Pro AV Mass Market Momentum Emphasizes AV-ICN Expo Success

AV-ICN Expo 2023 took place across three days, from 25th May to 27th May, 2023 at the BEC, Mumbai. With 44 pro AV global exhibitors occupying Hall 2, displaying a gamut of groundbreaking technologies along with innovative products, and with a unique visitor count of 21,659 over the three days, the AV-ICN Expo has once again marked its presence as the torchbearer for the AV industry in India, proving once again, that international brands can no longer ignore the impact AV-ICN Expo has created in the world of audiovisual.

A V-ICN Expo won the support of the AV industry which was equally determined in creating an alternate AV expo platform that could be trusted to be neutral and independent. The Indian AV industry by virtue of strong IT legacy and very high level of knowledge in integration, communication, and networking boasts of a developed AV ecosystem. The AV professionals thus recognized the need for AV-ICN Expo as providing a just platform to showcase their latest product technology, innovation and frontier-edge engineering in providing solutions for 4G/5G interface and delivery in audio video - AV over IP. "Creating the future was the mantra for AV-ICN, and now after witnessing the opposing wind to somehow forestall AV-ICN, the mantra now is determining the future", declared AV-ICN Expo's Founding Director, **Anil Chopra**. He adds, "The explosion of very high-end AV projects in India in sports, hospitality, education, corporate, devotional and consequently explosion of large system integrators augurs success of AV-ICN."

Attendees Galore At The AV-ICN Expo:

PALM + AV-ICN Expo witnessed a total footfall of **27,786** and a unique visitor count of **21,659** across Halls 1,2, and 3 over the course of three days, with the visitors exploring and interacting with state-of-the-art product technology, innovation, and display, while acquiring

trade knowledge, insight, and wisdom from reputed industry experts at the **AV-ICN Conference**. The rough estimate for visitor analysis at the AV-ICN Expo 2023 reflects that the show floor was populated with approximately **43% Actual Users** and **57% Trade Visitors**.

With these visitors engaging the exhibitors for business and identifying products for their needs, the show delivered quantum business to fulfil the demand in the pro AV industry which is exploding – whether it is display, digital signage, or OOH LEDs. The exponential growth in AV conferencing in India with the entire marketplace supported by affordable broadband and the rapid explosion of corporate conferencing has resulted in a massive demand for microphones, displays, and speakers – fulfilled by a massive number of integrators.

A total of 44 marquee exhibitors displayed the latest AV products and solutions at the AV-ICN Expo in Hall 2, while a substantial number of exhibitors covering AV segments such as, but not limited to, install sound, amplifiers, and more, were at the top of their game in Hall 1. The AV-ICN Expo 2023 saw crème de la crème exhibitors, influential, decisive, key players from the AV market, exhibiting avant-garde products from the game-changing brands, from **Epson, Christie,**

Aero, **BenQ, Optoma, Maxhub, Absen, NVincy, NewTech Video Systems, Lotus Cine Group**, and **NTeck Systems**.

Narendra Naidu, Chairman & MD, Rhino Engineers Pvt. Ltd., was all praise for the show, "AV-ICN Expo 2023 was great - I really enjoyed it! It was great to meet OEMs and Systems Integrators from the AV Industry face-to-face and understand their experiences about the growth of AV products after the pandemic.

He further added, "Coming to CAVS 2023, it was always a unique experience for me to attend such kind of event which leads me to explore new ways of designing technologies in smarter ways while educating the young generation about the professional audio, video, and various types of equipment used in AV Industry Application. Last but not the least, congratulations to the team of PALM and CAVS for managing the entire event on such a humongous scale. Thank you, Anil Chopra, for giving a chance to share my experience knowledge on the subject of professional audio system to the dynamic younger generation."

Global Exhibitors Assemble For The Biggest Indian AV Event For The Year

The AV-ICN Expo 2023 witnessed crème de la crème exhibitors, influential, decisive, key players from the AV market, exhibiting avant-garde products from the game-changing brands. Companies, both local and international marked their presence at the Expo with direct participation, propelling, addressing, and catering to the popularity and demand for more innovation, more cutting-edge, and more seamless pro AV solutions. The trade floor was permeated with a display of state-of-the-art AV products and technologies, drawing a massive number of AV-aware visitors to the show, inquisitive and interested in the emergence of pro AV as a pioneering field in the country, and delivering a clear message – from this moment onwards, the AV-ICN Expo cannot be ignored.

At the AV-ICN Expo, **Aputure** exhibited the **INFINIBAR**, the brand's first RGBWW full-colour LED pixel bars. Offered in 1-foot, 2-foot, and 4-foot lengths (the PB3, the

Aputure's booth at the AV-ICN Expo captivates the visitors with its first RGBWW full colour LED pixel bars called INFINIBAR

PB6, and the PB12, respectively), each INFINIBAR Pixel Bar features a pixel density of 24 pixels per foot.

Astera LED displayed the **Astera HydraPanel**, a beam shaped panel with six light modifiers and a large range of mounting options, which makes the product more flexible than any other product in its class.

BenQ showcased the **RM03A Interactive Display Panel**, the industry-first octa-core processor- equipped interactive display series, the **LK935 – 5500 ANSI** lumens high brightness 4K laser projector, the **LH730** – world's first high brightness 4LED projector, the **EH620** – world's first windows-based smart projector, and the VS20, a wireless presentation device.

The EH620 is an all-in-one full HD smart projector, with a built-in windows 11 operating system and Intel processor, enabling wireless and PC-less meeting rooms. The LH730 is the world's first high-brightness 4LED projector, featuring a 4LED light source (an additional green LED diode), which increases the perceived brightness of the projected image by a factor of 1.5x~2.4x. BenQ's LK935 is a 5500 ANSI lumens high brightness 4K UHD laser projector with 92% Rec. 709 colour coverage, enabling users to create large displays in conference rooms, auditoriums, and theatres. The RM03A Interactive Display Panel is industry's first octa-core processor-equipped interactive display series for the performance-oriented education and corporate sector. BenQ's driver-free wireless presentation and collaboration device, InstaShow VS20, comes with a native 4K image quality transmission and an intuitive microphone with echo cancellation that provides users with an easy, secure, and efficient way of wireless presentation and video conferencing experience during hybrid meetings.

Canara Lighting displayed the **LED Space Light**, the **LED LINEAR WASH**, the **JEET light**, the **LED Jagle Panel**, and the Canaflo lights at the AV-ICN Expo. The LED Space Light is an excellent quality Canara LED Bi Color space light with dimming option for creating many effects for multiple applications. The LED LINEAR WASH is a high-quality LED Wash Light consisting of 18pcs LEDs, having various beam angles to support a variety of light distribution for different applications, including floodlighting, wall grazing and asymmetric wall washing. The JEET Light is perfect for indoor and outdoor use, with a protection rating of IP 20 and IP 66. The light is flexible to handle with a lifetime of more than 50,000 hours, CE and RoHS complaint, 5 times brighter than HMI. The LED Jagle Panel is true to its name,

At the AV-ICN Expo, Maxhub's booth delivers spectacular visual display with the V6 Classic Series' 75" Interactive Flat Panel For Display among a spectrum of other corporate AV solutions

which is a derivative of Jaguar (which denotes high speed) and Eagle (which denotes sharp), the LED Jagle Panel imbibes the spirit of light in form and function; and is dubbed as a "dream for all lighting designers." The Canaflo Lights are high-quality LED soft light with high CRI for different applications, including flood lighting, photography, and video applications.

Gigatronics exhibited the **Audio Cable 1813A, the Audio Snake Cable 1512C, High-Speed HDMI Active Optical Cable with Detachable Connector**, and **the USB 3.0 Type-A to Type-C Active Device Repeater Cable.** The **Belden Audio Cable 1813A** is a professional-grade two-conductor audio cable designed to deliver superior audio quality with minimal interference and noise. The Belden Audio Snake Cable 1512C is a high-performance audio cable designed to deliver exceptional audio quality for professional audio applications. The High-Speed HDMI Active Optical Cable with Detachable Connector is a 20 m (65 ft.), 4K@60Hz UHD, HDMI Male to Micro HDMI Male (Type D) and Detachable HDMI Male (Type A), featuring HEC, ARC, Gold-plated Contacts. The USB 3.0 Type-A to Type-C Active Device Repeater Cable is a USB-A Male to USB-C Male Cable, which is 10 m (33 ft.), SuperSpeed USB (USB 3.2 Gen 1), featuring 5 Gbps, built-in signal booster.

Lead Vision Electronics displayed the **Lead Vision P4.8 outdoor rental screen Full Color LED Screen**, the **Lead Vision P3 indoor rental screen Full Color LED Screen**, the **Lead Vision P6 outdoor rental screen Full Color LED Screen**, and the **Lead Vision Indoor Poster Cabinet**. The Lead Vision P4.8 outdoor rental screen Full Color LED Screen comes in the size of 576×576mm×65mm with 4 modules. Each module offers a pixel size of SMD 1921 and density of 43264 dots/m². The P4.8 cabinet comes with Nova receiving card and life span of 100,000 hours with a refresh rate > 3840 HZ. The P3 Indoor Rental Screen Full Color LED Screen features a size of 576×576mm×65mm with 9 modules. Each module offers a pixel size of SMD2020 and density of 111111 dots/m². The P6 Outdoor Rental Screen Full Color LED Screen comes in the size of 576×576mm×65mm with 9 modules. Each module offers a pixel size of SMD2525 and density of 27777 dots/m². The Poster Cabinet is available in the size of Height 192 cm X Width 64 cm X Depth of 4.8 cm.

The BenQ booth at the Expo, with the LK935 4K projector on display

This cabinet has 24 modules with bracket or base installation options.

Nteck Systems exhibited the **WiFi - DIN-Rail 8-Channel Digital Input Output Module**, the **IPEVO-V4K Ultra High Definition USB Document Camera-Flyer**, the **EMCEE200**, and the **TOTEM**. The WI-IO-8 is a Din rail Digital Input & Output 8-Channel module that provides eight digital input dry contact and eight dry contact closure outputs at 12 Volt. The IPEVO V4K is IPEVO's lightweight, foldable and affordable USB document camera for those who like their doc camera as portable as their laptop. It is plug-and-play and easy to use. The EMCEE200 is a seamless multiview presentation switcher and scaler with Picture-in-Picture (PIP) and Picture-Over-Picture (POP) capabilities.

Optoma India showcased the **ZU2200T**, an ultra-bright professional WUXGA laser projector, the **ZU920TST**, an ultra-bright professional laser projector, the **ZU500UST**, a high-brightness WUXGA ultra short throw laser projector, and the **ZH406ST**, a compact high-brightness short throw laser projector.

The high brightness ZU2200 professional laser projector fills the need for high-end installations, including the entertainment, exhibition, and digital signage markets. Part of Optoma's Ultra Bright Series, this projector offers incredibly high brightness of 22,000 lumens as well as extreme flexibility with eight interchangeable lenses to meet the needs of even the most complex installations.

At 9,800 lumens with 4K and HDR compatibility, the ZU920TST features a dust-resistant IP5X certified optical engine for 24/7 operation capabilities, offering true maintenance-free projection for up to 30,000 hours of powerful performance in Eco mode. Other features include a motorized zoom and focus, full motorized lens shift and built-in dual 10W speakers. High brightness, color precision and quiet operation, along with a short throw lens make this projector the ideal solution for a variety of end-user scenarios and professional environments, such as short throw digital signage, edge-blending and projection mapping, simulation, and immersive installations. The added control flexibility of HDBaseT and LAN make this projector an affordable install and forget solution.

The ZU500USTe is powered by long-lasting, low maintenance DuraCore laser light source. The lamp-less and filter-free design vastly reduces running costs for a lower total cost of ownership. Weighing only 12.5lbs, this projector can be mounted just inches away from a wall or surface and can project an image size of over 100 inches. Supporting 24/7 operation and versatile orientation, the ZU500USTe is

Optoma's ultra-bright laser projectors at work, delivering exceptional visual projection for a variety of applications

a flexible, powerful and bright ultra short throw projector that makes for a superb signage solution where space or accessibility can be limited, such as shop windows or retail displays.

The ZH406STx is a compact short throw Full HD 1080p DuraCore laser projector. Designed for virtually maintenance-free, continuous operation it can be installed in almost any orientation. Feature packed, this compact laser projector has built-in speakers, is 4K and HDR compatible, and is low maintenance with extremely long-life laser technology. For ultimate control, the projector comes with RJ45 connection allowing you to monitor and control your network in multiple rooms. Perfect for business, education and museums where a clear, bright image is required.

RZone Visual Studio exhibited the **MI BAR Light** and the **PSU 4X-100-V2**. The MI BAR Light is a dynamic and versatile multi-use LED light bar that can be used in wedding events, lounges and bars, social gatherings, clubs, resorts, banquets, and outdoor building lighting. The PSU 4X-100-V2 is widely used in stage lighting, bar atmosphere, advertising display, planetarium and science museum effect embellishment.

VCore showcased the **Private Design Cabinet**, which has connectivity with full power box and hub connection, which is available in several different pixels such as P3, P3.79, P3.84, and P4.8.

But it wasn't just the trade floor that was populated with top brands and innovative products. The exhibitors and visitors at the AV-ICN Expo 2023 were served with a treasure house of knowledge and wisdom at the AV-ICN Conference.

AV-ICN Conference 2023: A Symposium of Intelligentsia

A total of five key AV-centric conferences, divided over a span of three days, focused on the latest trends, practices, and innovations in the world of Pro AV. The biggest names from the AV industry marked their presence at the Conference to address the audience on what, how, and why the field of AV is undergoing a massive transformation.

Prashant Govindan, Director – India, **Generation AV (India) Pvt. Ltd., Adrian Ickeringill**, Director of Sales, **Sonance**, and

Rachel Jacob, Architect, **Munro Acoustics** engaged the audience in a session titled, *'Sound In Visual Design – Integrating Invisible Sound Into Aesthetic Spaces'*, elaborating more about how sound designers and visual designers at constantly working in tandem yet stay conflicted when it comes to integrating 'invisible' sound into visual design. The core of the session revolved around how form and function are brought together by creating a fine balance between aural and visual components in design.

The session was brought to life with a thoughtful question put forward by Prashant Govindan, "Is form more important than function or function is more important than form?" While Rachel Jacob and Adrian Ickeringill shared their opinions, the session took a new turn on more relevant discussions like how the panellists have been able to address all the concerns of the customers that arrive with technology and manufacturing, their experiences on how they incorporated sound technology into a completely wrapped wooden décor, and more. The ses-

Narendra Naidu, Chairman and Managing Director, Rhino Engineers Pvt Ltd the technical know-how of a large-scale venue's AV installation with the audience at the AV-ICN Conference

sion successfully ended with some well-thought conversations and precise information on sound technology and an interactive Q&A with the audience where more questions from the young minds opened the floor up to more enlightening conversations.

Sharing his thoughts on the AV-ICN Conference, Prashant Govindan commented, "The PALM AV-ICN Conference is a powerful platform for bringing together professionals and technology enthusiasts. Being part of PALM AV-ICN Expo, the premier event for professional sound, light, and systems integration in India, it lends itself to being an informative and authoritative platform for exchange of ideas, knowledge, and a vibrant forum for networking. I have been fortunate to be associated with the PALM Conference for the last several years and I have seen both the content and the level of participation grow leaps and bounds, both in the quality of speakers and the level of audience participation. With the PALM AV-ICN Conference team bringing more interesting and relevant topics to the forum each year, we can only see more interest and participation in the years to come. I wish the team all the best and my continued support and participation."

Prashant Govindan, Adrian Ickeringill, and Rachel Jacob take the stage to discuss the role of 'invisible' sound into the aesthetics of a space - and how both form and function can work in tandem to create the desired effect

Three major sessions informed the attendees on what trend, technology, and technique is dominating the world of AV. The first session titled, *'Large Scale AV Integration of Visitor Attraction Venues'* by **Narendra Naidu**, Chairman & Managing Director, **Rhino Engineers Pvt. Ltd.**, took the audience behind the scenes of the mega visitor attraction AV projects in India. Naidu started the session by sharing that every big AV project begins with a big thought. He shared, "Allocate some time to think big. When you have allocation of time to think big, you have to 'buddy up'. 'Buddy up' means, have a team, have colleagues, have people to interact with on how to derive the best technologies, the best ideas, for the best projects. Ground yourself in reality."

Naidu also talked about Rhino Engineers' AV project at Gabbar Hill in Gujarat, stating that this project is, in his own words, "India's Largest 3D Projection Mapping on Natural Surface." He added, "The site was 265 m. wide and 68 m. tall. We encountered rocky mountain surface in a very rough terrain. The project cost was

In his conference session, Kelvin Ashby King, Principal Consultant, Clarity Consulting, talks about the AV & ICT design elements, coupled with a touch of emotional connection with the visitors, that together complete any mega-scale AV project

13.56 crores. It was commenced in March 2022 and completed in April 2022, which is a matter of pride for any AV consultancy."

Going further, amongst many other things, Naidu also informed the audience about the projectors that were used during the 3D Projection Mapping at Gabbar Hill, "Six units of projectors were deployed in the projection. The projectors were mounted on two specially constructed towers, each tower measuring 5 metres. One projector was fitted horizontally on one tower, while the second tower featured four projectors stacked in 2x2 matrix, protected by weatherproof enclosures. These projectors were placed 120 metres away from the Gabbar Projection Site."

Naidu also stated that since the completion of the project, the footfall at Gabbar Hill in Gujarat has tripled.

The next session titled, *'PANEL DISCUSSION ON TOP DISPLAY TRENDS IN 2023 – Flexible Displays, Immersive Displays, Digital Signage, Micro LEDs, LCDs, Projection Technologies, OLEDs, Quantum Dots, Laser-based Display'* had panellists **Anil Chopra,** Founding Director, **AV-ICN Expo**, **Aman Singh**, Zonal Head, North &

West India, **Optoma**, and **Rohit AK**, Head of Corporate Business, **Maxhub**, deliver an overview of the emerging trends from the display industry and the momentum it has created with regards to the demand for various AV applications that facilitate innovation in display technology.

The session started with the moderator, Anil Chopra, posing an important question: What segment takes over the biggest chunk of the LED display market? To which, Aman Singh's response was that, "Advertising could be a major segment for larger LEDs. However, the consumer segment for LED display takes up a smaller chunk, only around 25-30%. The largest segment for LED display is actually corporate, residential, and education." Rohit AK adds, "Post the pandemic, in the educational sector, LED display has become a necessity rather than luxury."

Another session titled, *'Holistic Museum Design and Integration'*, revolved around **Kelvin Ashby King**, Principal Consultant, clarify the implications involved in museum design and integration, and how, developing a talent pool of AV professionals will make it easier for AV integrators and consultants to deliver holistic solutions for museums, be it AV, lighting, ICT, and acoustics. In the session, King claims that till now, none of the museum installations overtaken by his company has been completed before two years from the date of conception, the reason being that multiple layers and teams are involved in bringing a museum to life from AV and lighting perspective. The most important thing, according to King, is that the AV and lighting controls should not stick out in the museum design as an added element, rather, it should feel naturalized in a manner, since technology must enhance the museum communication and convey emotions more than aesthetics.

Kairav Adhvaryu, Technical Manager, **MNT Info Vision Pvt. Ltd.** took the stage for a session titled, *'Education – Smart Class'*, where he extensively spoke about how the Indian education sector is making knowledge accessible to students from every nook and corner of the country by making use of powerful AV applications such as PTZ cameras, AR/VR, AI, and more, to ensure teaching and learning turns into a virtual, immersive, experiential, and interactive process for people at both ends of the spectrum.

Kairav Adhvaryu, Technical Manager, MNT Info Vision Pvt Ltd presents use case scenarios for AV technology in the field of education

L to R: Anil Chopra, Founder, CAVS; Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience; Satyanarayana Reddy, Technical Manager, The Siemon Company; Abdul Waheed, Managing Director, EYTE Technologies; Harshen Naidu, Director, Rhino Engineers Pvt Ltd; Smita Rai, Deputy Project Manager, Hyve India Pvt Ltd

Narendra Naidu, Chairman and Managing Director, Rhino Engineers Pvt Ltd, educates the participants on pro audio trends, technologies and applications

CAVS 2023 Galvanizes Indian Pro AV Education:

A highlight feature of AV-ICN Expo, CAVS (Certified AV Specialist) Course played a proactive role in galvanizing Pro AV standards, integration, and process for AV professionals in India. With 50 attendees eager to upskill themselves in the field of AV, over the course of three days, the CAVS imparted AV knowledge to numerous attendees, with renowned industry experts such as Narendra Naidu, Arif Patil, Satyanaryanan Reddy, and Sajan Joseph conducting day-long sessions on Pro Audio, Video, Integration Networking, and AR/VR respectively.

Aman Prajapati, AV System Engineer, Munro Acoustics, expressed his appreciation for the platform provided by CAVS to AV professionals seeking to upskill themselves from a professional standpoint, "CAVS 2023 was a great opportunity to network with professionals and experts in the audiovisual industry. I was impressed by the quality and diversity of the presentations and demonstrations. I gained valuable insights and knowledge that will help me in my career. I highly recommend CAVS to anyone who wants to stay updated on the latest trends and innovations in the AV field."

AR/VR Registers Unprecedented Success At The AV-ICN Expo:

Ctrl Alt Experience delivered another pivotal feature of the AV-ICN Expo with the revolutionary AR/VR walkthroughs. The company successfully got in touch with numerous clienteles who demanded the AR/VR applications, such as 3D AR/VR Virtual Reality Walkthroughs, for their AV consultancies. To read the full article, go to pg....

This Is Just The Beginning:

The AV industry is growing at an unprecedented rate in India. The AV-ICN Expo successfully mirrored and captured the growth of AV in Hall 2 at the BEC, Mumbai. With exhibitors, innovations, and interactions galore, it was evident that the Indian AV market is gearing up for the next big revolution in audio and display.

The AV-ICN Expo is set to return to its home ground at BEC, Mumbai from 30th May to 1st June, 2024.

Visitors experience a comprehensive VR walkthrough with Meta Quest 2, PICO NEO 3 and PICO 4 Headsets at the AV-ICN's AR/VR feature

AV-ICN EXPO

INDIAN PRO AV MOMENTUM
30.05 - 01.06.2024 : BEC, MUMBAI, INDIA