest and lightest moving head fixture available in its class, and the **Sharp X** Frame from the family of the award-winning SHARPY fixtures.

"Meeting partners who are patrons of Clay Paky and whom we personally know for more than 25 years now, was very exciting. Certainly, market is improving in terms of shows, events etc. and more and more international events have started coming to India – which is a good sign as these international events are driven only on specified lighting equipment and Clay Paky is really strong in it. The expo was indeed the apt place to meet new customers and support them with our products," says Sales Director of Clay Paky, **Alberico Emilio D'Amato.**

Another latest edition at the show was from Digico. Attendees to the expo witnessed the new **Quantum 338,** representing a dramatic leap forward in power and connectivity within a remarkably compact format. Digico's VP of Sales, **Ian Staddon** says, "The popularity of SD series from Digico is incredible and now with Quantum 338, we are geared up to take the game to the next level. Thanks to Rajan Gupta, Nirdosh Aggarwal and their equally dedicated team, Digico has carved its own league among Indian audio engineers, Bollywood artists and rental companies."

The Quantum 338 follows the Quantum 7 in defining the future of audio mixing. Boasting a wealth of new design features and enhancements to create ultimate flexibility of use plus the speed of operation, Quantum 338 is based on seventh generation FPGAs with an entirely new system architecture.

The expo was also the apt platform to introduce the full-range **K3 series** from L-Acoustics designed to deliver big sound for events with audiences ranging from 1,000 to 10,000. "It's always a great experience to attend PALM Expo", shares **Peter Owen,** Sales Manager, L-Acoustics. "Our authorized distributor Hi-Tech Audio & Image has been pro-active to promote L-Acoustics across the country. The unveiling of K3 at their booth was really a moment to cherish. We hope to start a new era for event industry with K3 series for India."

Part of the K Series, K3 is a full range line source element designed for mid-sized mobile applications. Housing K2 components, K3 delivers exceptional bandwidth with reinforced LF contour for its size and high output capacity for use as a stand-alone line source. Designed as a two-way active loudspeaker, K3 requires two channels of amplification resulting in high density of loudspeaker per amplified controller. K3 features Panflex to increase flexibility.



"We are so overwhelmed by the response in our booth. It was a milestone year for us as for the first time in India, we have introduced **DiGiCo Quantum338** and compact full-range **K3 line source system** from L-Acoustics. Beside these we have showcased the Business Music Solution range from RCF along with the brand's **NX900 and ART900** series. Moreover, we have also dedicated separate light areas in our booth to give live demo of Clay Paky products and grandMA3 consoles respectively", shares **Rajan Gupta**, of Hi-Tech Audio & Image. With the support of brand partners, Hi-Tech Audio & Image was able to accomplish its business goal in the expo.

Also, on display at the Hi-Tech Audio & Image booth was the **RCF BUSINESS MUSIC** range offering a complete range of products to design audio systems for background and foreground music in public spaces, the **RCF NX 9** series for solo musicians, bands, and DJs, and the **RCF ART 9 Series** for professional applications—on the road, on the stage, and is also suitable for fixed installation.

Nx Audio continued to expand its MT series power amplifier line-up with two new models **MT1801 and MT2201 Amplifier**. The MT2201 is a class D amplifier using pulse width modulation to rapidly switch the output devices between off and on states at a switching rate of 50MHz. D Class uses less heat sinking and is usually lighter than other amplifiers, though the MT2201 uses the same rugged chassis as its siblings MT1901. The MT2201 uses extensive protection circuitry and advanced technology to ensure RF/EMI rejection with an LF filter. Narain Audio also launched the **BlueBass Blade-15 and XB-21**. The BlueBass Blade-15 represents the best-in-class loudspeaker for today's demanding audio professionals, using a cutting edge 32bit DSP & 48dB/Oct crossover to deliver superb acoustic fidelity across its frequency range. Class D LF Amplification ensures superb Efficiency with a lightweight portable design making it excellent for both Live and DJ. The **XB21** features a nano fibre loaded cone assembly, sandwich suspension damper along with optimum excursion constant geometry surround with high Conex fabric and 4-layer Copper 2:2 windings technique VC together provide remarkable strength. Also on display at the booth was the **Lavoce 21" SAN215.30 and SAF214.50**.



SK Pyro introduced new products from **Showven and DJpower**. "Our special product for this year is smoke bubble machine. We have participated in PALM expo for the first time, and it's an amazing experience. We have had very good footfall from the last two days," said **Sonu Khiani** of SK Pyro.

LD Systems displayed a wide range of products at the Adamson booth, including whole range of installations products, modular line array curve series, column speaker systems for the rental and installation markets. "We also have a complete range of installation stands, and some more unique products that can be used in studios and by individual musicians. We have a range of DI boxes and accessories as well as some studio monitor controllers from **Palmer**. We have also launched the **Kansas light controller**," informs Nitesh Narayan of StageMix.

"The new products we are selling are audio over internet, like UNiKA's Dante's products for instance. We have more weatherproof equipment on the show and also tour grade, microphone stands and speaker stands are available," said

Karan Nagpal, Director of Sonotone Audio LLP. "Footfall has been great, and in line with our expectation. It's the only platform in India, where we get to interact with so many customers together; professionals living not only in the city but also living in the interior villages as well."

Luxury Personified LLP conceptualized an acoustically treated booth to display their brand portfolio of world-class exclusive luxury brands. On display was the **Devialet PHANTOM II CUSTOM**, which is tailored to custom commercial and residential projects. The Phantom II Custom boasts professional features such as



Dante™ network and analog/AES input, is fully compliant with technical integrator requirements, simply configurable through IP address webpages and guarantees unrivaled sound and total reliability, coupled with eye-catching design.

Alphatech the exclusive distributor for multiple audiovisual (some of them being very iconic brands) like, Genelec, API, Tannoy, Labgruppren, Klark Teknik, Midas, Beringer, etc. displayed a lot of technologies, and products from all their brands. "This time around at PALM. We have a special effect processor from **Outboard**, and we have also launched a few new products like **Midas HD 96** digital mixing console, and **Turbo Sound Manchester** Line array speakers. Alphatech has also put up a dedicated home theater room, with the **Genelec and Christie** 4k Pure RGB Lasor technology," said **Mayank Gaurav** - Director Sales, Alphatech Audio Video Pvt. Ltd. "From footfall perspective, we have missed PALM from the last four years. We participated in 2018 and after that we are participating this time around. We can see big queues outside the venue, and people are waiting from eight in the morning to come inside the hall. it's a very good and positive thing which we are seeing this year. We have received a very good response for the product line. PALM is a very established and very important show for any distributor or OEM who's in Pro-AV industry."

A-Pro Lighting displayed new led range pars, sharpies, led lights as well as smoke machines at their booth in the lighting hall. "This year the expo had an excellent footfall and we are overwhelmed with the response," said **Raj Malhotra** of A-Pro Lighting.

China Pavilion

PALM remote exhibit solution gave an opportunity to China manufacturers to be present at the 20th PALM expo. Attendees connected directly with China manufacturer team via mobile and discussed with Indian buyer their product interest and other business queries. The display played videos of product giving attendees and buyers the complete experience and benefit of sourcing at the expo.

China Pavilion had a total of **31 exhibitors** representing all the product categories at the PALM expo.

China imports were considerably reduced in 2020-2021 due to shortage on factory closures in China. Imports were impacted due to travel restrictions and cargo restrictions. China market depends on distributors in India and supply situation adversely affecting the pro audio and lighting market for China brand and product. Indeed supply and market recouped to quite some extent in 2022. China Pavilion was a reflection of the beginning of a turn around.

